

Unlocking the LinkedIn Algorithm

How One Ocozzio Client Cracked the Code for Meaningful Engagement with Prospects in Just One Year



The Situation

For one Ocozzio client, significant resources were going towards LinkedIn content creation but they were left frustrated by a lack of engagement. They knew LinkedIn was a powerful tool to engage prospects, clients, and partners but struggled to capture the interest of their key audiences.



The Solution

Ocozzio developed and executed a targeted content strategy to establish industry expertise, trust, and credibility:

- Thought Leadership with timely industry trends
- Sales initiatives and product spotlights supported by case studies and testimonials
- Team, culture, and industry events with photos
- Company news, including new hires and partnerships

Twelve well-performing posts were boosted as ads to extend the reach beyond the client's organic audience and strategically target TPA, Health Plan, and Broker users.

Ocozzio also provided their team with comprehensive LinkedIn training including best practices and tactics for effective personal brand growth.



Are you ready to jump start LinkedIn as a viable sales tool?

Let's Talk.

The Results

By prioritizing quality over quantity, the client saw **increases in all key metrics**, with page followers consistently engaging with the content.

+ 926% Increase in Total Clicks
This was the largest increase in metrics from 571 clicks to 5,895

+ 326% Increase in Average Clicks Per Post

+ 165% Increase in Reactions

+ 56% Increase in Impressions

+ 51% Increase in Followers

Why Does LinkedIn Matter

Much like a sophisticated website, a consistent LinkedIn presence is seen as an indicator of legitimacy and high profile industry presence. Plus, it's the number one B2B marketing platform, with incisive audience targeting tools that get your brand in front of key decision makers based on their role, industry, job function, and more. Your company and your personal brands are at the forefront of the sales conversation. It should form a key part of your overall brand awareness strategy.