CASE STUDY · EXECUTIVE PROFILES

Port of Tallinn · two senior leaders · August 2025 – January 2026

Port of Tallinn: two leaders reached 213 decision-makers in their target sectors

213

target-sector decision-makers engaged in 6.5 weeks

3.9% / 3.2%

engagement rate, while most profiles stay at 1–2%

~98,000

impressions in five months

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Before, challenge, goal

Before

Two senior leaders with deep expertise and almost no LinkedIn activity.

Challenge

During the project LinkedIn cut average reach by about 47% (van der Blom, Oct 2025). Content had to earn its reach.

Goal

New contacts for sales, visibility among investors and decision-makers in energy, logistics and maritime, and trust.

What we did

One topic per leader

Each leader owns one clear theme, because the algorithm rewards consistency, not volume.

Their voice, from interviews

Posts written from monthly interviews in each leader's own voice: 3–4 posts a month.

Measure who engages, not how many

We analysed all 685 people who engaged by industry and role, and replied with substance to open discussions.

HOW WE WORK

1. Audience
2. Profile
3. Interview and weekly call
4. Content in their voice
5. Monthly analysis

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What happened

REACH

10,213

impressions on the best single post, from a leader who had barely posted before

AUDIENCE

72%

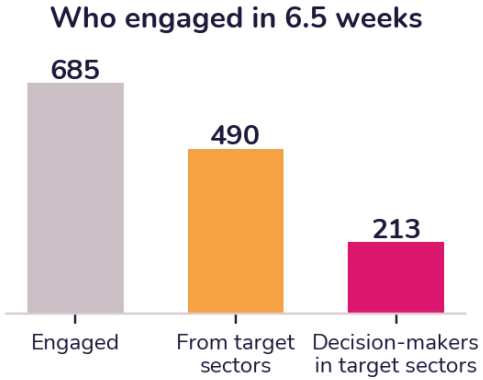
of the 685 people who engaged came from the leaders' target sectors; 45% were outside the home market

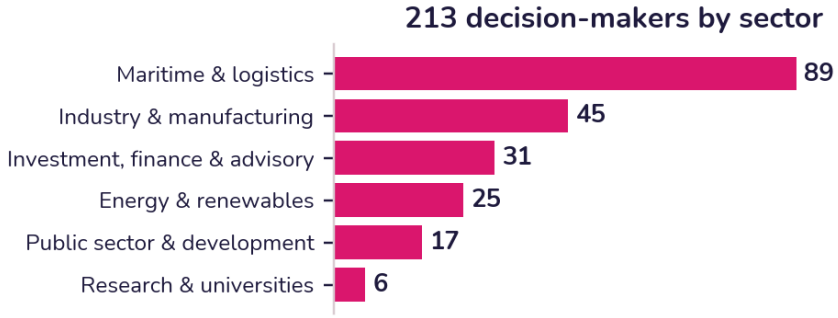
OFFLINE

Recognised

At conferences, people approached the leaders already knowing their content, and came with specific questions.

Results





- Leader A: 15 posts, 39,705 impressions, 3.9% engagement rate.
- Leader B: 22 posts, 58,297 impressions, 3.2% engagement rate.
- The 213 decision-makers include C-level executives, founders, directors and partners in maritime and logistics, industry, energy and investment.

Sample: 16 posts, 13 October – 28 November 2025. Figures approximate.

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WHAT THIS MEANS

The right 213 people are worth more than 10,000 random views. They now know the leaders and their views before any sales conversation.

Want results like this?

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It starts with a free LinkedIn audit of your company page or a leader's profile.

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