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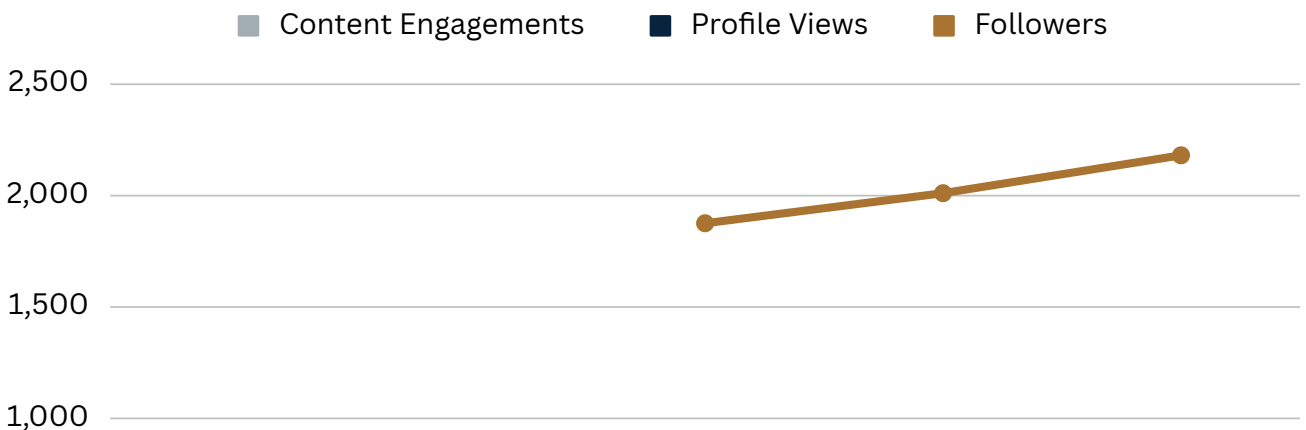
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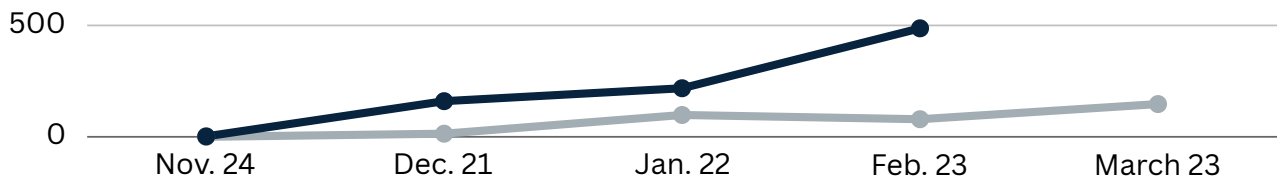
Key Performance Indicator (KPI) Results

Personal LinkedIn Page for Business Insurance Broker (B2B Sales)

Overview

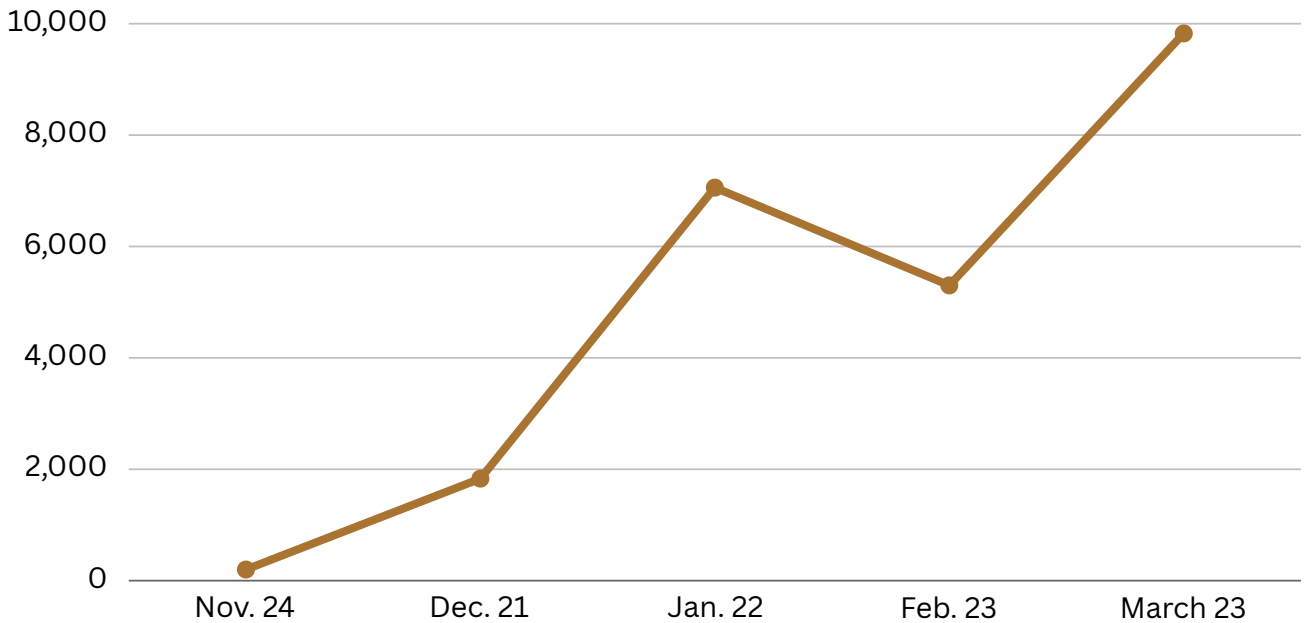
| | |
|------------------|---|
| OBJECTIVE | Improve visibility of personal LinkedIn profiles to increase reach to business owners. |
| GOAL | Sell more business insurance policies to targeted business owners by increasing the number of scheduled meetings from LinkedIn audiences. |
| KPI's | KPI Analysis Occurs once per month at the end of each month. Key KPIs corresponding to clients' goals include content impressions, content engagements, profile views, and followers. |
| DURATION | 4 Months - Posting Start Date 11/24/2022 - End Date 03/23/2023 |





LinkedIn Profile Analytics

■ Content Impressions



LinkedIn Profile Analytics

Additional Notes

The above KPIs played into the insurance broker's personal LinkedIn profile growth. We saw increased engagement from lifestyle-centered content, so we posted that the most. The increased amount of impressions and engagements ultimately led to increased page viewers and followers, which improved his ability to interact successfully with the target audience and convert those interactions into meetings.