

LinkedIn Growth



By Joseph Ripamonti

Context

I noticed that the online image of the digital marketing agency I was working for was not developed at all, so I decided to tackle this problem starting with a LinkedIn organic content strategy

Targets



Increase followers number



Improve the engagement



Develop the online brand image

Strategy



 Add cover  Add comment

LinkedIn Strategy

Goals

- Aesthetic, cool & fresh image
- Strengthen Brand Awareness (increase followers, users and views)
- Increase engagement (comments, likes & shares)
- Find new clients

KPIs

- Likes, Comments, Shares & Followers
- Impressions
- CTAs

One-month content calendar template

MON	TUE	WED	THU	FRI
	Educational		Company	
Educational		Educational		
	Promotional			Educational
		Company		
	Educational		Company	

The 4:1:1 Rule

For every 6 posts:

4 educational content that adds value to the audience

1 about company insights, adding a human touch to the brand

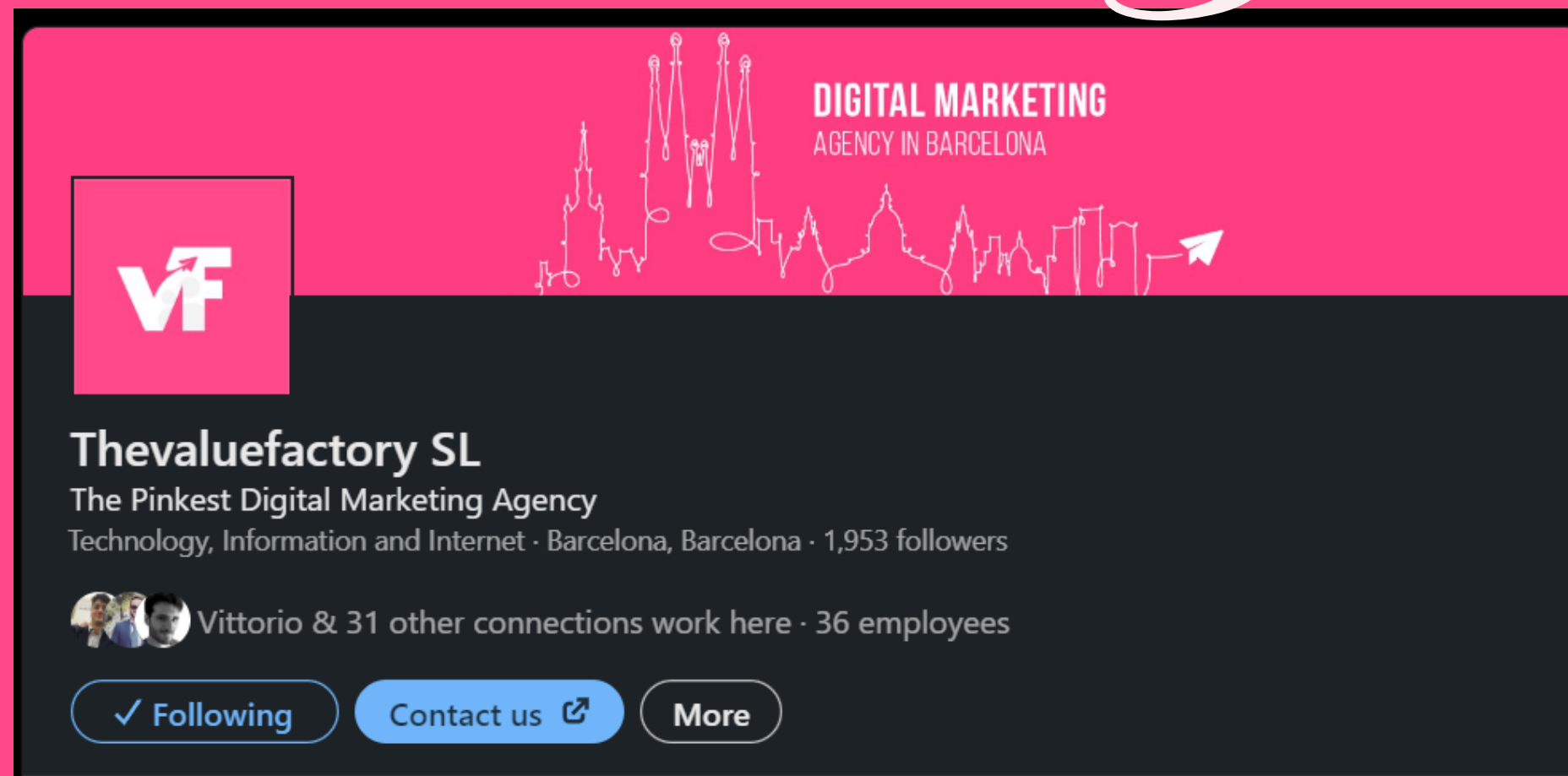
1 promotional content aimed at making sales and finding new clients



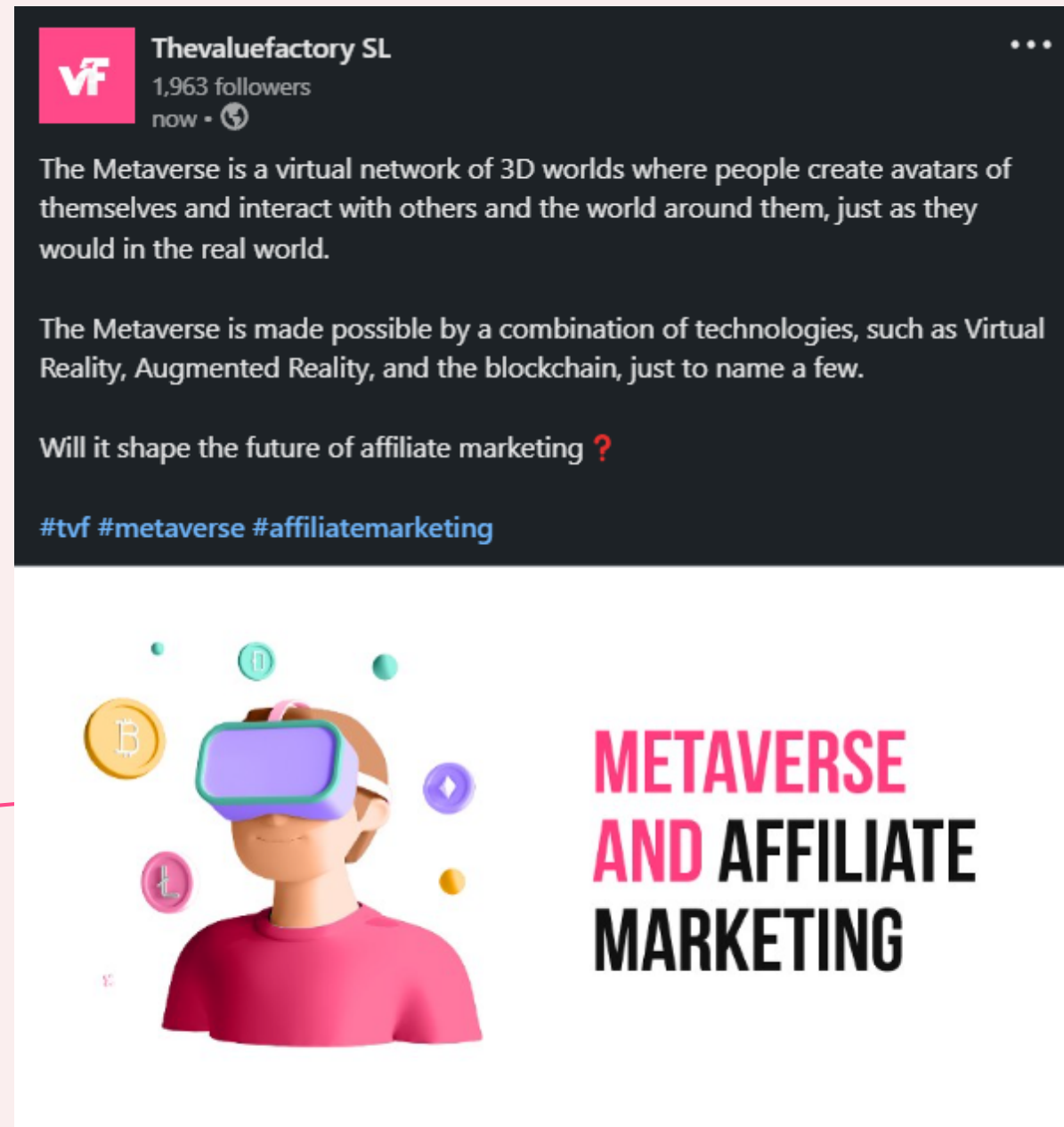
Rebranding

NEW background picture, logo and bio

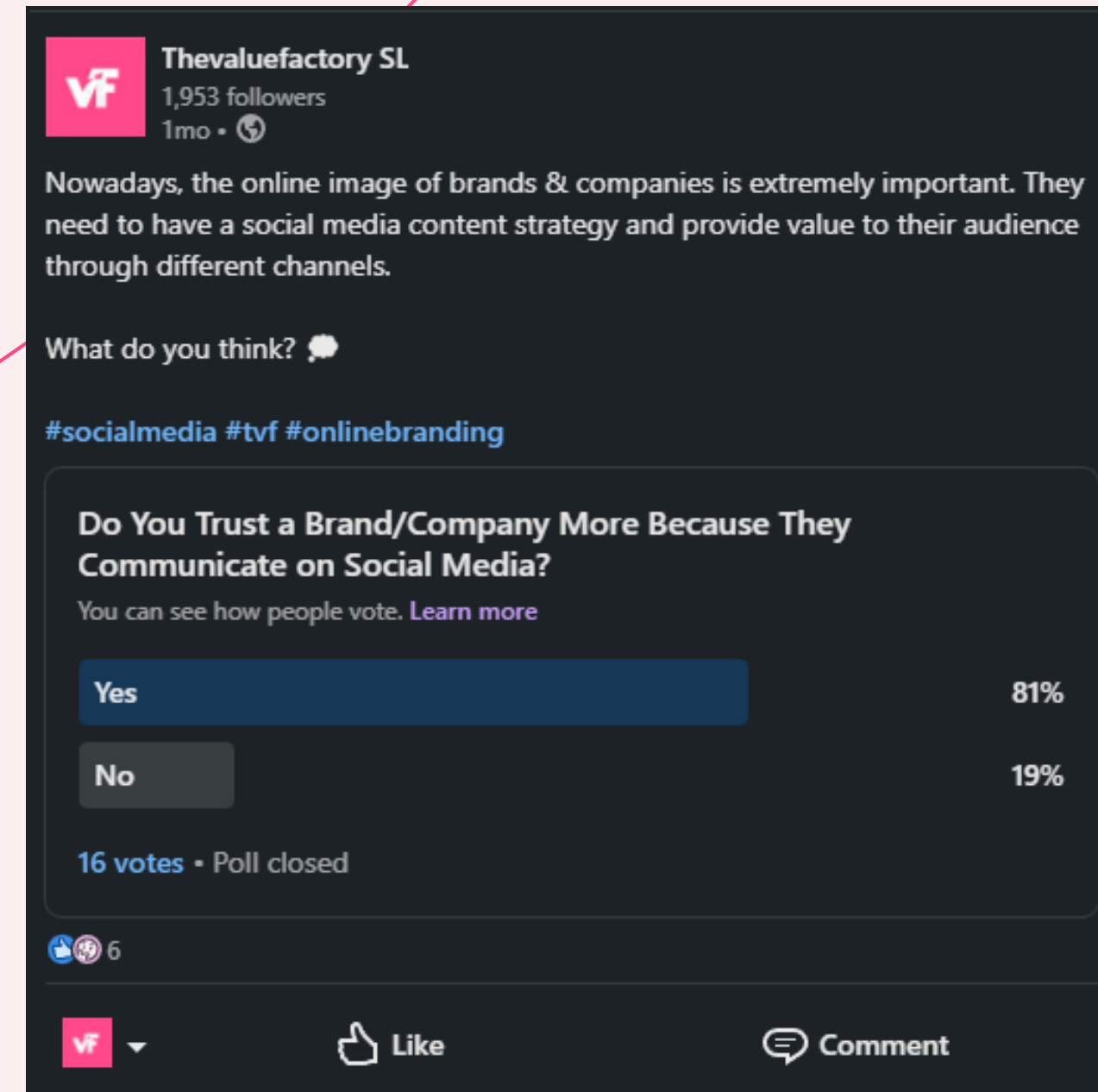
MODERN, MINIMALISTIC AND YOUNGER TONE OF VOICE



Educational Content

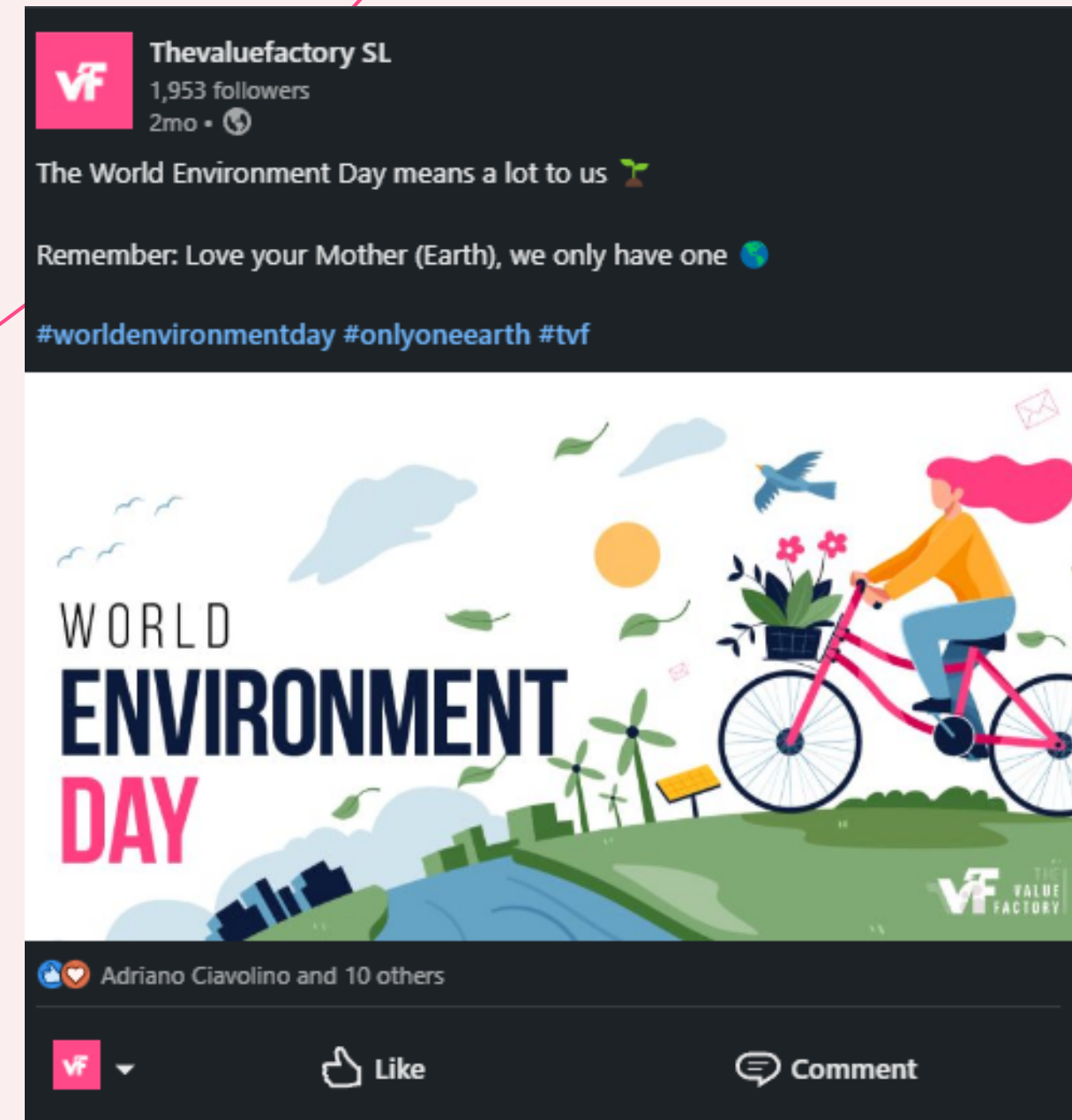


Industry Related Post



Polls

Taking a Stand on Social Issues



Carousels

Thevaluefactory SL
1,953 followers
1mo · 🌐

Affiliate marketing is growing rapidly. Up to 80% of brands worldwide use affiliate programs & networks. This is one of the most popular ways of advertisement, as it requires little to no investment to enter.

Statistics predict that up to \$8.2 billion will be spent on affiliate marketing in 2022 due to increasing popularity 🇺🇸

For this it's important to know the top affiliate marketing trends to look for in 2022 🗣️

#tvf #affiliatetrends #affiliatemarketing



AFFILIATE MARKETING TRENDS 2022

👍❤️🔥 Adriano Ciavolino and 18 others


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MICRO-INFLUENCERS

Brands and businesses with a lower budget will seek out **micro-influencers** for their affiliate programs **to maximize their ROI**

👍❤️🔥 Adriano Ciavolino and 18 others

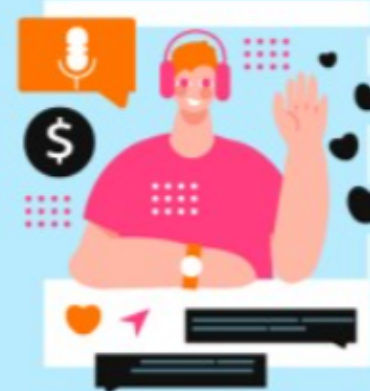
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LIVE STREAM SHOPPING

During live streams, **influencers provide discount codes** to drive sales to affiliate partners

👍❤️🔥 Adriano Ciavolino and 18 others

Company Insights



TVF prioritizes a great **work-life balance**

Our agency is based in the beautiful city of Barcelona but our employees are able to work remotely from wherever they want (if the time zone difference is not too crazy 😊)

Send your CV here: <https://lnkd.in/daytCmZb>

#tvf #remoteworking #worklife



BENEFITS OF REMOTE WORKING

1. Save time without a commute
2. Higher productivity
3. More time to spend with loved ones
4. Better for the environment
5. Freedom to relocate
6. More time for healthy habits

👍❤️🌱 Adriano Ciavolino and 31 others

4 comments · 2 shares

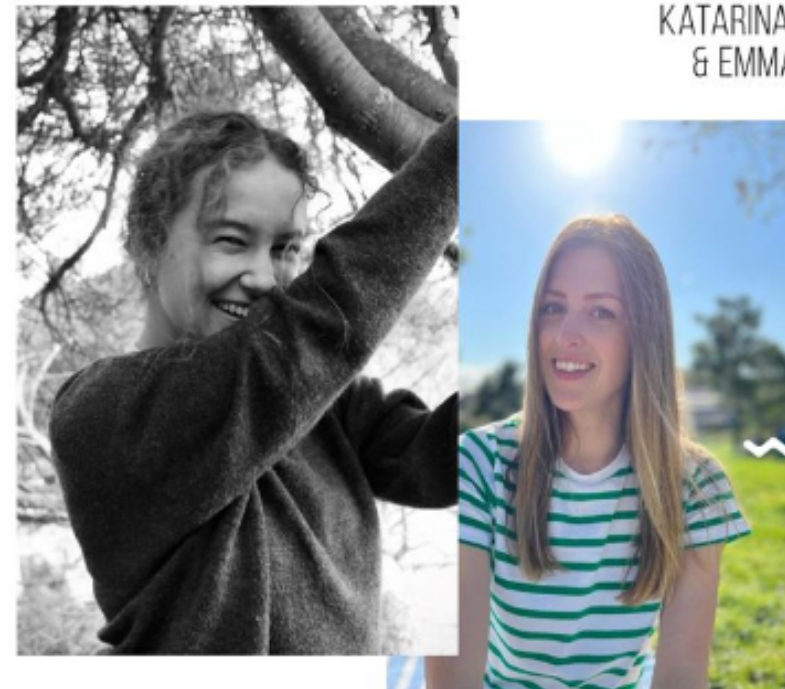


Katarina Stišćak & BONIOU Emma just joined TheValueFactory!

Give a round of applause for our new members 🙌

#onboarding #tvf

WELCOME TO TVF TEAM



KATARINA
& EMMA



🚀 WE'RE **#HIRING!**

🔍 We're looking for a **Digital Marketing Business Developer**

- ➡ Start Date: ASAP
- ➡ Full-time
- ➡ Salary: Fix + Bonus + Private Health Insurance
- ➡ Possibility of Remote Working

Join our team 🗨️

#hiring #tvf #businessdevelopment



Digital Marketing Business Developer

Job by Thevaluefactory SL
Spain (Remote)

[View job](#)

👍❤️💡 11

1 share



👍 Like

💬 Comment



Thevaluefactory SL

1,953 followers

2mo • 🌐

Affiliate World Conferences is coming to our wonderful city, Barcelona 🇪🇸

Vittorio Marini & Brooke Mrad can't wait to meet all our partners and connect with many more! 🗨️

Book a meeting 📅

Vittorio - live:.cid.4f00920a83a7dc73 | vittorio@thevaluefactory.es

Brooke - live:.cid.30c4dee8844a9d2a | brooke@thevaluefactory.es

See you there 📍

📅 July 6 - 7, 2022

📍 Fira de Barcelona

#tvf #affiliateworld #awc

MEET US AT THE
AFFILIATE WORLD
BARCELONA

July 6 - 7, 2022
Fira de Barcelona



Brooke Mrad

brooke@thevaluefactory.es



Vittorio Marini

vittorio@thevaluefactory.es

👍❤️ Adriano Ciavolino and 21 others

3 comments • 2 shares



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1,953 followers

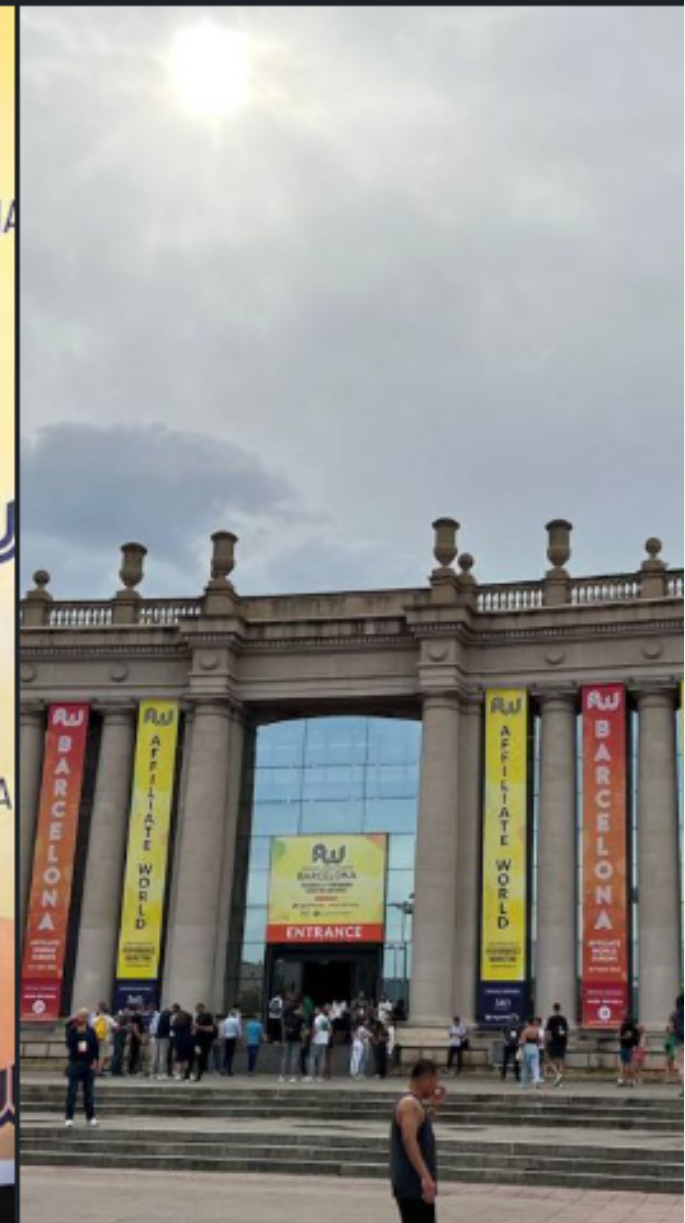
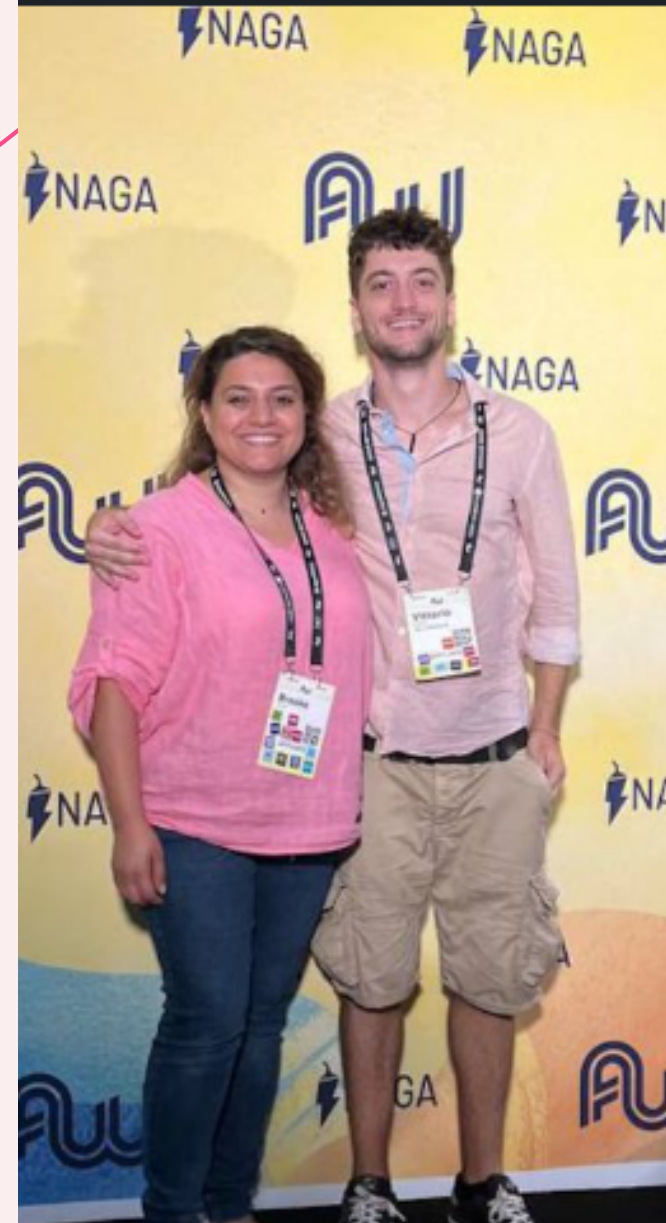
1mo • Edited • 🌐

Vittorio Marini & Brooke Mrad in pink at the Affiliate World Conferences 🦩


It was great meeting many of our partners, do networking, discuss about new opportunities and get insights from industry experts 🧐

We can't wait to start working on new ideas 🔥

#awc #tvf #networking #opportunities



Promotional Content



Thevaluefactory SL
1,953 followers
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Clean data is a key asset in the market but we know that a database can have up to 30% of invalid data... 🤖


Looking for a solution?
Quickly and easily remove data that may distort your results with our **Database Cleaner**: <https://Inkd.in/eSQRJvEC>

#database #tvf #data


Data cleansing made simple.







WHY TVF?

**EXPERIENCE**
More than 8 years in the market


**AGILITY**
Obtain results in 48 hours


**TRANSPARENCY**
Receive a results report


**KPI'S**
Improve your KPIs is our objective

 Adriano Ciavolino and 21 others

1 share

 ▾

 Like

 Comment

Results!	FEBRUARY	MARCH	ABRIL	MAY	JUNE	JULY	AUGUST
UNIQUE VISITORS	300	363	357	486	496	410	303
NEW FOLLOWERS	15	44	94	116	152	59	53
POST IMPRESSIONS	6k	6.1k	5.4k	5.1k	8.6k	12k	4.8k
CUSTOM BUTTON CLICKS	15	25	26	37	34	7	11
PAGE VIEWS	700	864	766	1250	1356	1057	747
REACTIONS	25	66	82	42	158	245	56
SHARES	5	5	7	2	8	9	8
TOTAL FOLLOWERS	1.3k	1.5k	1.6k	1.71k	1.89k	1.9k	2k