

BI-WEEKLY REPORT — APRIL 11-20, 2023

# the talently.

LinkedIn

# Executive Summary

## Our strategy on LinkedIn

The primary goal for Velera's account is to establish her as an authority in the diversity, equity and inclusion space through informative content, DM messaging, and email marketing. Our team will share content that positions Velera as a thought-leader by showcasing her knowledge and expertise by curating posts based on blog content, liking posts, and leaving comments that add to the conversation = further building her reputation in the space.

PREPARED BY  
**Cedric**

PREPARED FOR  
**Velera Wilson**

Our goal is to create strong Call to Actions that inspire our readers to download the Women's Workplace Confidence report, schedule meetings with Velera and visit LinkedIn profile and articles. Our team will track the progress made on the account and make needed adjustments. The metrics we will focus on include:

1. Profile views
2. Impressions
3. Engagement

# Impressions for the last seven days

LinkedIn Groups we've posted in this week:

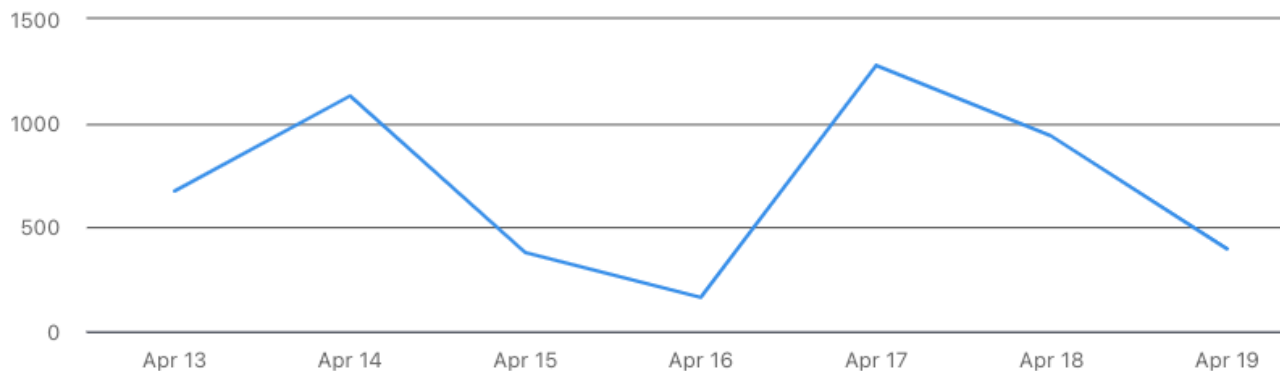
1. **Diversity Equity & Inclusion and Talent Strategy Think Tank**
2. **TEDWomen Community**
3. **Executive Suite**

## Content performance ?

**4,958**

Impressions

▲ 111.4% past 7 days



Daily data is recorded in UTC

These posts are altered variations of the blog posts adding thought-provoking questions/statements and ending with strong Call to Actions either directing the reader to the Women's Workplace Confidence report or directly to the blog itself.

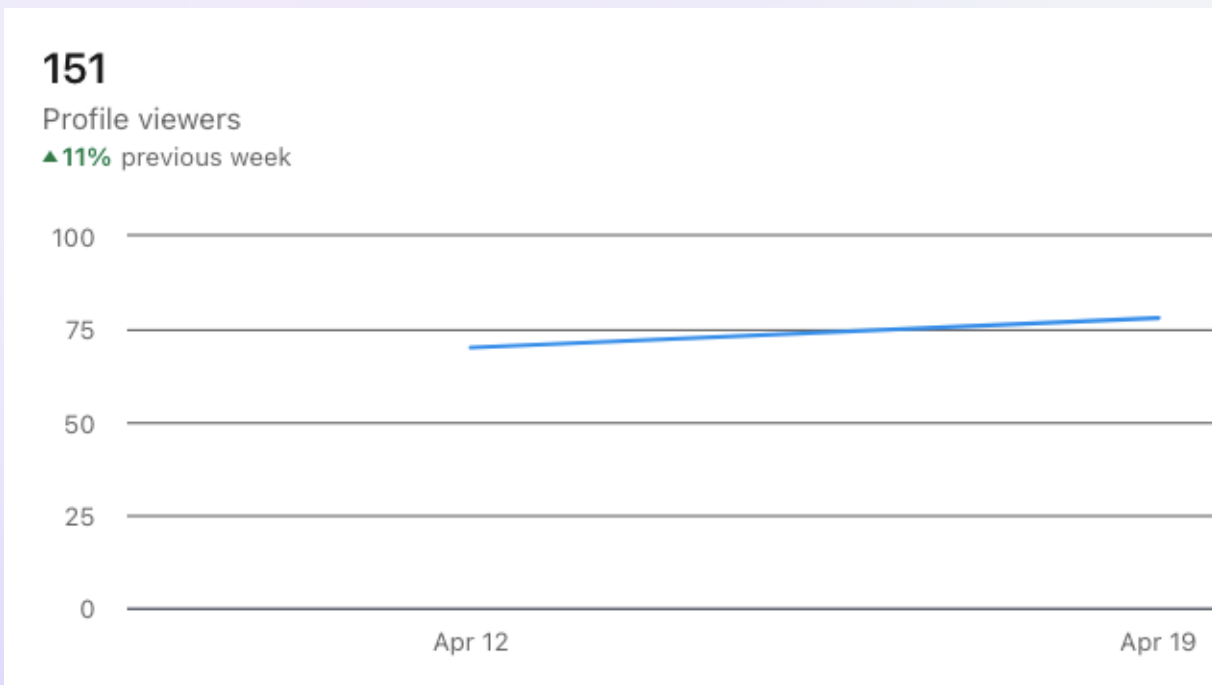
**NOTE:** Testing shorter posts to see if it boosts engagement.

# Outreach and Lead Generation

Begun the third phase of DM messaging. Updated and optimized the messaging based on Velera's previous copy. Waiting for feedback from Velera to adjust the copy based on her preference.

## Action Items for Cedric:

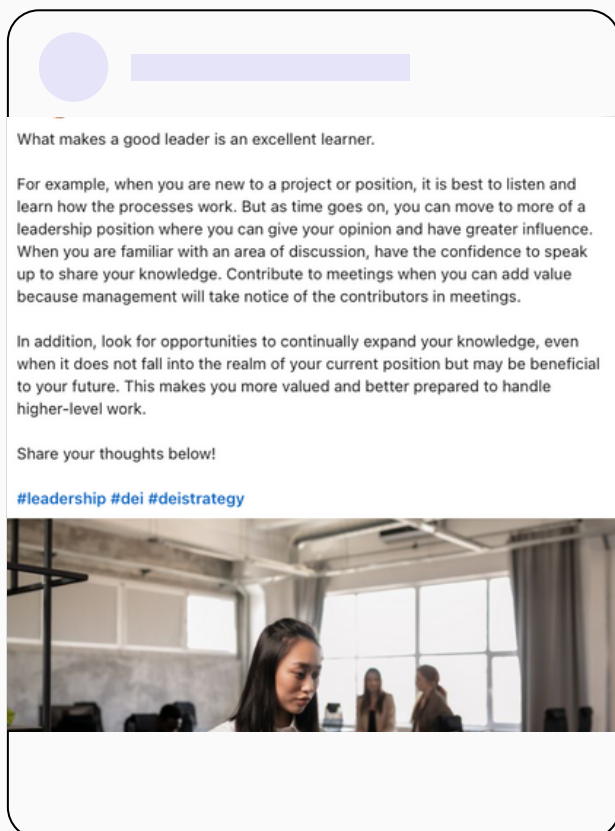
- Cedric is checking posts for comments and sending InMail messages to any who leave comments.
- Cedric will begin capturing phone numbers alongside emails for outbound calls.
- Cedric updated Velera's copy for the DEI space.



# Content Performance

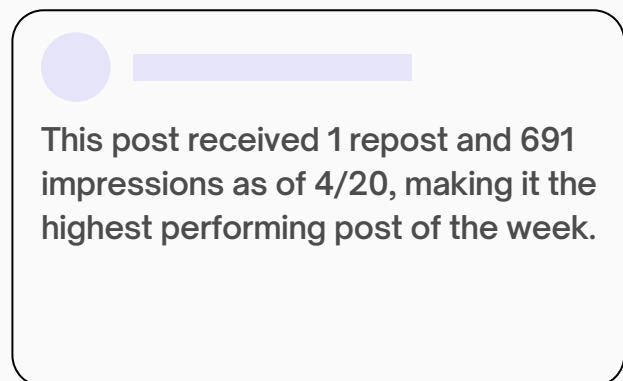
Testing different methods of posting to see if it increases engagement and/or impressions. Some methods include: shorter posts, using hashtags in groups, linking/not linking additional articles. Still testing some Call to Actions to inspire comments.

## Top-performing post



A screenshot of a social media post. At the top, there is a profile picture and a name. The text of the post reads: "What makes a good leader is an excellent learner. For example, when you are new to a project or position, it is best to listen and learn how the processes work. But as time goes on, you can move to more of a leadership position where you can give your opinion and have greater influence. When you are familiar with an area of discussion, have the confidence to speak up to share your knowledge. Contribute to meetings when you can add value because management will take notice of the contributors in meetings. In addition, look for opportunities to continually expand your knowledge, even when it does not fall into the realm of your current position but may be beneficial to your future. This makes you more valued and better prepared to handle higher-level work. Share your thoughts below!" Below the text are the hashtags "#leadership #dei #deistrategy" and a video thumbnail showing a woman in a meeting.

1



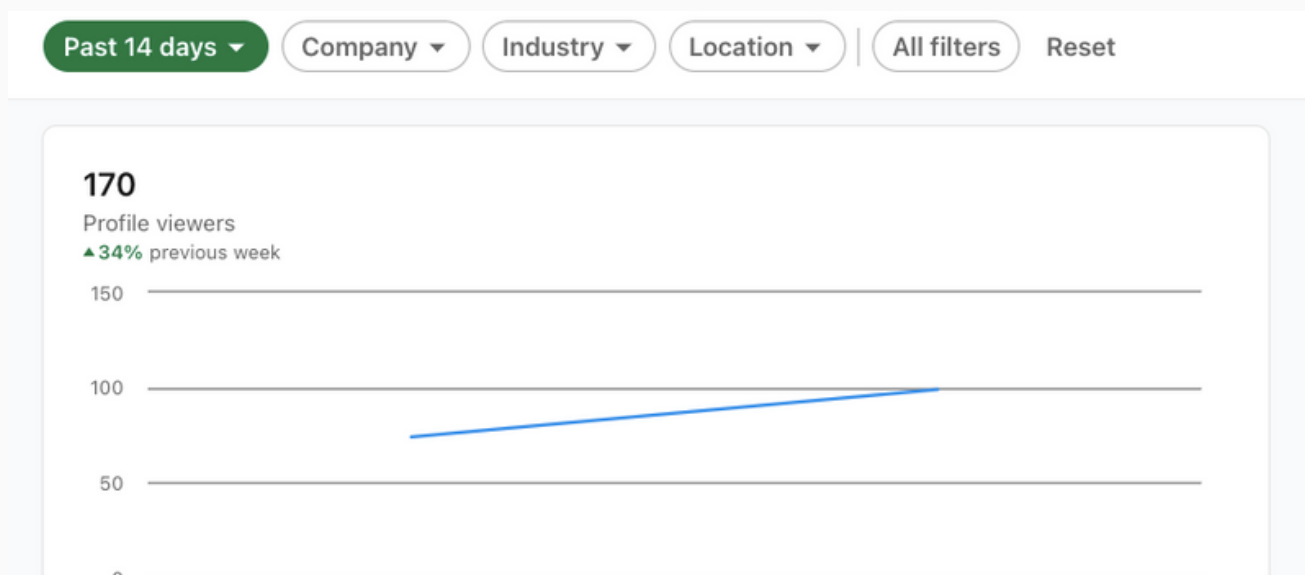
A summary box with a profile picture and name at the top. The text inside reads: "This post received 1 repost and 691 impressions as of 4/20, making it the highest performing post of the week."

2

# Outreach

We've been sending 100 LinkedIn connections/messages on a daily basis. Though the messaging seems to be getting less responses, we're getting more positive responses overall.

Profile views are 34%, the same as previous two weeks.



# Next Steps for the next two weeks

Tweaking Velera's messaging to fit the DEI niche and collecting phone numbers for outbound calling alongside email addresses.

- Joined groups that are more female-centric. Also - working to post in groups that DO NOT need moderators approval before posting as these groups appear to be less active and content still hasn't been posted over a two-week period. Instead, we will comment on others' content in these groups.

## 01 **Increase engagement**

Ask readers their thoughts, feedback, and suggestions. We really want to start driving a conversation in the comment sections.

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## 02 **Updated Touch Messages**

Updated/optimized the seven touch message and left notes on Velera's Master Doc. Will review any feedback left and adjust to Velera's preference.

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## 03 **Collect phone numbers for outbound marketing**

Collect phone numbers for outbound calling.

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## 04 **Begin outreach to those who leave comments**

We will continue to begin outreach/adding to email list for any comments left on posts.


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# Thank you!

Thank you for taking the time to read this report. If you have any questions or would like to discuss our findings further, please don't hesitate to reach out to us.

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