

Case Study

DR. ERIKA
BRODNOCK MBE

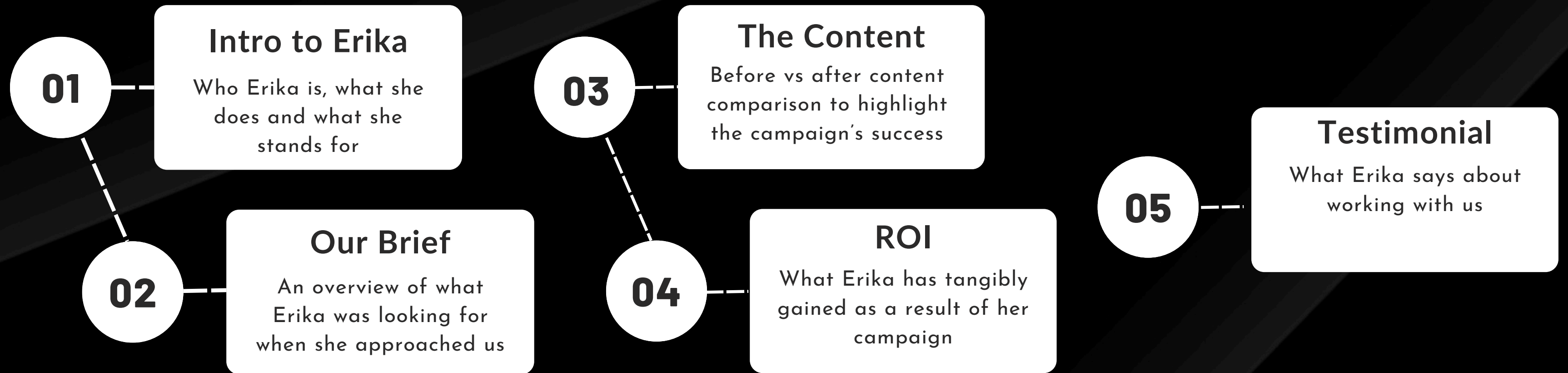
PERSONAL BRANDING CAMPAIGN



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CONTENTS



01.

Intro to Erika



Dr. Erika Brodnock MBE

Founder of Kinhub, a leading
AI workplace education
platform. Investor. Inclusivity
stalwart. Lifetime
Achievement award winner.

Who is Erika?



Erika Brodnock MBE is a multi-award-winning entrepreneur, thought leader, and advocate for equitable innovation. As Founder and CEO of Kinhub, she leads the development of AI-powered solutions that put human wellbeing at the centre of workplace productivity.

A serial entrepreneur across tech, finance, and social impact, Erika's career is defined by breaking barriers and driving systemic change. She holds a Lifetime Achievement Award, an Honorary Doctorate in Technology, and was appointed MBE for services to diversity and technology.

She also co-founded Extend Ventures, acquired by Diversity VC in 2024, and serves as a Board Member, Governor, and advisor to organisations shaping the future of inclusive business and AI. Her insights have featured in the World Economic Forum, Bloomberg, and Harvard Business Review, establishing her as one of the UK's leading voices on technology, leadership, and equitable workplaces.

02.

Our Brief

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The Brief



Core Aims:

1. Elevate Erika's public reputation as a thought leader
2. Gain high engagement and followership
3. Drive commercial opportunities for her and Kinhub

The Problem:

Erika's main obstacle has always been that as a busy entrepreneur, she doesn't have the time to invest in content creation. Secondly, LinkedIn had always been a key element of Erika's marketing machine, however the platform has changed dramatically in recent times. She needs a team who can capture her specific TOV, write carefully about sensitive topics, and who know how to leverage LinkedIn to facilitate growth and commercial return.

Our Solutions:

1. Daily posting in order to ensure Erika stays top of feed and front of mind
2. A focus on what the algorithm currently craves: value-add content in specific formats
3. Monitoring industry news for appropriate reactive, ad-hoc content opportunities
4. Emotive storytelling around issues that are close to Erika's heart (and her mission)
5. Community management: engaging with other people's content to nurture relationships

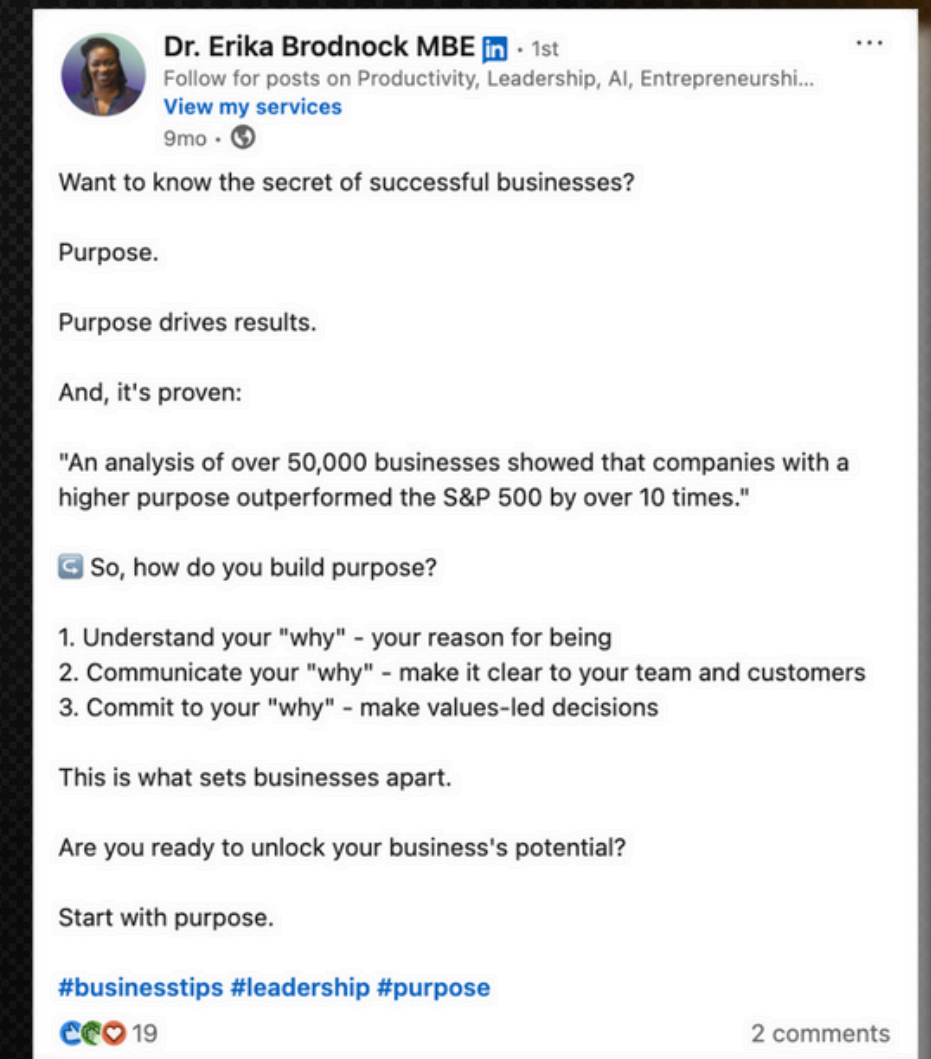
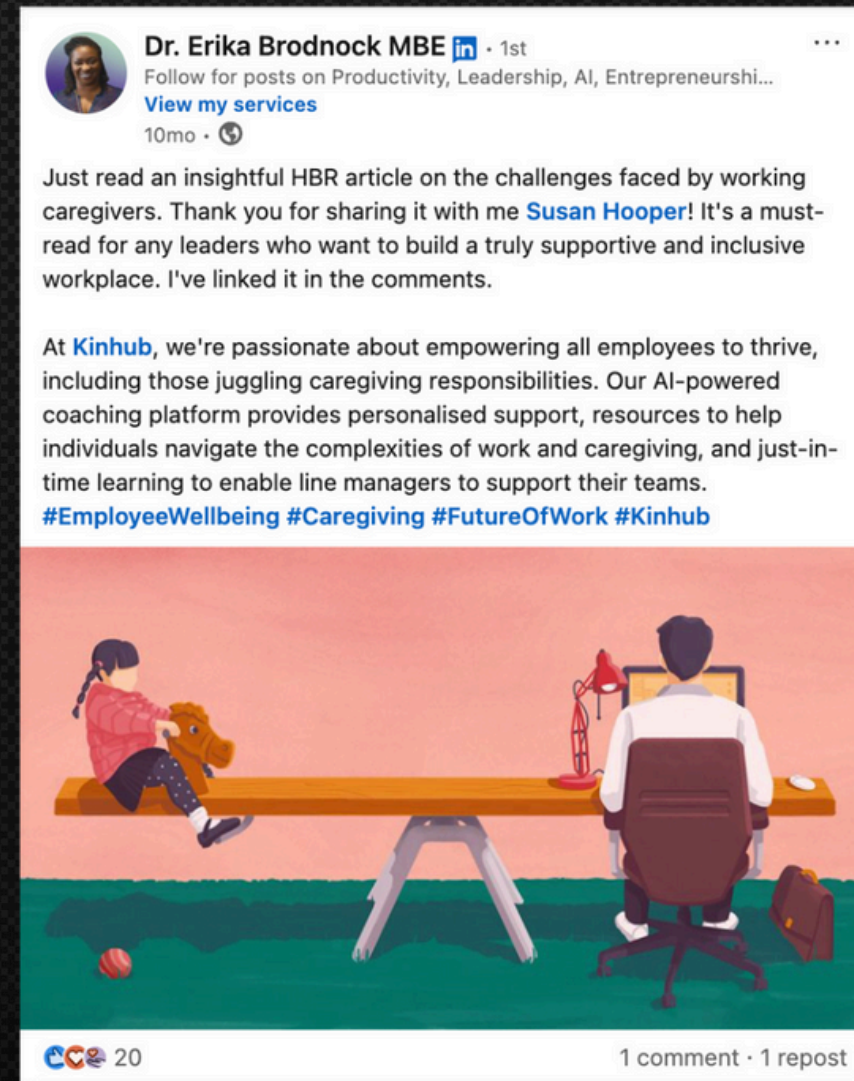
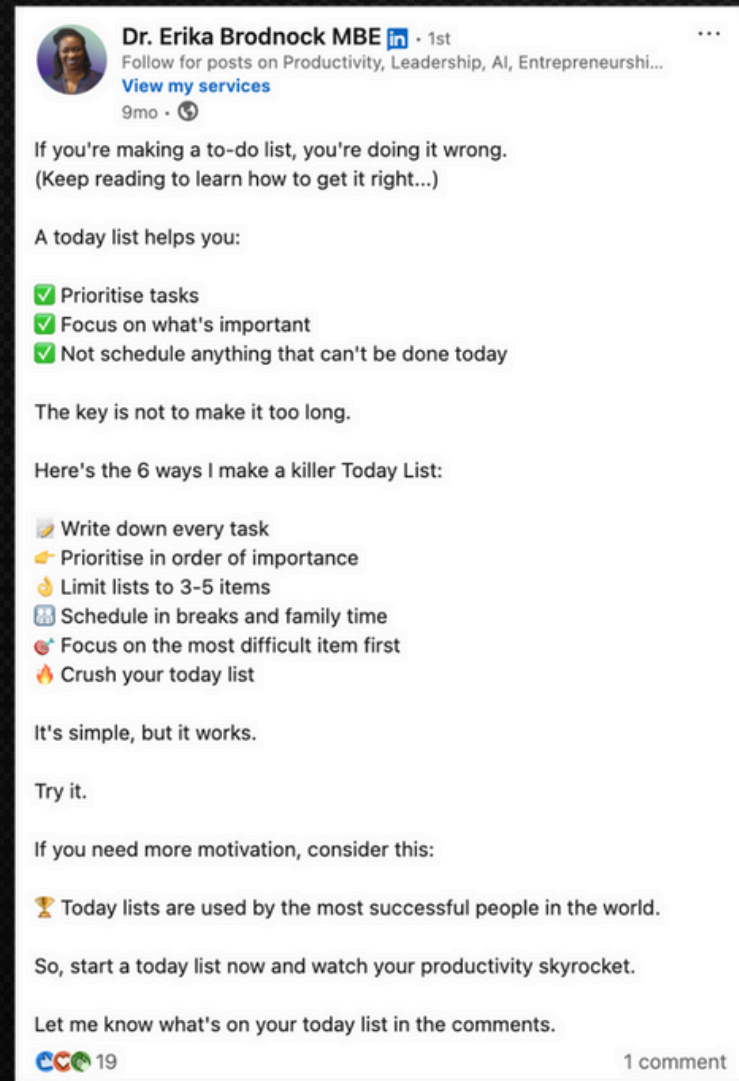
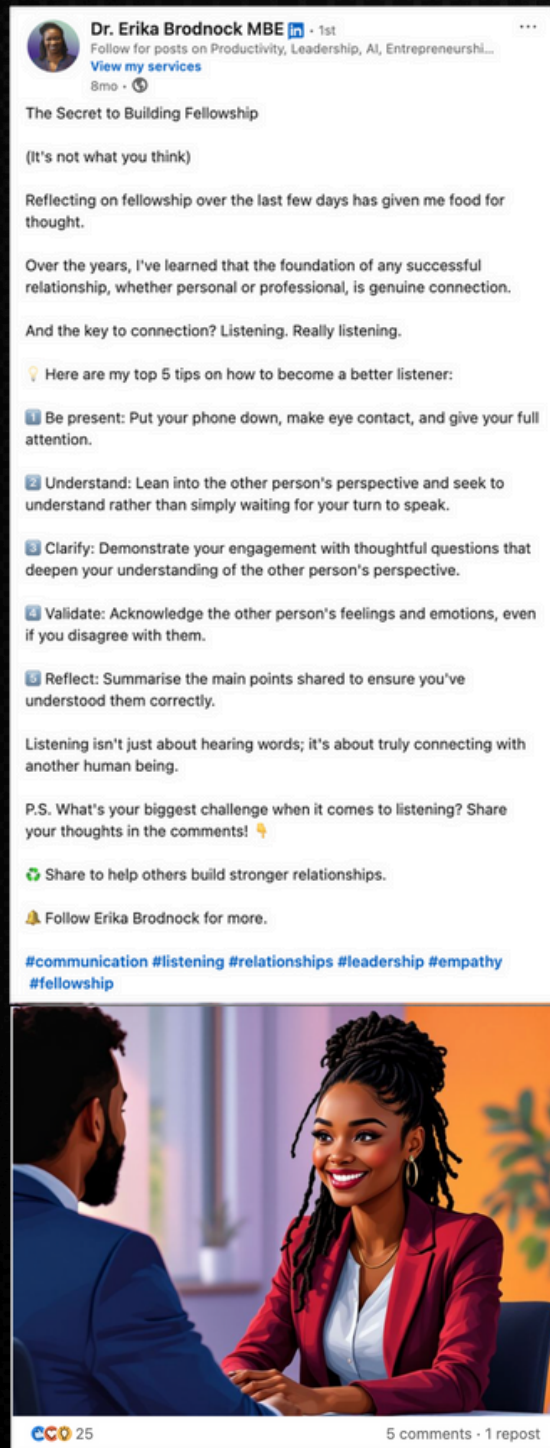
03.

The Content

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Before Ingrained



Before Ingrained

- The content lacked emotional connection and personality
- The assets accompanying the posts were AI often generated
- There was a lack of reactive, ad-hoc content
- Community management was overlooked. Erika was posting and ghosting
- There was a lack of strategy behind posting patterns and times

As a result of the above:

- Average engagement was extremely low
- Follower growth had stagnated at 14,000 for more than a year
- Impressions were the lowest they had been on her account
- Erika's LinkedIn account was serving little-to-no purpose as a commercial tool

After Ingrained



Dr. Erika Brodnock MBE

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4mo · 🌐

When I pitched Karisma Kidz on Dragons' Den, I walked into the room full of belief.

That the product was strong.
That the problem was real.
That the impact was clear.

But almost every Dragon said no.

One even told me it was "impossible" to do what I'd set out to do.

It hurt. It was public.

And for a moment, I questioned everything.

But rejection isn't the opposite of success — it's part of it.

Years later, I've:

- ♥ Built [Kinhub](#); a company helping employees get the support they deserve.
- 🏆 Earned an MBE and other accolades.
- 🗳️ And helped shape policy at the highest level.

Sometimes rejection is the redirection you didn't know you needed.

If you've ever been publicly underestimated: I see you.

Keep going.

You don't need everyone to get it.

Just the right ones.

DRAGONS' DEN



DIGITAL DIARY
READ BY PARENTS

443

109 comments · 2 reposts



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A truly proud (and humbling) announcement:
I won the 2025 Lifetime Achievement Award for outstanding contributions to the tech sector 🙌🏽

Awards are always something I'm grateful for, even if they're not the core aim of my work. However...

This one feels particularly touching, because the recognition comes from my community.

The Black Technology Achievement Awards exists to celebrate black role models and innovators within the tech sector, and to help illuminate the pathways to greater representation of the black community.

Much of the last 10 years of my career has been spent trying to improve outcomes for this very community.

To be acclaimed by my peers for that feels almost like a 'this is it' moment. This is what it's all been for. Not the recognition itself, but the positive impact on others.

I'd like to thank everyone at the [BTA Awards](#) for this award, and to say a huge congratulations to the other nominees and award winners for driving change and being incredible role models.

So, that's the last 10 years. But it doesn't stop there.

This now begs the question: how much more impact can we create over the next decade?

Watch this space, and please follow along for regular updates on the work we're doing at [Kinhub](#) to create better workplaces for all.





839

308 comments · 4 reposts



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LinkedIn, I'm back.

Those of you who know me (or who have followed me for a while) will know that I used to be very active on [LinkedIn](#).

But then: tumbleweed.

Consistency slipped. I stopped posting. Content became an afterthought.

Truth be told — life happened (and I have a LOT to share from the past year or so).

I was on here sporadically, watching from a distance, and in recent weeks I decided to throw myself back into actively posting.

What I've found since I returned has reminded me of exactly why I love this platform.

- ♥ For the parity it gives each of us to share our thoughts and insights
- ♥ For the education, the community, and the creativity
- ♥ For the online connections which, in many cases, become genuine connections in life and business

So, I'm relieved to be back into the swing of things (and am posting this to further hold myself accountable 🥰)

I have a brilliant network of over 14.5k people, many of whom I've not yet spoken to personally.

In the interest of using LinkedIn exactly in the way it was intended — let's properly connect. I'll go first.

I am [Erika Brodnock MBE](#).
Proud mother of 5.
Tech entrepreneur.
Public speaker.
Advisor.
Psychology enthusiast.

Now...over to you!

I look forward to sharing with - and learning from - you all.

339

87 comments · 1 repost

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3w · 

Entrepreneurs build two companies at once.

One is visible:

- 💡 Product
- 💡 Customers
- 💡 Revenue
- 💡 Team

The other is invisible:

- 🧠 Your mind
- ⚡ Your energy
- 🛡️ Your resilience

Ignore the second, and the first eventually breaks.

Founders who last protect both.
They invest in their inner company with the same seriousness they invest in sales, funding, and growth.

Because the outside world only works if the inside world holds.

+ Follow me for daily entrepreneurship/leadership/AI content that helps you level up

 Repost to benefit your network

 Reach out if you want to explore how we help founders sustain the "invisible company" at Kinhub

The Invisible Company EVERY Entrepreneur is Building

Dr Erika Brodnock MBE

 kinhub



Swipe to learn more →

 You and 296 others

91 comments

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3w · 

How to hold your vision when no one else sees it

There will be times when belief runs low.
Investors will doubt.
Customers will hesitate.
Even your own team may question it.

In those moments, you need discipline more than enthusiasm.

Write your vision down.
Say it often.
Anchor yourself to the reason you started.
Filter feedback — and act on patterns, not noise.
Keep moving forward, even when no one is clapping.

Because the people around you don't need to see the vision yet.
They need to see you holding it.

+ Follow me for daily entrepreneurship/leadership/AI content that helps you level up

 Repost to benefit your network

 Reach out if you want to talk about leading through doubt

How to Hold Your Vision When Nobody Else Sees It.

Dr Erika Brodnock MBE

 kinhub



Swipe to learn more →

 306

108 comments · 2 reposts

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2w · 

Most people don't fail because they can't do it.
They fail because they stop too soon.

The pitch that didn't land.
The investor who said no.
The customer who walked away.

Each moment whispers: quit.

But the founder who lasts long enough to hear "yes"
is the one who's still standing after everyone else has left.

Erika Brodnock MBE

Most people don't fail because they can't do it.
They fail because they stop too soon.

4

 You and 312 others

95 comments · 1 repost

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- Content strategically mixes **personal, network-nurturing** shares with posts providing **tangible value** and **thought leadership**
- Accompanying **assets** are designed in line with **formats** that we know works on LinkedIn (e.g. carousels)
- The tone of voice we've adopted is consistent and feels '**authentically Erika**'
- We ensure to respond to **comments** on Erika's post quickly, whilst also commenting on relevant posts within her niche

As a result of the above:

- ✓ **Engagement has soared** well above the averages for an account of Erika's size
- ✓ Multiple PR and **speaking opportunities** have landed in Erika's inbox
- ✓ Erika was awarded with a coveted **LinkedIn Top Voice badge** just 3 months into our campaign
- ✓ **Conversations** have been stimulated with people within Kinhub's **ICP**
- ✓ Erika's **following** has increased to over **18,000** in 4 months, breaking the prior stagnation
- ✓ Other metrics such as **impressions and shares** are higher than they've ever been on Erika's account

04.

ROI

ROI

Below is a list of tangible Returns On Investment that Erika has seen from her campaign

- LinkedIn **Top Voice Badge** (bi-annual invite only), in recognition of top class content and thought leadership
- **Paid speaking opportunities** arriving by DM
- **PR articles** and columns published
- **Podcast** invitations
- Deals for **paid promotional content** on LinkedIn
- A **fast-growing community** of advocates
- Positive feedback from **industry peers**

05.

Testimonial

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Dr. Erika Brodnock MBE

Founder, Kinhub & Public Speaker

Key wins: LinkedIn Top Voice badge, press features, increased brand awareness, inbound leads

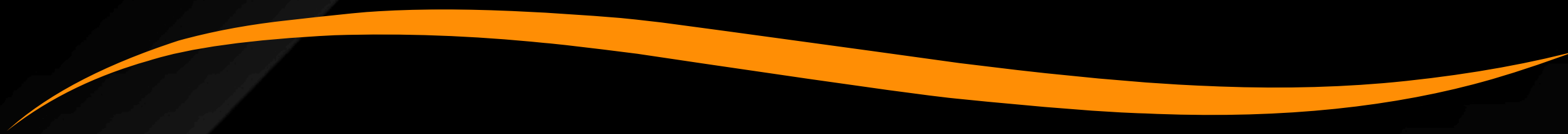


*Freddie and the Ingrained team have gone **above and beyond** to deliver the highest level of service. They've captured my **tone of voice perfectly**, engagement on my content is the **highest it's ever been**, visibility is up for my business, and the process is **completely seamless**.*



**Personal Branding that
actually delivers results.**

freddie@ingrained.digital



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