



Top Executives Gain 3x Increase in Engagement and 2X Rise in Network with Consistent Social Activation

We-Storytellers Success Story

<https://we-storytellers.in/>



A Bespoke Thought Leadership Success Story

The Country Head of Sales, from a leading IT services enterprise was looking to position himself as a sales expert, a coach and a thoughtful leader. With a billion-dollar business target and large teams to manage, listening to followers and engaging with their thoughts were an uphill task for the leader. The situation was no different for the founder and CMD of the global ITes enterprise. They were juggling their time from one meeting to another, with little time to focus on building their social brand. The leaders partnered with us to carry forward social positioning vision, because it was imperative

to be visible and be heard in the online space. We helped them amplify their voice and positioned their persona on LinkedIn to connect with C-suite leaders. They gained a 15% - 20% increase in engagement and LinkedIn even recognized the best performing content. The engagement, initially a quarterly project, is now an ongoing activity and one of the clients even chose us as their executive communication partner. This is the story of how we won the client's confidence and how the client won new followers from the industry.

Helping Leadership Voice Heard

Establishing Leadership Positioning

The leaders were known for their oratory skills, people management and domain expertise. When the pandemic struck, they were cut off from physical meetings and there had to be a medium to express their thoughts. We captured

their thoughts and interests as personal branding partners to curate communication that connects with their target group. Social branding, focused on LinkedIn helped them establish their brand and maintain consistency in engaging with leaders and peers.



Engaging with the TG Through Focused Content

The leadership tone and voice were amplified with a structured narrative approach. A one-size-fits-all model might not work because of the distinct personalities and leadership styles. So, we designed a content paradigm that helped the clients with personalized campaigns. The client was able to build a connect with their audience based on the content style. The best-performing content was even recognized by LinkedIn with a badge.

Observing the engagement patterns in the first quarter helped eliminate campaigns that were not well received and amplify those that performed well.



Enhancing Visibility Beyond Followers

It is imperative to go beyond the network to establish a personal brand. We created a target account list with inputs from the clients and consistently engaged with relevant and top-performing posts. Information from leaders helped make the opinions (comments) authentic and

expert-driven. Consistent engagement elevated the client's profile and persona in the C-suite ecosystem. There was a visible impact on the engagement rate from third-degree connections, leading to an increased follower base.

Managing the Profile and Measuring the Impact

The leadership profiles are managed remotely. We actively listen to what the followers are talking about the client and what the competition is into. This has helped the leaders align their thoughts as per industry trends and share inputs and respond to the followers, mentions and comments as fast as possible.



High Impact Results

In six months, we gained a **3.9x** growth in followers while the engagement rate was up by **2.8x** and impressions by **2.2x**.



Congratulations! Your post is in the top 1% engagement on LinkedIn. See reactions

Audience Growth *	1%	2.2%	1.6%	2.4%	3.9%
Engagement	2.7%	2.5%	2.74%	2.73%	2.85%

Every leadership profile is revisited quarterly to eliminate underperforming campaigns and amplify high-performing ones. We review the

campaigns every quarter to ensure that the content gathers better engagement.

And, that has been our success. Don't take our word for it. Hear it from two of our customers;

Customer Validation



"I always had so much to say but little time at hand. Now I offtake my ideas to team We-Storytellers for converting them into meaningful stories, enhanced with research and due diligence. Now it is easier to share quality content, aligned to my voice and in sync with my professional and personal aspirations."

President - Marketing, Global Cloud Services Organization



"I've worked with the We Storytellers team for the last 6+ months. Based on my interactions, I can confidently say that the team is extremely organized and methodical in their approach. They author posts on a diverse set of topics and have helped me build out a thought leader profile on LinkedIn. My colleagues & friends on LinkedIn enjoy the posts that we make and often reference those in offline conversations. This is a testament to the hard work and dedication of the We Storytellers. Thank you WST team!"

Senior Leader - Global IT Services Firm.

About Us.

We are Storytellers.

We bring the art of business storytelling in Organization and Marketing Communication. Our purpose is to equip organizations to build a voice, inside out and communicate with confidence, clarity and conviction, during and beyond these challenging times. We serve our global clientele with a philosophy of value beyond any boundaries, with complete ownership of the outcomes. We are accredited as an SAP Digital Marketing Service Bureau partner.

Contact Us.

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