



CLIENT A

Overview of the Client's
Objectives

Results from working with
Linkability.

Ending summary of clients
experience.

B2B MARKETING - LEAD GENERATION

CLIENT A CASE STUDY

OVERVIEW OF OBJECTIVES

Create a campaign to establish Client A as a thought leader in a rapidly growing niche of #gigeconomy. Implement messaging based on target audiences, specifically, technological enterprise companies.

Using different platforms and strategies to broadcast their ideas and opinion regarding the #gigeconomy, future of work, and its implementation in the global business community.

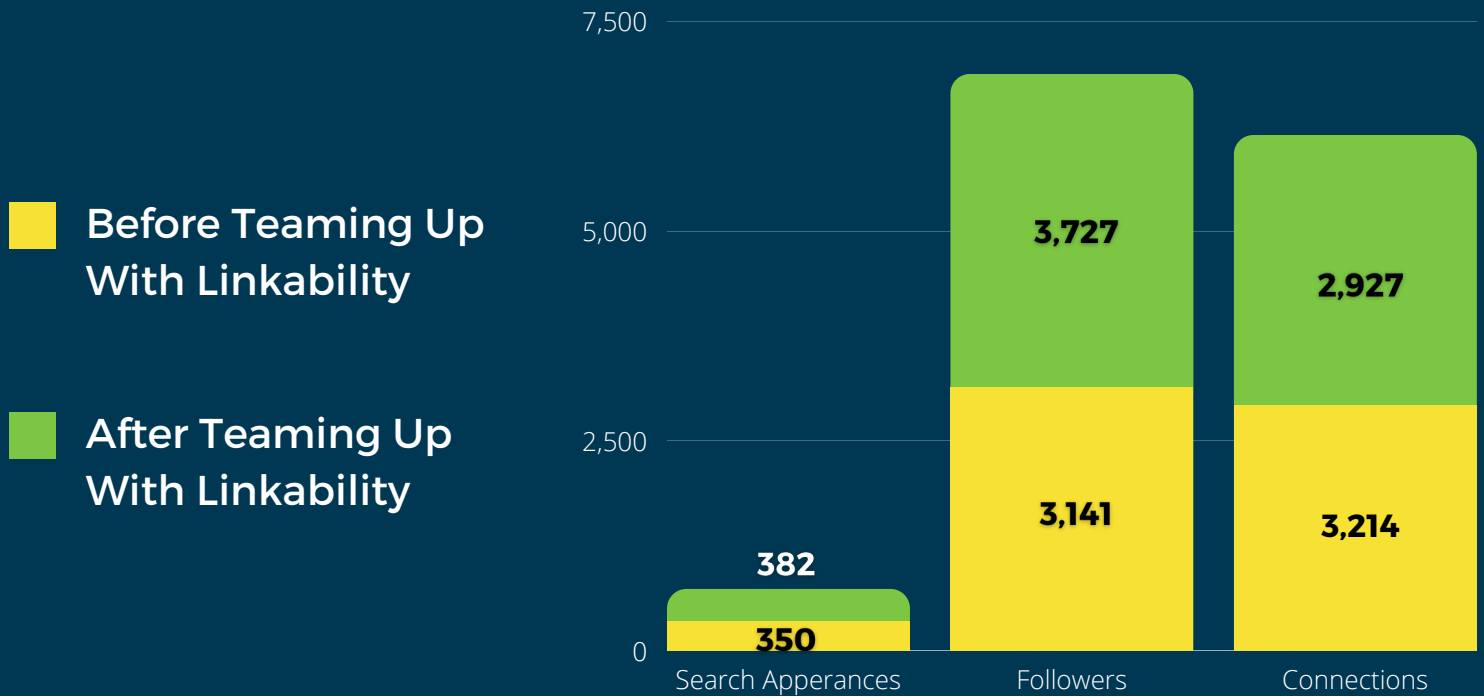
IMPLEMENTATION OF GOALS

We grew a highly targeted network, curated and shared articles and additional content geared towards clients' industry. This parlayed into domestic and international speaking opportunities, a book, podcast, and bi-weekly newsletter launch,



RESULTS

AFTER ONE MONTH WITH LINKABILITY



AFTER THREE MONTHS WITH LINKABILITY

2020



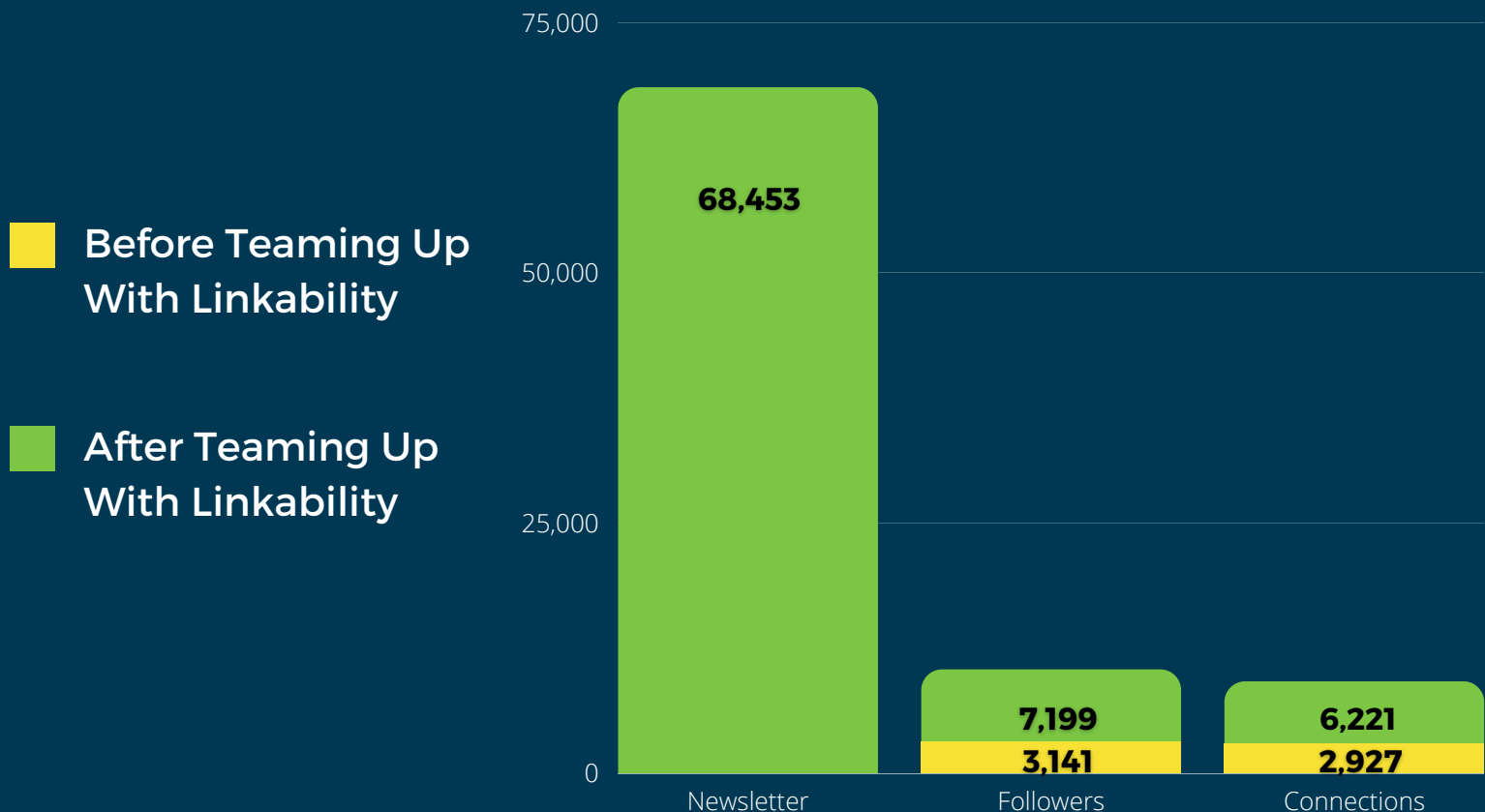
RESULTS

AFTER THREE MONTHS WITH LINKABILITY

2020



OVERALL TIME WITH LINKABILITY



SUMMARY

Not only did we achieve the client's goal but we exceeded them. By helping to create new opportunities resulting in long-lasting relationships, we were able to elevate the client's online searchability and position. This became apparent on LinkedIn, through Google search, and within their organization (Fortune 500) as well.

The client gained tangible influence and continues to be a leading expert in their field.



TESTIMONIAL

I have had the opportunity to work with Kim on a number of projects over the past few years.

When I was at fortune 500 company we worked to create a conversation around the rising trend around the digital transformation of over \$5T in global independent talent (also known as the Gig Economy). I was new to social media but knew it was important to have a strategy for how to engage on LinkedIn and network with influential individuals and industry leaders. The work we did together helped position the company's efforts in this emerging niche through posting strategies and active use of Sales Navigator.

Kim was able to devise the strategy and execute consistently through authentic and organic strategies. This has been beneficial on multiple levels, so much so that I've hired her and her team to work together on various projects over the years. I would strongly encourage anyone with the desire to brand themselves above and beyond their title or organization to connect with Kim and explore what's possible.