

ZERO AD SPEND. MAXIMUM IMPACT

CASE STUDY:

Telecommunications Industry

WHO THE CLIENT IS

This client is a South African digital solutions and customer experience provider with over two decades of expertise. They help businesses transform how they connect with customers through services spanning digital strategy, e-commerce, customer experience design, technology enablement, and managed digital operations. Focused on innovation and measurable outcomes, they empower brands to deliver seamless, impactful customer experiences across every digital touchpoint.

CLIENT CHALLENGE

The telecommunications technology provider faced significant challenges with their B2B marketing approach:

1

High Ad Spend, Low Returns:

Investing heavily in paid advertising with diminishing results and unpredictable lead quality

2

Stagnant LinkedIn Growth:

Despite having a company page for years, follower growth had remained at around 16,000

3

Poor Engagement:

Content was being published regularly but receiving minimal engagement (under 100 reactions per month)

4

Limited Visibility:

Key executives had LinkedIn profiles but weren't leveraging them to extend company reach

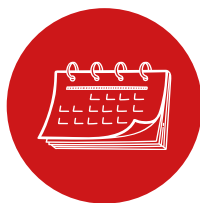
The company needed a solution that would generate consistent, high-quality leads without continually increasing their marketing budget.

OUR SOLUTION

LadyBugz Marketing implemented our signature organic LinkedIn strategy:



Strategic Page Optimisation



Content Calendar Development



Executive Profile Enhancement



Engagement Strategy



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Strategic Page Optimisation



Restructured the company page with industry-specific keywords



Developed a cohesive visual identity aligned with brand guidelines



Created a compelling company description focusing on client pain points

Content Calendar Development

1

Established a 12-month thought leadership calendar

2

Balanced promotional content with educational and inspirational posts

3

Created custom graphics and visuals for higher engagement



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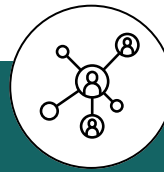
Executive Profile Enhancement



Optimised profiles for key company leaders



Developed personal branding strategies aligned with company messaging



Implemented strategic connection campaigns with personalised outreach

Engagement Strategy



- 1 Trained the internal team on effective LinkedIn engagement practices
- 2 Implemented a comment and engagement schedule to boost visibility
- 3 Created a system for sharing company content through personal profiles



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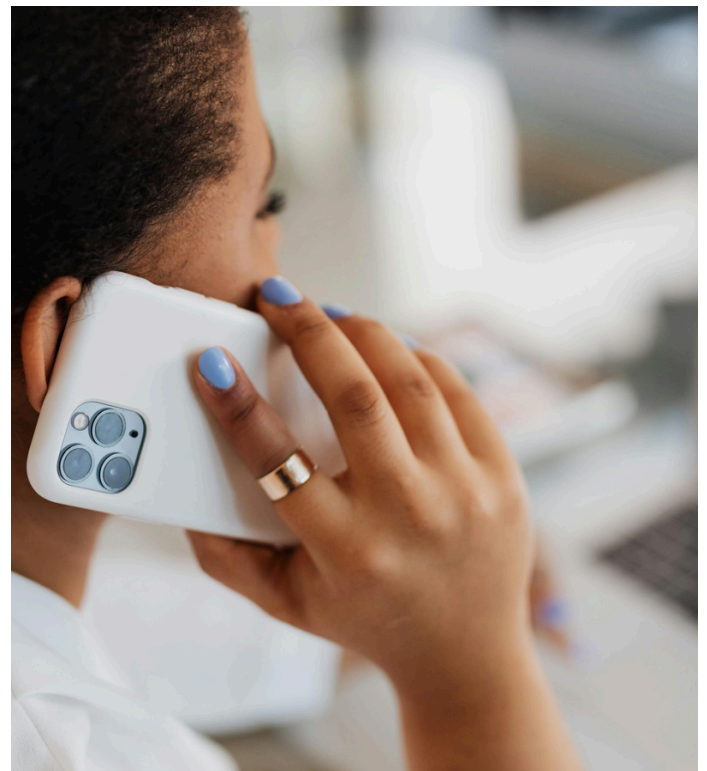
RESULTS



Over a 12-month period, our organic LinkedIn strategy delivered:

- **45.5% Follower Growth:** Increased from 16,638 to 24,204 followers without paid promotion
- **102,187 Organic Impressions:** Achieved consistent monthly visibility through strategic content
- **1,041 Post Reactions:** 5.4× increase in engagement compared to pre-implementation metrics
- **190 Comments & 28 Reposts:** Created meaningful conversations around industry topics
- **300+ Profile Views:** Key executives maintained consistent visibility with target prospects
- **33.3% Newsletter Growth:** LinkedIn strategy drove subscriber increase from 2,943 to 3,923

Most importantly, the company reported a 3.8× return on its marketing investment compared to previous paid strategies, with improved lead quality and shorter sales cycles.



FROM IMPOSSIBLE TO IT'S POSSIBLE™

Ready to transform your B2B marketing with organic strategies that deliver consistent results? Contact Noleen Thompson at noleen@ladybugz.co.za or visit www.ladybugz.co.za.



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