



CASE STUDY · COMPANY PAGE

BENU Pharmacy Baltics (PHOENIX group) · one page for three countries · organic only



The most engagement per post among 7 pharmacy brands

45.5

engagements per post, #1 of 7
pharmacy brands, May–Sep 2026

2.1x

follower base since January 2023
(1,923 to 4,116)

10x

engagement on story posts vs.
generic health tips (incl. clicks)



Before, challenge, goal

Before

One LinkedIn page for pharmacies in three countries, next to pharmacy brands that publish up to three times more often.

Challenge

Stand out without out-posting competitors, and reach pharmacists and future employees in three markets.

Goal

An employer brand that shows the people behind the pharmacies, trust within its own audience and a larger audience.

What we did



Less about the company

The company talks about itself in a minority of posts. Pharmacy life, team development, store openings and new services lead the plan.

Specific stories over generic tips

Our yearly analysis of every post showed story recaps at 51.7% engagement vs 5.3% for health tips. Health education now gets an owner: a BENU pharmacist.

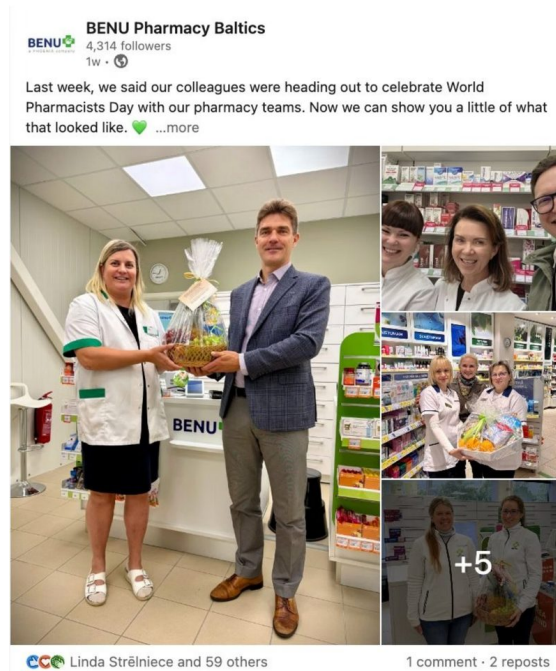
Quality over volume

About six to seven posts a month for three markets, benchmarked every month against eight other brands.

HOW WE WORK

- 1 Workshop and training
- 2 Profiles
- 3 Strategy
- 4 Content and weekly call
- 5 Monthly report

What it looks like



PEOPLE STORY

Pharmacy visits on World Pharmacists Day

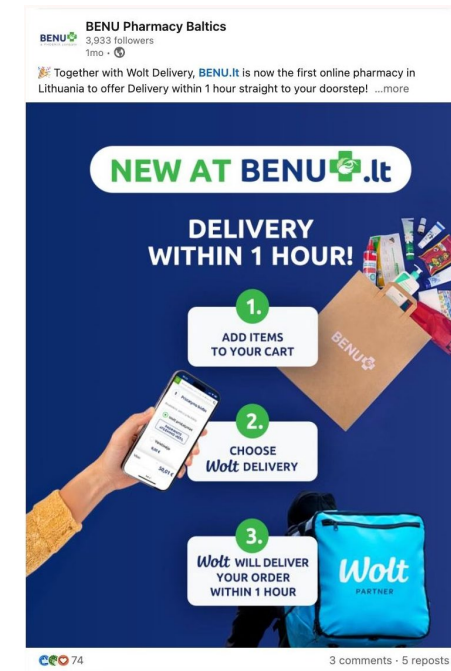
2,507 impressions · best post of September 2026



NEW SERVICE

Clinical pharmacist consultations in Riga

1,915 impressions · 56 reactions

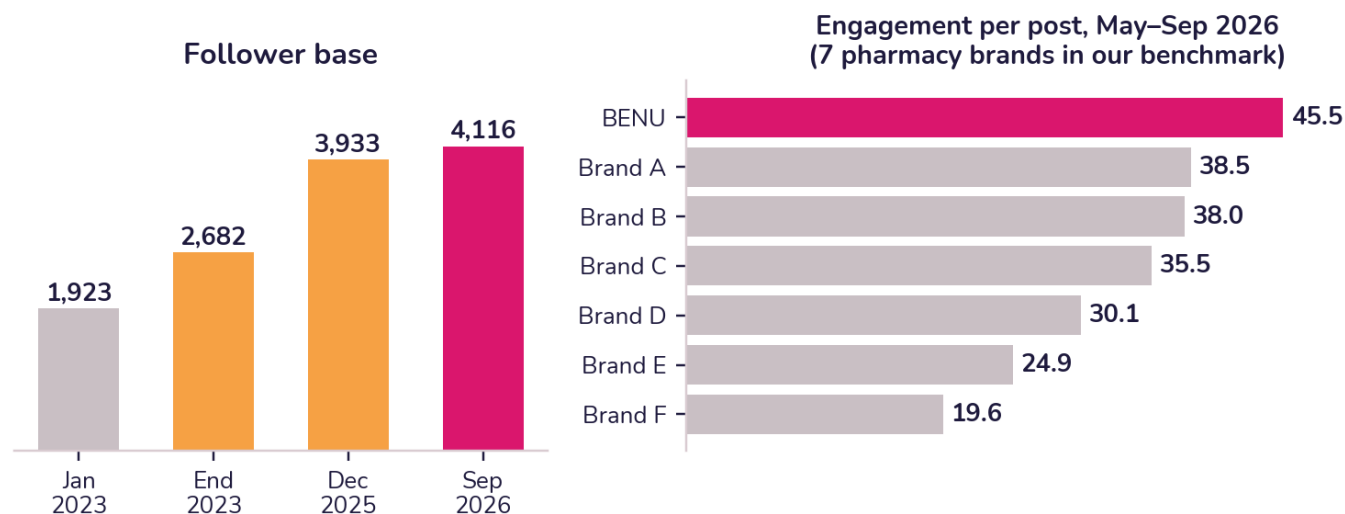


NEW SERVICE

Delivery within one hour with Wolt

1,751 impressions · 74 reactions

Results



- The most active pharmacy brand published almost 3x as many posts, but earned about half as much engagement per post.
- 2025: 87 posts, 125,172 impressions and 3,793 reactions, comments and shares.
- Impressions were lower than in 2023, before LinkedIn cut organic reach, but the audience kept growing. Only a large beauty retailer in the benchmark scored higher per post.

Engagement per post, May–Sep 2026. Brand names withheld.



“Tamro Baltics has been working with B2B Growth for over three years and we are very satisfied with their services. Indrek and the team are responsive and solution-oriented.”

Mara Sokolova, former HR Development Manager, Tamro Baltics, who coordinated LinkedIn work for Tamro and BENU



Want results like this?

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