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# KATIE'S CASE STUDY

Katie Arnold  
February, 2020



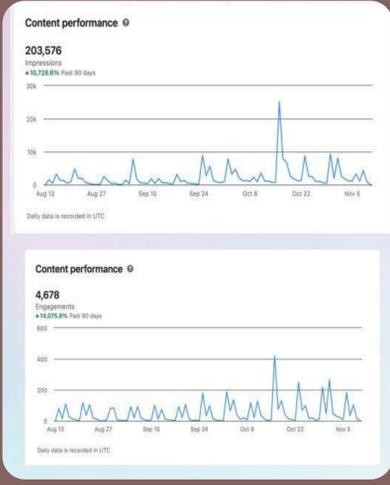
## The Challenge

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

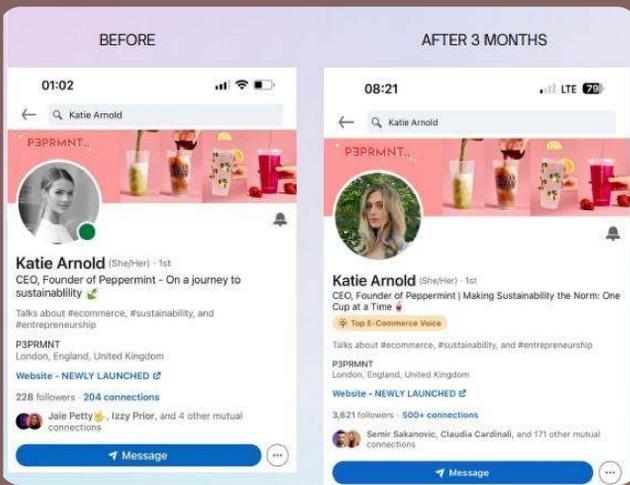
1. Katie's LinkedIn content received over 200,000 impressions, marking an increase of over 10,000%.
2. Her posts garnered over 4,000 engagements.
3. Her following grew by over 900%.
4. Her profile was viewed by over 5,000 people.
5. Three of her posts went viral, highlighting themes of femininity and being a female founder.
6. The targeted outreach strategy resulted in over 25 inbound leads, significantly enhancing business opportunities.



**Top performing posts**

Based on impressions gained in the past 90 days

Katie Arnold posted this · 3w	No one told me I'd have to do this as a Young "Female" Founder. I must have missed the MEMO 🤔...	33,334 Impressions
Katie Arnold posted this · 1mo	I'm tired of seeing and hearing this. I cringe every time I hear someone say it....	18,067 Impressions
Katie Arnold posted this · 1mo	"You don't look like someone who owns a business" That's what I was recently told by a cab driver....	11,832 Impressions



## The ROI

In just three months, Katie experienced a remarkable surge in her LinkedIn following, with the number of her followers increasing by an impressive 900%. This substantial growth not only expanded her network but also significantly amplified her brand's visibility and influence within the industry.

**900% Increased Followers**

This could be your success story

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