

CASE STUDY: TalTech account management on LinkedIn

In this case study, we want to highlight how we at B2B Growth multiplied both the views and overall coverage of posts made via TalTech's LinkedIn account.

Client

Our client Tallinn University of Technology, also known as TalTech, approached us to ask for help with account management and growing their brand as an aspiring trailblazer in the areas of science, technology, and innovation but also as a leader in engineering and economic studies across Estonia.

Challenge

The primary target for TalTech was to increase its visibility and awareness of its efforts in terms of business cooperation, technology transfer, and development work among the university's cooperation partners and alumni as well as the general Estonian speaking public. With this target in mind, 90% of all posts were made in Estonian. In order to grow TalTech's followership, we deemed strong content and regular page activities particularly important. We created 3-4 posts per week which were conceived for very concrete target groups.

Solution

We started out by formulating a strategy in order to optimize TalTech's profile on LinkedIn and create relevant content for the respective target group.

For our content strategy, we met with the client to discuss different topics and subject areas that would **resonate with the desired target group**. We also considered the brand that TalTech enjoys as an employer - would employees, alumni, students, and partners be proud to share these posts? Of course, knowing both the target audience and how to create relevant content is not sufficient these days - we also used our knowledge of LinkedIn's own algorithms so that **posts would reach more people and create more engagement**.

Next, we applied the findings about focus and target groups which were part of our content strategy to the **profile optimisation** of TalTech's LinkedIn account. Profile design is key in strengthening the image of a brand because it is the first thing that page visitors will discover about TalTech's character and brand. Another important factor in reaching our goal was the

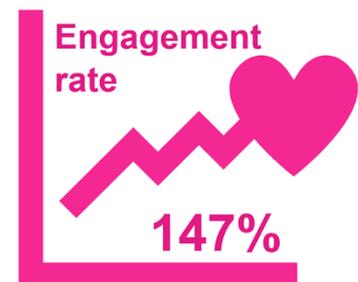
optimisation of the company profile itself. After all, optimized LinkedIn profiles generate **up to 30% more views** on average.

As part of creating TalTech’s profile, we focused on creating a **holistic brand** which would include the profile picture, wallpaper, logo, company details, and About Us section. We tailored an approach for TalTech based on the fact that, statistically, a representative profile picture attracts up to **six times more site visitors** and that a well-thought-out wallpaper can help **convey the desired message** within a split second. In addition to the visuals, we also created **content packed with keywords that would both be engaging and representative of TalTech’s activities** in order to increase the amount of time users spend reading the profile. **Concise and meaningful content with the right keywords also helps businesses stand out more in Google searches.**

Results

As part of our account management activities, we increased the engagement rate (ER) of TalTech’s LinkedIn account by 147%.

We were able to raise TalTech’s engagement rate from an average of 1.07 to an average of 2.11. Within just three months of professional account management, we helped TalTech increase the engagement rate of their posts by almost one and a half times.



Period	01/19	01/20	vs %	02/19	02/20	vs %	03/19	03/20	vs %
ER	0,91	2,01	121%	0,89	2,2	147%	1,4	2,12	51%

We raised the *clicks on links* rate (CL) for TalTech's LinkedIn account by 269%.

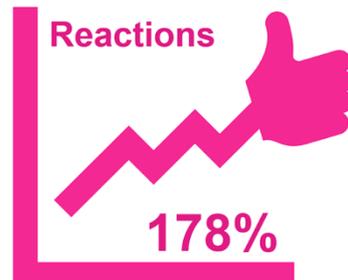
The Clicks on links indicator saw an average growth from 343 clicks to 1,045. This means that links shared as part of TalTech's posts were clicked on nearly three times more once the B2B Growth team took over the university's account management.



Period	01/19	01/20	vs %	02/19	02/20	vs %	03/19	03/20	vs %
CL	430	1125	162%	289	863	199%	311	1148	269%

We also increased the amount of *reactions* (RA) for TalTech's LinkedIn account by 178%.

This means that we almost doubled the reactions to TalTech's posts within just three months.



Period	01/19	01/20	vs %	02/19	02/20	vs %	03/19	03/20	vs %
RA	201	419	108%	231	642	178%	215	454	111%

Summary

Without any paid advertising, we were able to increase TalTech's visibility on LinkedIn several times over. What makes this result even more impressive is the fact that 90% of TalTech's posts were made in Estonian.

By using the right LinkedIn strategies and mapping the audience it is possible to significantly increase the visibility of your company, grow brand awareness more quickly and thus market your products or services more effectively.

About us

We have a diverse team that consists of people from different fields with a wide range of experiences and miscellaneous beliefs. But our mindset is the same – we believe that alone you can go far, together you can get there faster.

Our mission is to use our knowledge and experiences to help other companies grow, so we could grow with them. Each member of our team has significant experience in their field and a passion for sharing the best practices.

If you want similar results, contact us at hello@b2bgrowth.eu

Our team:



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