



CASE STUDY · COMPANY PAGE

Timber building-products manufacturer · export markets including the UK · since October 2024

A timber manufacturer: 15x the monthly reach, and what comes next

15.7x

monthly impressions in 2025 vs.
before we started

#1 of 4

engagement per 1,000 followers
vs. direct competitors, first quarter

1,181

new followers since October 2024



Before, challenge, goal

Before

Six posts in five months and about 950 impressions a month. The team knew little about LinkedIn.

Challenge

Build awareness in export markets, including the UK, next to competitors with up to four times more followers.

Goal

International brand awareness, new partners in export markets and an employer brand.

What we did



Two posts a week from month one

A steady rhythm replaced occasional posting from the first month.

People and expertise side by side

Employee stories, the factory, customer projects, industry events and technical education.

Benchmark every month

Three direct competitors in every report, and a balance of technical posts with stories that reach further.

HOW WE WORK

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

What works



PEOPLE

#1

An employee introduction was the best post of December 2025 by total impact.

EVENTS

39%

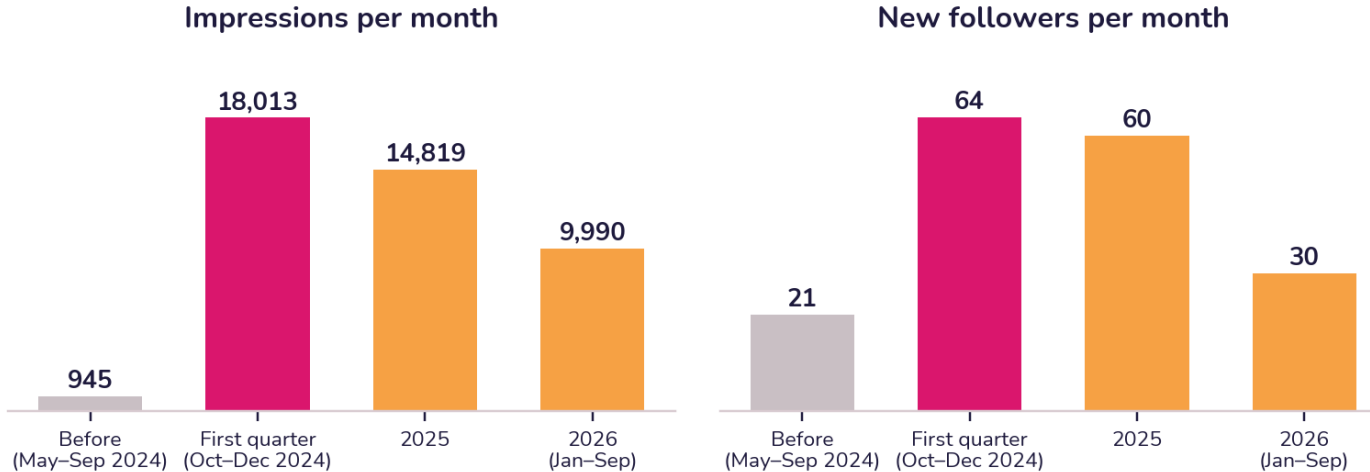
One event recap delivered 39% of a month's impressions.

EXPERTISE

748

average impressions for technical posts: a smaller but highly engaged professional audience.

Results



- First quarter: 1,331 engagements per 1,000 followers, vs 232 for the largest competitor with four times the audience.
- 2025: 89 posts, 177,830 impressions, 5,556 reactions, comments and shares, 719 new followers.
- Inbound leads, and even more feedback offline about how well the content works.



THE NEXT STEP

In 2026 the company page reached its ceiling. A page grows through the people around it, so the next step is the personal profiles of key leaders and sales people.



Want results like this?

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