

# GROWING INFLUENCE, ONE NEWSLETTER AT A TIME

## CASE STUDY:

### Building Authority & Consistent Engagement

#### WHO THE CLIENT IS

The client is a South African digital solutions and customer experience company founder with over two decades of experience. They specialise in multichannel commerce, relationship marketing, and technology-driven customer engagement. Their work spans digital strategy, e-commerce, mobile solutions, and public sector innovation, helping organisations deliver seamless, impactful customer experiences while driving measurable business outcomes. Their companies are recognised for innovation and thought leadership in ICT and has a strong focus on resilience, adaptability, and creating meaningful connections through technology.

## CLIENT CHALLENGE

A Business owner and software solutions provider struggled with maintaining consistent audience engagement:

- 1** **Fragmented Communication:**  
Relying on irregular social posts and email campaigns with declining open rates
- 2** **Low Thought Leadership Visibility:**  
Quality content being created but not effectively reaching target audience
- 3** **Content Distribution Issues:**  
Blog content buried on website with minimal traffic and engagement

Despite having valuable industry insights to share, the leader lacked an effective channel to consistently reach and nurture their professional audience.

## OUR SOLUTION

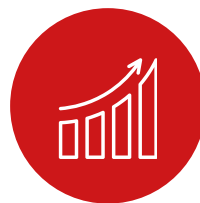
LadyBugz Marketing implemented a strategic LinkedIn Newsletter program:



**Newsletter Strategy  
& Setup**



**Content Optimisation**



**Growth Campaign**



**Engagement &  
Conversion  
Framework**



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## Newsletter Strategy & Setup



Created a professionally branded LinkedIn Newsletter with strategic positioning



Developed an editorial calendar aligned with buyer journey pain points



Established a consistent publishing cadence (bi-weekly)

## Content Optimisation

1

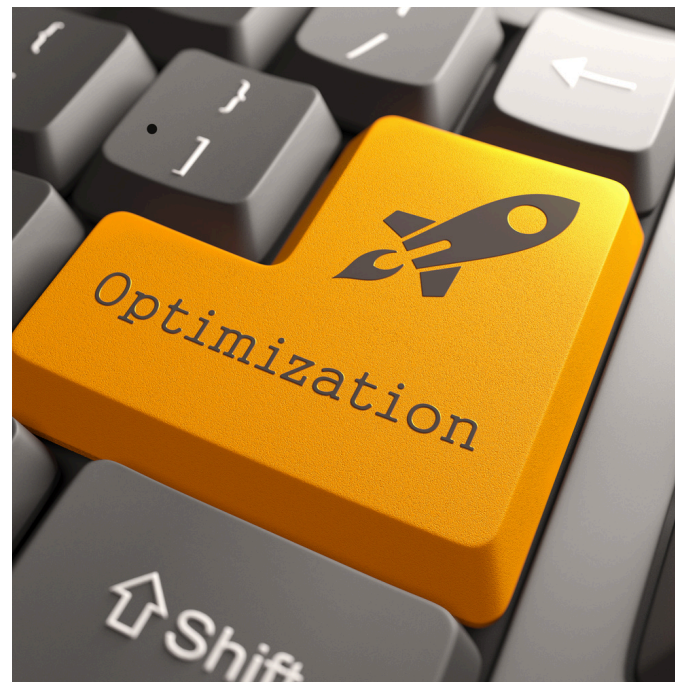
Crafted compelling newsletter titles to maximise open rates

2

Structured content for professional audience engagement with clear takeaways

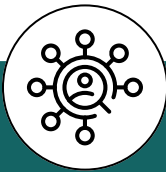
3

Integrated visual elements to enhance readability and shareability



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## Growth Campaign



Implemented targeted subscriber acquisition strategy through personal outreach



Created announcement posts for company page and executive profiles



Developed a system for employees to share subscription invitations with their networks

## Engagement & Conversion Framework

1

Added strategic calls-to-action within newsletter content

2

Created a tracking system for newsletter-generated leads

3

Developed a follow-up sequence for newsletter engagement



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## RESULTS



Over a 6-month period, our LinkedIn Newsletter strategy delivered:

33.3%

**Subscriber Growth:**

Increased from 2,943 to 3,923 newsletter subscribers

40%+

**Open Rates:**

Consistently exceeded industry average (15-25%) for content engagement

700+

**Average Article Views:**

High visibility for thought leadership content

195

**New Subscribers in Final Month:**

Demonstrated accelerating growth trajectory

63%

**Lead Engagement:**

Nearly two-thirds of qualified leads engaged with newsletter content

27%

**Faster Sales Cycles:**

Prospects familiar with newsletter content moved through pipeline more quickly

The LinkedIn Newsletter became the company's most reliable channel for nurturing prospects and maintaining industry visibility between sales conversations.

## WHY LINKEDIN NEWSLETTERS WORK



LinkedIn Newsletters provide unique advantages for B2B companies:

- **Algorithm Priority:** LinkedIn prioritises newsletter content in feeds and notifications
- **Built-In Audience:** Leverage existing LinkedIn connections as initial subscribers
- **Professional Context:** Content consumed in a business mindset, not mixed with personal social feeds
- **Subscription Notifications:** Automatic alerts when new content is published
- **Authority Building:** Establishes consistent thought leadership with target audience
- **Minimal Setup:** No additional technology or platforms required



## FROM IMPOSSIBLE TO IT'S POSSIBLE™

Ready to build a consistent, engaged audience for your B2B content? Contact Noleen Thompson at [noleen@ladybugz.co.za](mailto:noleen@ladybugz.co.za) or visit [www.ladybugz.co.za/services/linkedin-marketing-training/](http://www.ladybugz.co.za/services/linkedin-marketing-training/)



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