LINKEDIN MANAGEMENT | NEWSLETTER, WEBINARS AND VIDEO

How a Year of Joined-Up LinkedIn Grew a Fractional Financial Services Firm's Following by 70%

CLIENT	SECTOR	WHAT WE DID	PERIOD
South African outsourced fractional financial services firm	Financial services, B2B	A joined-up LinkedIn programme, webinars and video	July 2023 to July 2024

A South African outsourced fractional financial services firm, run by former finance executives, gives growing businesses access to senior finance leadership. It works with entrepreneurs and small businesses, and places interim or permanent finance leaders in larger companies. Its buyers are business owners, and many of them see a CFO as a cost they can put off. Over 12 months, from July 2023 to July 2024, LadyBugz ran a joined-up LinkedIn programme for the firm: its company page, its managing director's profile, a new newsletter in the managing director's name, two expert webinars and 51 short videos. None of it used paid advertising. The company page grew its following by about 70%. The first webinar drew 516 registrations. Of the attendees who answered the survey afterwards, 94% said it was valuable to their business, and nine asked the firm to contact them for a consultation.

70%
Company page follower growth
About 70% in 12 months, July 2023 to July 2024

2,200+
Newsletter subscribers
The managing director's LinkedIn newsletter, launched in August 2023, in its first year

516
Registrations
Funding webinar, October 2023

72%
Live viewers stayed 45 minutes or more
Funding webinar, October 2023

94%
Said it was valuable to their business
Survey of attendees, October 2023

29%
Joined live
Second webinar, June 2024

Based on LadyBugz's reports to the client, LinkedIn analytics and the webinar platform's registration, attendance and survey reports.

The challenge

Most business owners know they need a firmer grip on their numbers. Far fewer think they need a CFO. For a firm that sells senior finance leadership, that gap is the whole problem. This client faced three challenges:

- **A service people put off.** Owners of growing businesses tend to see a CFO as a cost for later, when the business is bigger.
- **Two very different buyers.** One message would not reach both.
- **Expertise buyers could not yet see.** Before an owner picks up the phone, they want to see how those people think.

What we did

LadyBugz ran the programme for a year. These are the principles behind it, and why each one mattered.

1. ### Name the objection, then answer it

   Short clips with the managing director explained, in plain language, what a finance leader changes in a growing business, from someone who has done the job.

2. ### A real person at the centre

   We managed the managing director's LinkedIn profile alongside the company page, and turned years of finance experience into posts and videos in the managing director's own words.

3. ### A newsletter in the leader's name

   In August 2023 we launched a LinkedIn newsletter in the managing director's name, on subjects owners and finance leaders care about, from fundraising and financial leadership to planning a business exit.

4. ### Webinars that let buyers test the thinking

   Both ended with a short survey that asked attendees whether they would like to talk to the firm.

5. ### Video that kept working

   Over the year we produced 51 short videos: series for the managing director's profile, clips that built interest before each webinar, and highlights cut from the sessions afterwards for people who missed them.

The results

Based on LadyBugz's reports to the client, LinkedIn analytics and the webinar platform's registration, attendance and survey reports.

- **About 70% more followers.** The company page added 1,671 followers in 12 months.
- **A newsletter built from the first edition.** The managing director's newsletter, which we launched in August 2023, passed 2,200 subscribers in its first year.
- **People who raised a hand.** Nine of the 52 survey respondents at the funding webinar (17%) asked the firm to contact them for a consultation.

Professional services are bought on trust, and trust takes time.

LadyBugz runs joined-up LinkedIn programmes for B2B professional services firms in South Africa and internationally: company pages, leaders' profiles, newsletters, webinars and video, working as one.

Book a strategy call

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ABOUT THE DATA

This case study draws on LadyBugz's final report to the client (July 2024), LinkedIn analytics, and the webinar platform's registration, attendance and survey reports for both webinars. Each registrant and attendee is counted once, even if they joined more than once, and the totals include a few of the firm's own staff. Survey figures are shares of everyone who answered the survey. The client is anonymised and the webinars are described rather than titled, but the results are real.