



9,000+ followers and 3.9x the engagement of its main competitor

9,234

followers in September 2026

3.9x

engagement vs. its main Baltic competitor, May–Aug 2026

3.7x

faster follower growth than before the strategy



Before, challenge, goal

Before

LinkedIn was used when there was time, mostly for products and job offers.

Challenge

Attract highly qualified people in three countries, from one small Baltic audience, with organic content only.

Goal

An employer brand that shows how Tamro takes care of its people, and a larger audience without buying reach.

What we did



One page, not three

One English-language Baltic page instead of country accounts. The audience is too small to split.

People before products

Milestones, team moments and employee stories instead of product news and job ads.

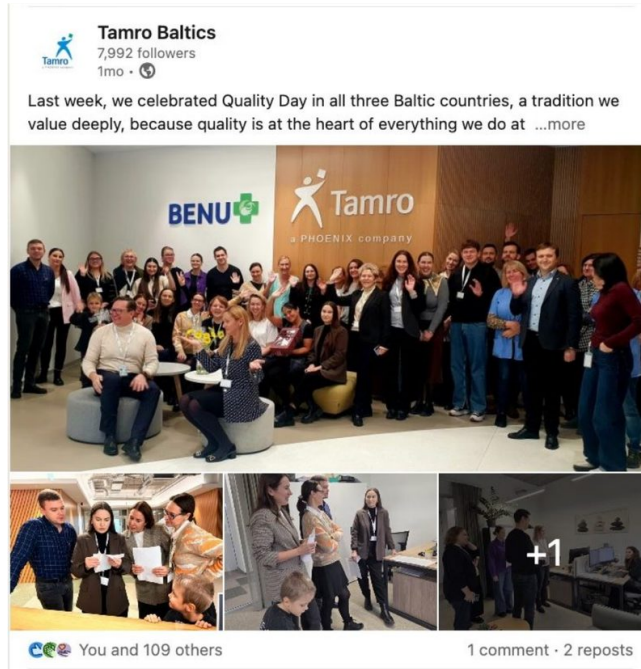
A rhythm that never breaks

Posts ready weeks ahead and a weekly call, so busy months and holidays never stop the page.

HOW WE WORK

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

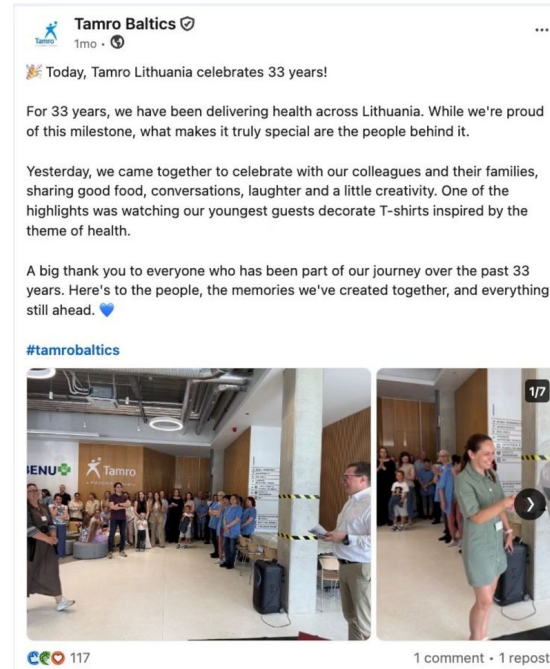
What it looks like



TEAM MOMENT

Quality Day in all three countries

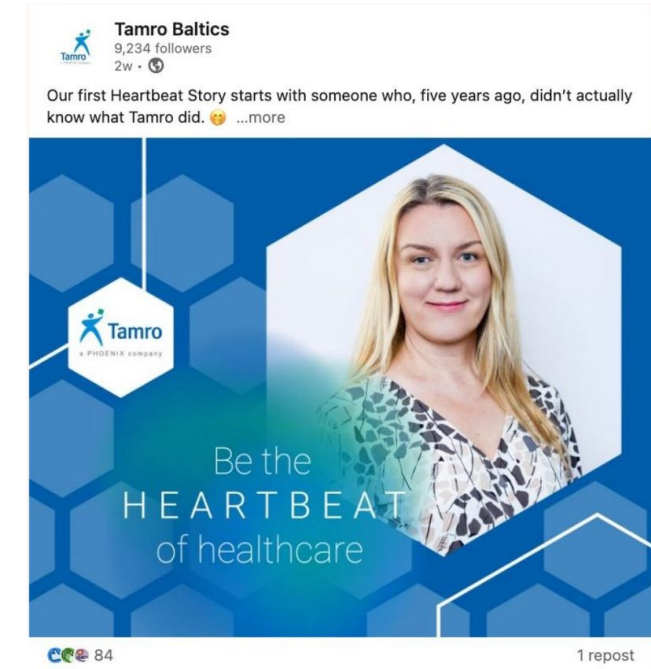
5,523 impressions · 110 reactions



MILESTONE STORY

Tamro Lithuania turns 33

5,815 impressions · 117 reactions

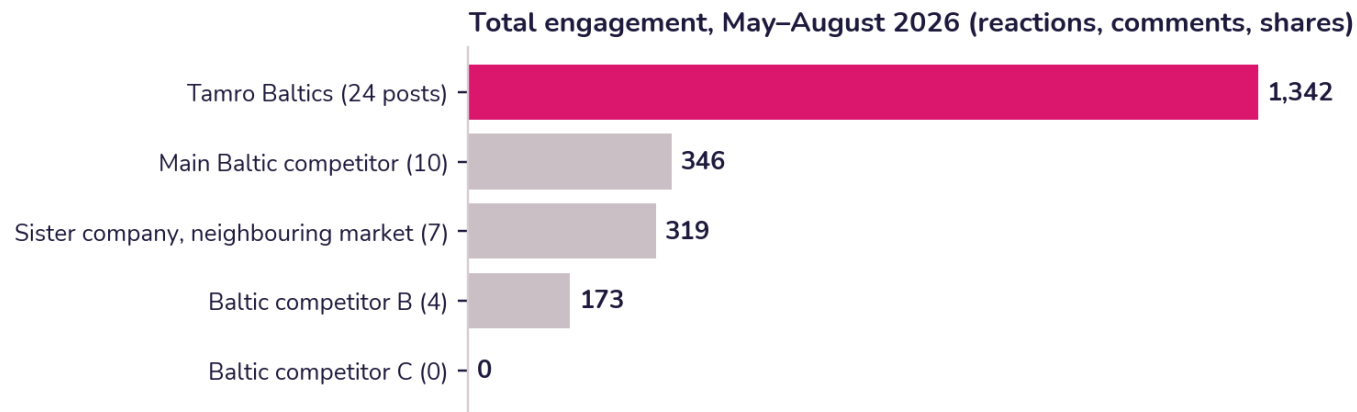


EMPLOYEE STORY

The first Heartbeat Story, launched on our recommendation

3,538 impressions · best post of the month

Results



- More engagement per post too: about 56, against 35 for the main competitor. Only the PHOENIX group's own page collected more.
- New followers: from about 37 a month before the strategy to 138 a month in 2026.
- 2025: 88 posts, 225,644 impressions and 5,941 reactions, comments and shares.

Engagement = reactions + comments + shares. Competitor 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 (PHOENIX group)



Want results like this?

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