**REPORT FOR FESTMAN LEARNING HUB LINKEDIN PERFOMANCE**

This analysis was conducted to help the team gain insights from the data provided to make future decisions that will help them in their marketing strategies.

In this project, we were provided with FestMan's Linkedin Page Datasets for the past 12 months. The datasets contains 12 months data about the company’s followers, visitors and updates.

The result of the analysis is summarized below:

**FOLLOWERS**

The follower section of LinkedIn analytics provides insight into audience on the platform. Here we can see the total number of followers, audience demography and trends in follower growth.

Over the past 12 months, Festman’s Learning Hub Linkedin page gained a total number of **364 organic** followers with the highest number of followers in **April, 2021** and the lowest in **May**, **2020**. Majority of the seniority demographics belong to the **Entry** category which is closely followed by the **Senior** category.

A large proportion of the follower population are employees of companies with over **1000** employees and companies with **11-50** employees.

The top 5 job function in which the followers serve in include: **Finance, Accounting, Business Development, Operations and Information Technology.**

Most followers followed this page on **Sundays, Tuesdays and Mondays**.

**VISITORS**

The visitor section of LinkedIn analytics provides insight about the company page, not the content.

The company”s page has been viewed a total number of **1,931** times with a total number of **518** unique views (This number excludes multiple visits from a single user).

Majority of the seniority demographics of the page visitors belong to the **Senior**  category which is closely followed by the **Entry** category.

A large proportion of the page visitors are employees of companies with a size of **2-10** . **Sundays** have the highest number of the company’s total page views( Most visitors view the company’s page on Sundays).

**COMPANY UPDATES**

This section provides insights about the engagements and interactions of company updates.

The company has made a total number 51 posts over the past 12 months . These posts generated a total number of **949 likes, 141 shares, 78** **comments** and **2539 clicks** (The number of times the company name, content or logo has been clicked).

The highest engagement rate was recorded in **April, 2021** (2.20) followed by **January** (0.88) and **February** (0.67) of the same year.Most posts were made on **Tuesdays**.

**TAKEAWAYS**

There has been an increase in the organic follower growth over the last 12 months but It might be time to consider running LinkedIn ads. The company’s best posts can be used as sponsored content to get in front of the right leads. Also, employees can be brought on board as brand advocates by encouraging their activities on LinkedIn in addition to sharing the brand’s content to give the follower count a much-needed boost.

If a particular industry, job function, seniority or company size is being targeted, contents that resonates with them should be shared so as to be able to appeal to and attract such audience.

To score more visitors on this page, the company’s profile should be totally filled out in terms of the company’s details. This will help the company pop up in organic search via Google as well as LinkedIn’s own company search feature. Also, being active on the platform is another way to get more eyes on the profile. This means engaging with other profiles and encouraging employees and teammates to do the same.

The correlation between the company updates and engagements can clue in on which types of updates are working and which aren’t. Posts that encourage a bit of back-and-forth between the user and followers can be made: this includes question-based posts, industry advice and hot takes. Posts made should also be short and sweet and such posts that spark a debate or a flood of positive reactions should be used as a sort of template for the types of content to be produced moving forward.