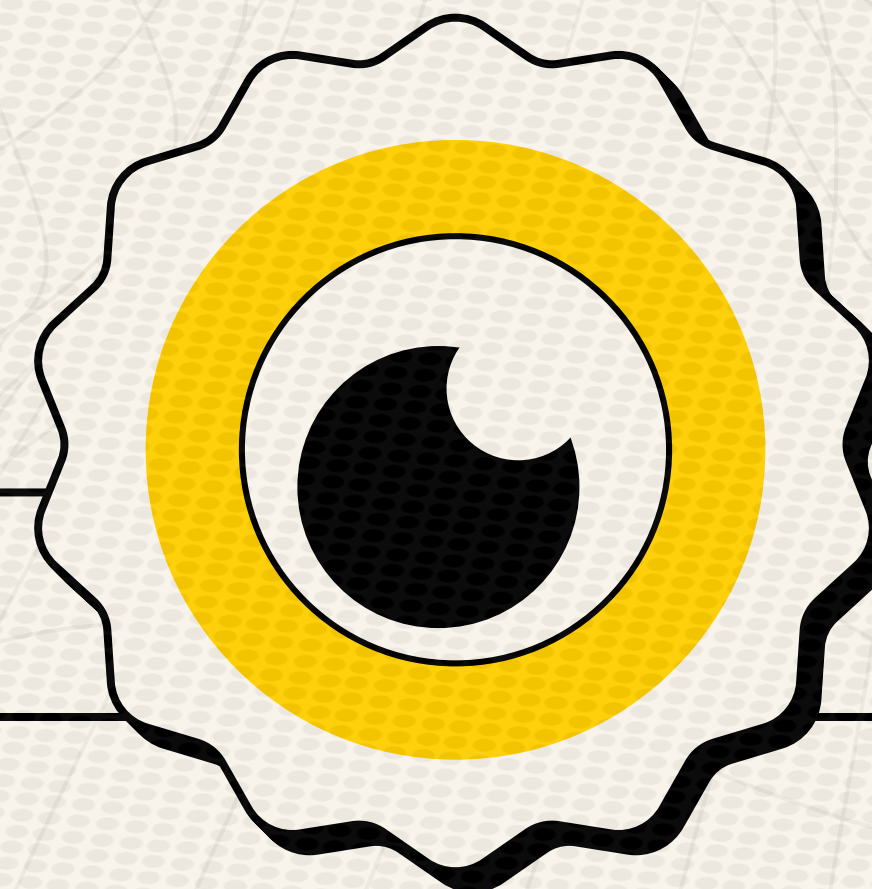
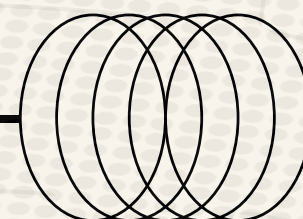
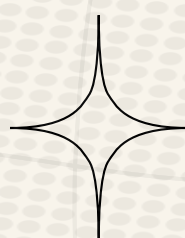


# LinkedIn Marketing





# INFOMAP

BEYOND PROCESS

We at Infomap, believe in offering customized and tailormade solutions to our clients. Our aim is to be a trusted partner in the digital transformation and process simplification journey leveraging the power of technology, human ingenuity and diverse distributed workforce.

## *Agenda*

- Generate digital presence
- Generate leads
- Generate trust for the brand



# Our Approach

## Showcasing Expertise

By consistently sharing insights and industry knowledge, Infomap Global demonstrated its expertise, which attracted interest from industry peers and potential clients.

## Building Credibility

Regular updates and professional content on LinkedIn helped establish Infomap Global as a credible and trustworthy entity in the digital space.

## SEO Benefits

Active LinkedIn profiles and content can influence search engine rankings, making the brand more discoverable online outside of LinkedIn.

## Customer Insights

Comments and interactions provided valuable insights into customer preferences and behaviors, guiding future marketing and product development.

## Monitoring Competitors

LinkedIn also provided a platform to monitor competitors' activities, helping Infomap Global stay ahead by adapting and innovating based on industry trends.

## Increased Engagement

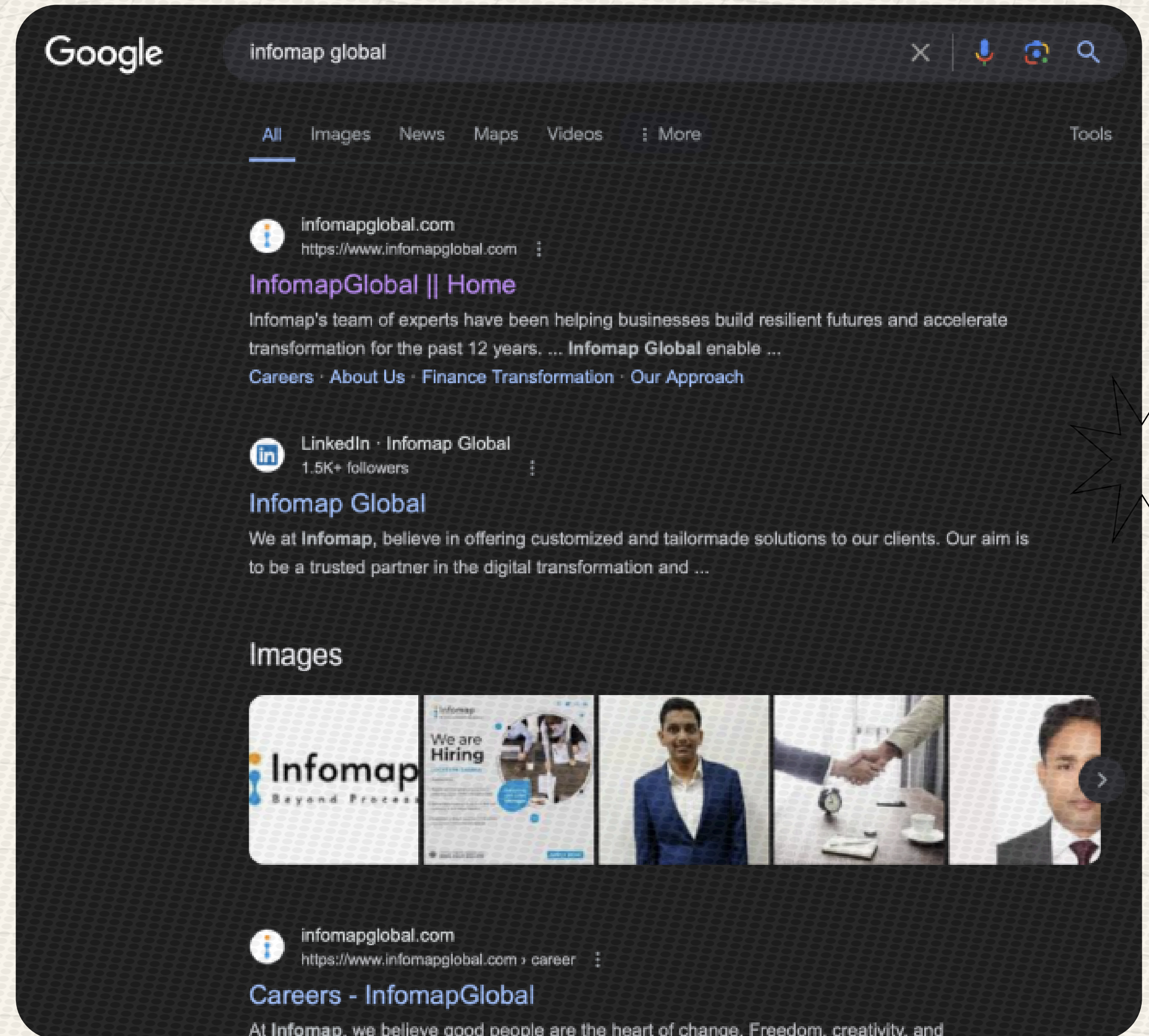
Interactive posts and timely responses to comments and messages fostered a more engaged audience, which can lead to higher conversion rates.



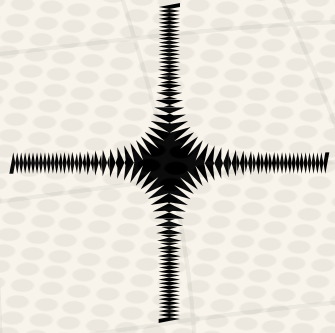
# Digital Presence

- Before February 2024 there was no online presence of the company which impacted the company negatively.

- Today the company is on top of the search without any sponsored ads because of Tools like SEO (search engine optimization) and overwhelming LinkedIn presence. this helps to improve the brand image and brand trust







# LinkedIn Traffic

## Before HOC took over

Stats on 30/09/2023

Organic - 0  
Sponsored - 0

Saturday, Sep 30, 2023

— Organic	0
- - - Sponsored	0

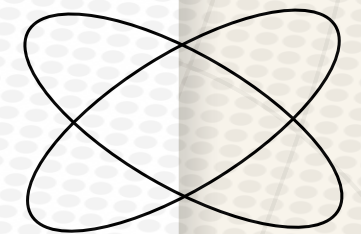
## After HOC took over

Stats on 01/04/2024 (Data provided by LinkedIn)

Organic - 2048  
Sponsored - 0

Monday, Apr 1, 2024

— Organic	2,048
- - - Sponsored	0





# Redirection to website

We have not only increased reach on linkedin but also redirected traffic to the website of the company to learn more about the company and its services

## Stats on 30/09/2023

Organic - 0

Saturday, Sep 30, 2023

Organic 0

## Stats on 01/04/2024 (Data provided by LinkedIn)

Organic - 1030

Monday, Apr 1, 2024

Organic 1,030

Total Growth from 30/09/2023 to 01/05/2024

- Organic Growth - 11,620



## Metrics: Visitor Highlight

Sep 30, 2023 - Apr 30, 2024 ▼

📄 Export

### Visitor highlights ?

**5,755**  
Page views

**1,376**  
Unique visitors

**12**  
Custom button clicks

- More than 5755 people have viewed the page and the content posted on the page
- Out of which 1376 were unique visitors who visited the page for the first time
- Out of which 12 people directly contacted the company through linkedin





## Conclusion

By implementing the strategies mentioned in this presentation we make sure that your brand is visible and has a positive brand image inculcating trust in the audience which help in generating leads and increase engagement.

