



Charles Schattenberg

June 27 - July 25, 2023

Account Overview

This report focuses solely on **organic growth**, meaning **no paid advertisements were utilized**. This allows us to see the natural engagement and performance of the account without external promotions.

LinkedIn's analytics unfortunately do not provide the option to select specific date ranges. Therefore, the analytics presented in this report will be based on either a 28, 60, 90, or 365-day view. Considering that this will be the final report, the majority of metrics will be presented on a 365-day view.

This approach will offer a comprehensive overview of the account's performance over an extended period, allowing us to compare the data before and after partnering with Krailo Socials.



LinkedIn At A Glance

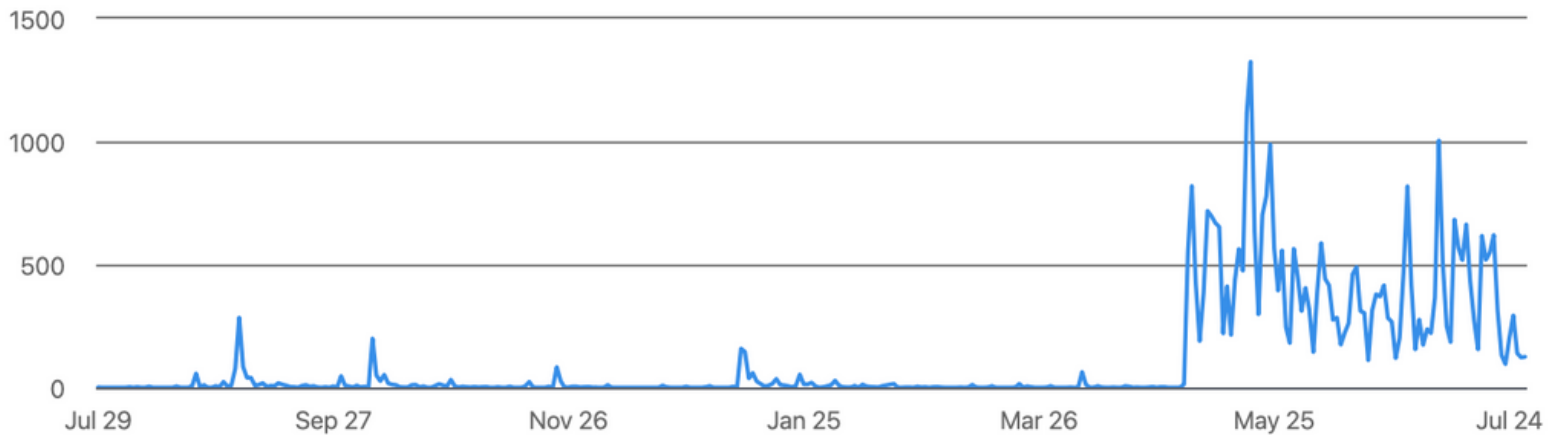
365 day view - Impressions

Content performance ?

39,071

Impressions

▲1,209% past 365 days



Daily data is recorded in UTC

Impressions: The number of times your post was seen by LinkedIn users.

Impressions are up by 39,071 for the past 365 days

(See key takeaways)



LinkedIn At A Glance

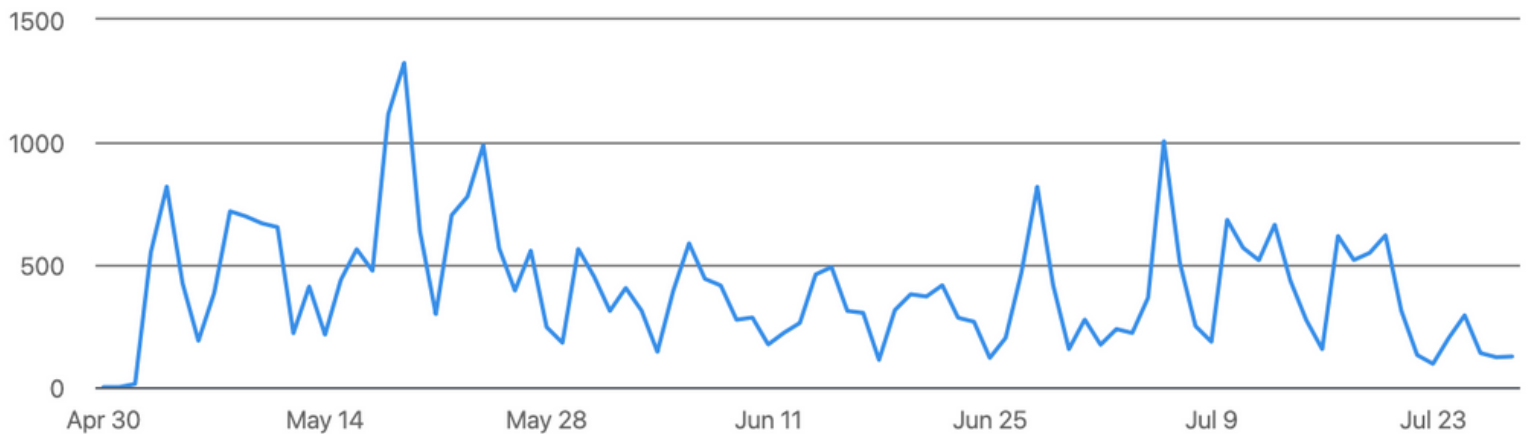
90 day view - Impressions

Content performance ?

36,583

Impressions

▲12,176.2% past 90 days



Daily data is recorded in UTC

Impressions are up by 36,583 for the past 90 days

Over the past 1 year, 93.69% of impressions came from in the last 90 days.



LinkedIn At A Glance

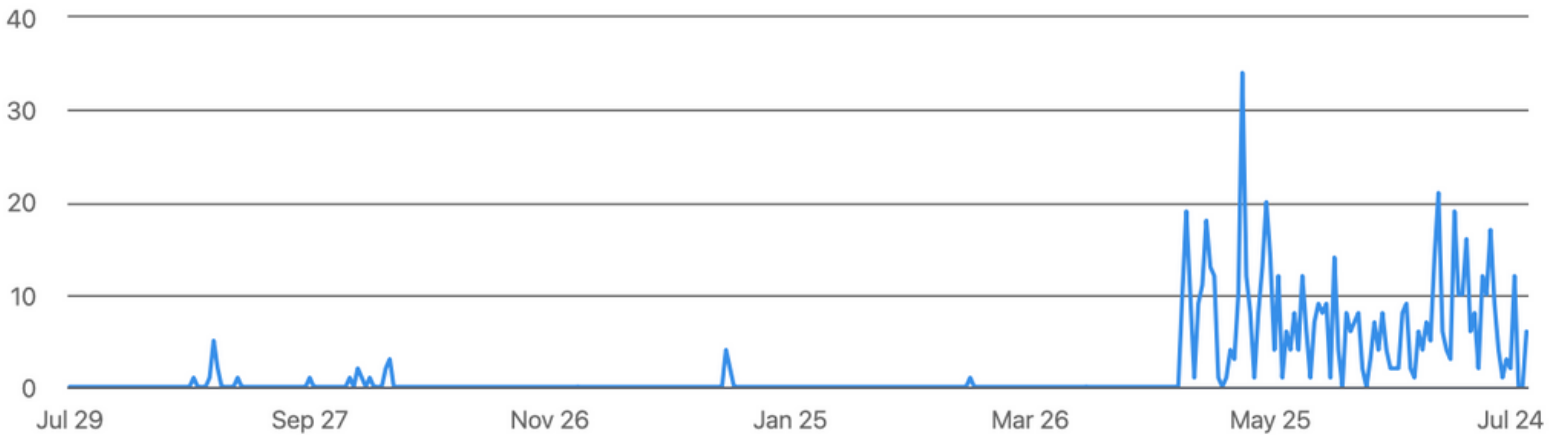
365 day view - Engagements

Content performance

670

Engagements

▲1,422.8% past 365 days



LinkedIn Engagement rate: is the sum of likes, comments, and shares received for the posts published

Engagements are at 670 for the past 365 days



LinkedIn At A Glance

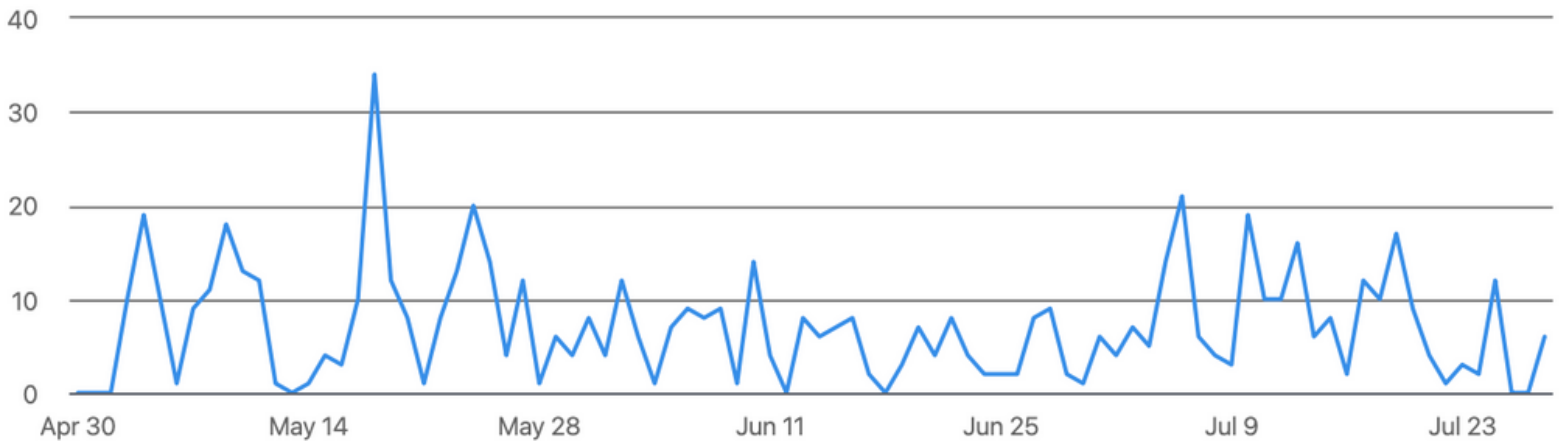
90 day view - Engagements

Content performance ?

642

Engagements

▲ 64,100% past 90 days



Daily data is recorded in UTC

Engagements are up by 642 for the past 90 days

Over the past 1 year, 95.82% of impressions came from in the last 90 days.



Key Takeaways

Impressions, Engagements & Recommendations

- **Impressions:** Over the past year, the account received **39,071** impressions, indicating a strong reach among LinkedIn users.
 - During the last 90 days, there was a notable surge in impressions, with **36,583** recorded. This shows our positive impact on increasing visibility and engagement by **93.69%**.
- **Engagement:** Your account had 670 total engagements in the past year, reflecting active interaction from the audience.
 - In the last 90 days, there was a remarkable increase in engagements, with **642** recorded, showing our efforts drove **95.82%** more audience interaction.
- **Recommendations:** Based on data analysis, we recommend content strategies, audience targeting, and utilizing LinkedIn's built-in platform features for further optimization.
- **Future Growth:** We see potential growth opportunities and strategies to maintain momentum and expand your account's reach and engagement.
 - Note: Leads don't appear overnight; they arise only after a consistent online presence is maintained. It's crucial to sustain this momentum to continuously reach prospects, and with time, you'll start to witness more conversions.



Top Post (By Impressions) In Previous 28 Days

Charles Schattenberg posted this · 3w



Small businesses are the lifeblood of the United States economy, driving innovation, job creation, and economic growth. Partnering with a Professional Employer Organization (PEO) can e...show more

30

4 comments

▲ 1,773
Impressions

Charles Schattenberg posted this · 2w



Small businesses owners face numerous challenges when it comes to managing their business and employees. Professional Employer Organizations (PEOs) have emerged as a fundamental ...show more

22

7 reposts

▲ 1,000
Impressions

Charles Schattenberg posted this · 1w



Here's a quick video I made that shows how small to medium-sized businesses can benefit in partnering with a PEO.

...

...show more

10

2 reposts

▲ 618
Impressions

Charles Schattenberg posted this · 3w

People seek purpose in their lives — and that includes work. The more an employer limits those things that create this sense of purpose, the ...show more



Employees Seek Personal Value and Purpose at Work. Be Prepa...

gartner.com · 1 min read

10

2 comments

▲ 606
Impressions



Top Post (By Impressions) In Previous 28 Days

Charles Schattenberg posted this • 2w



In a competitive talent market, offering attractive employee benefits is crucial for retaining top professionals. Partnering with a Professional Employer Organization (PEO) empowers y ...show more



9

1 comment

▲ 561
Impressions

Charles Schattenberg posted this • 1w



At the heart of every successful team and organization stands a great leader, guiding their followers towards excellence. A great leader is not just someone who holds authority, but sor ...show more



10

▲ 529
Impressions

Charles Schattenberg posted this • 1w



Are you considering partnering with a Professional Employer Organization (PEO) for your business? Using a PEO broker, like The PEO Link Inc, can be a game-changer for your compan' ...show more



14

▲ 507
Impressions

Charles Schattenberg posted this • 3w



Celebrate Independence and Business Success with The PEO Link!
As we celebrate the spirit of independence on this 4th ...show more



15

▲ 484
Impressions



LinkedIn At A Glance

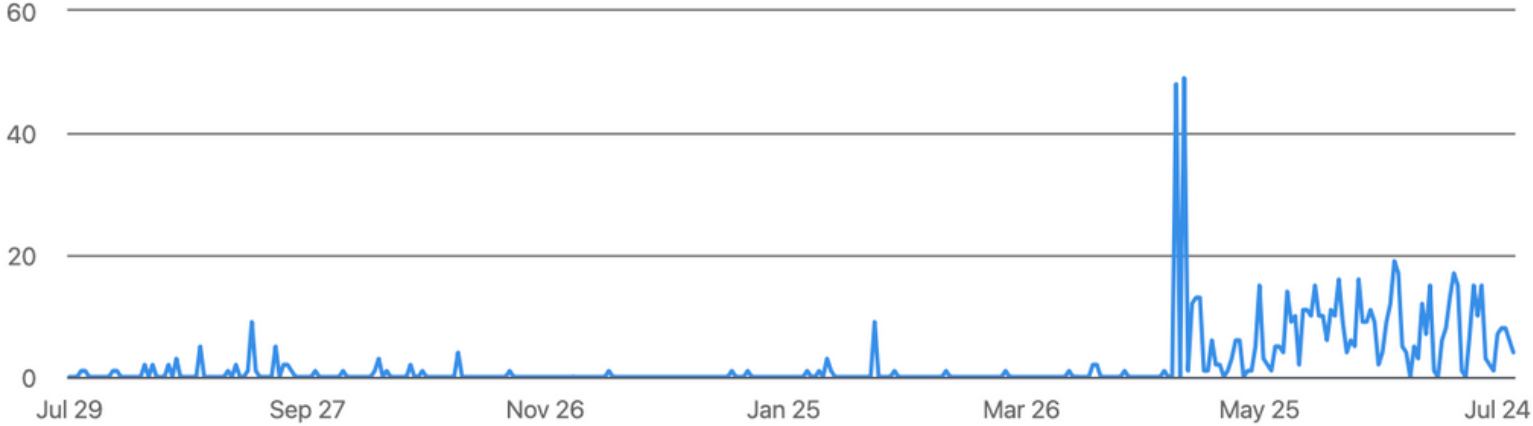
365 day view - New Followers

2,747 ?

Total followers

New followers ?

Past 365 days ▾



Daily data is recorded in UTC

Followers are up to 2,747 people for the past 365 days



LinkedIn At A Glance

90 day view - New Followers

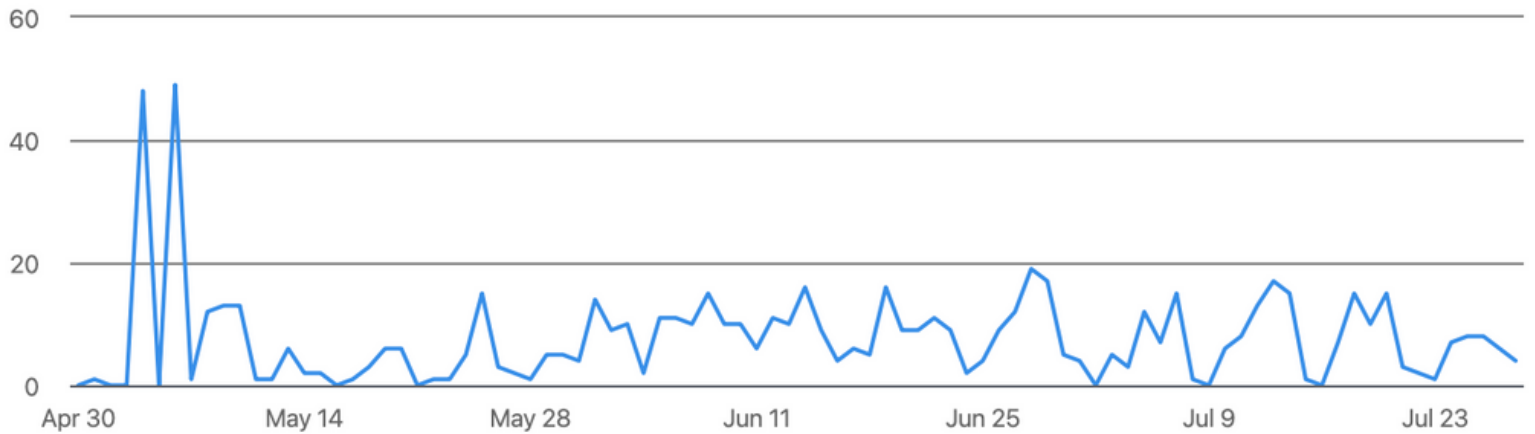
2,747 ?

Total followers

▲31.5% past 90 days

New followers ?

Past 90 days ▾



Daily data is recorded in UTC

New followers increased by 31.5% or approximately 866 people in the past 90 days

****IMPRESSIVE****



Key Takeaways

Posts & Follower Growth

- Congratulations on a successful month of posts!
- The top-performing posts were videos featuring you.
- When creating content for your accounts, it's essential to address your audience's pain points. Developing video content around those topics can be particularly impactful.
- Supplement your video content with occasional graphics, article posts, and other engaging formats. This multi-faceted approach will help establish you as an industry leader, ultimately benefiting lead conversions in the long run.
- New followers increased by an **impressive 866 people** over the past 90 days; meaning **31.5% of the new followers gained in the past year can be attributed to the the past 90 days with Krailo Socials**
- This substantial growth in followers showcases the positive impact of our management on the account's audience attraction and retention.
- The consistent increase in followers is a testament to the effectiveness of our strategies in building a strong and engaged community.
 - Indicates that our content resonates well with the target audience
 - Rise in new followers underscores the importance of maintaining a well-managed social media presence to continuously attract a relevant and interested audience.
- By growing the follower base, we have enhanced the potential reach and influence of the client as an industry leader.
- The increase in new followers positions you for greater brand visibility and opportunities for lead conversions in the future.
 - Helps to establish a loyal and dedicated following for your account.

LinkedIn At A Glance

Follower Demographics

Target Audience: High Level Executives

Top demographics ?

Job titles ▾

President · 5%

Account Manager · 4.9%

Owner · 4.2%

Chief Executive Officer · 4.1%

Account Executive · 3.9%

Top demographics ?

Locations ▾

San Antonio, Texas Metropolitan Area · 24.7%

Austin, Texas Metropolitan Area · 8.1%

Dallas-Fort Worth Metroplex · 7.5%

New York City Metropolitan Area · 6.5%

Greater Houston · 5.6%



LinkedIn At A Glance

Follower Demographics

Target Audience: High Level Executives

Top demographics ?

Industries ▾

Insurance · 19.2%

Human Resources Services · 12.6%

IT Services and IT Consulting · 6.6%

Financial Services · 6%

Software Development · 5.2%

Top demographics ?

Seniority ▾

Senior · 35.4%

CXO · 13.9%

Entry · 13%

VP · 9.2%

Director · 8.7%



LinkedIn At A Glance

Follower Demographics

Target Audience: 1 - 200/ Small to Mid Sized Businesses

Top demographics ?

Company size ▾

10,001+ employees · 16.4%



11-50 employees · 13.6%



1-10 employees · 12.8%



5001-10,000 employees · 12.2%



51-200 employees · 9.1%

