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ANANY'S CASE STUDY

Al Anany
February, 2020



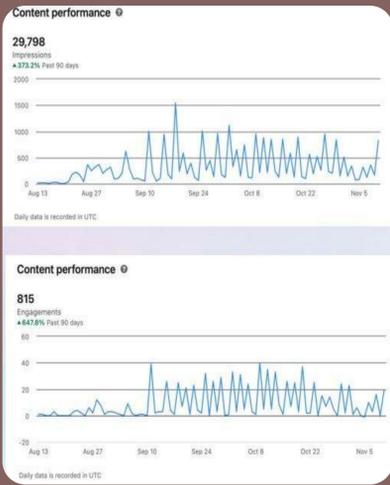
The Challenge

Al Anany faced the personal challenge of optimizing his own profile on LinkedIn to attract more people. Despite being adept at empowering startup founders with resources and expertise, he realized that his own professional presence on the platform needed enhancement. Al Anany recognized the importance of projecting a compelling personal brand and expertise to attract attention from potential partners, investors, and collaborators. Thus, refining his LinkedIn profile became crucial for expanding his network, establishing credibility, and unlocking new opportunities in the business world.



The Result

1. In the last two months, Al's content received over 25,000 impressions on LinkedIn, indicating a significant increase in visibility and reach.
2. Al's content, produced by Esther Ekoko, sparked great conversations and made him more relatable to his audience. His best-performing post, which discussed scaling a business and startup growth, received 29 likes, 14 comments, and a repost.
3. The top demographics of Al's connections included founders, CEOs, and co-founders, ensuring engagement with key decision-makers and influencers in his industry.
4. The targeted outreach strategy resulted in numerous inbound leads, enhancing potential business opportunities for Al's consulting services.



Top performing posts

Based on impressions gained in the past 90 days:

- Al Anany posted this · 1mo
PSA: Stop trying to scale your business by 200% in one year. It's ridiculous!
▲ 1,883 Impressions
- Al Anany posted this · 1mo
Today is a BIG DAY!!!
I just announced the LAUNCH of "Warm Intros"
▲ 1,854 Impressions
- Al Anany posted this · 2mo
Never gotten around to introduce myself here.
So... HEY LinkedIn, I'm AL ANANY
▲ 1,348 Impressions



Top demographics

Job titles ▾

- Founder · 10%
- Co-Founder · 5.5%
- Chief Executive Officer · 5.1%
- Software Engineer · 2.4%
- Managing Director · 1.4%

The ROI

Esther Ekoko's collaboration with Al Anany resulted in a remarkable return on investment. Within just two months, Al's LinkedIn presence surged, generating over 25,000 impressions. Esther's content strategy not only sparked engaging discussions but also positioned Al as a relatable and trusted figure in business consulting. The targeted outreach strategy yielded numerous inbound leads, offering significant growth opportunities for Al's consulting services. Additionally, Al's network expanded to include influential industry figures, ensuring continued engagement and potential collaborations. Overall, the partnership with Esther Ekoko solidified Al's brand on LinkedIn and laid a strong foundation for future success.

This could be your success story

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