



LinkedIn Growth



By Joseph Ripamonti

Context

I noticed that the online image of the digital marketing agency I was working for was not developed at all, so I decided to tackle this problem starting with a LinkedIn organic content strategy

Targets



Increase followers number



Improve the engagement



Develop the online brand image

Strategy



Add cover Add comment

LinkedIn Strategy

Goals

- Aesthetic, cool & fresh image
- Strengthen Brand Awareness (increase followers, users and views)
- Increase engagement (comments, likes & shares)
- Find new clients

KPIs

- Likes, Comments, Shares & Followers
- Impressions
- CTAs

One-month content calendar template

MON	TUE	WED	THU	FRI
	Educational		Company	
Educational		Educational		
	Promotional			Educational
		Company		
	Educational		Company	

The 4:1:1 Rule

For every 6 posts:

4 educational content that adds value to the audience

1 about company insights, adding a human touch to the brand

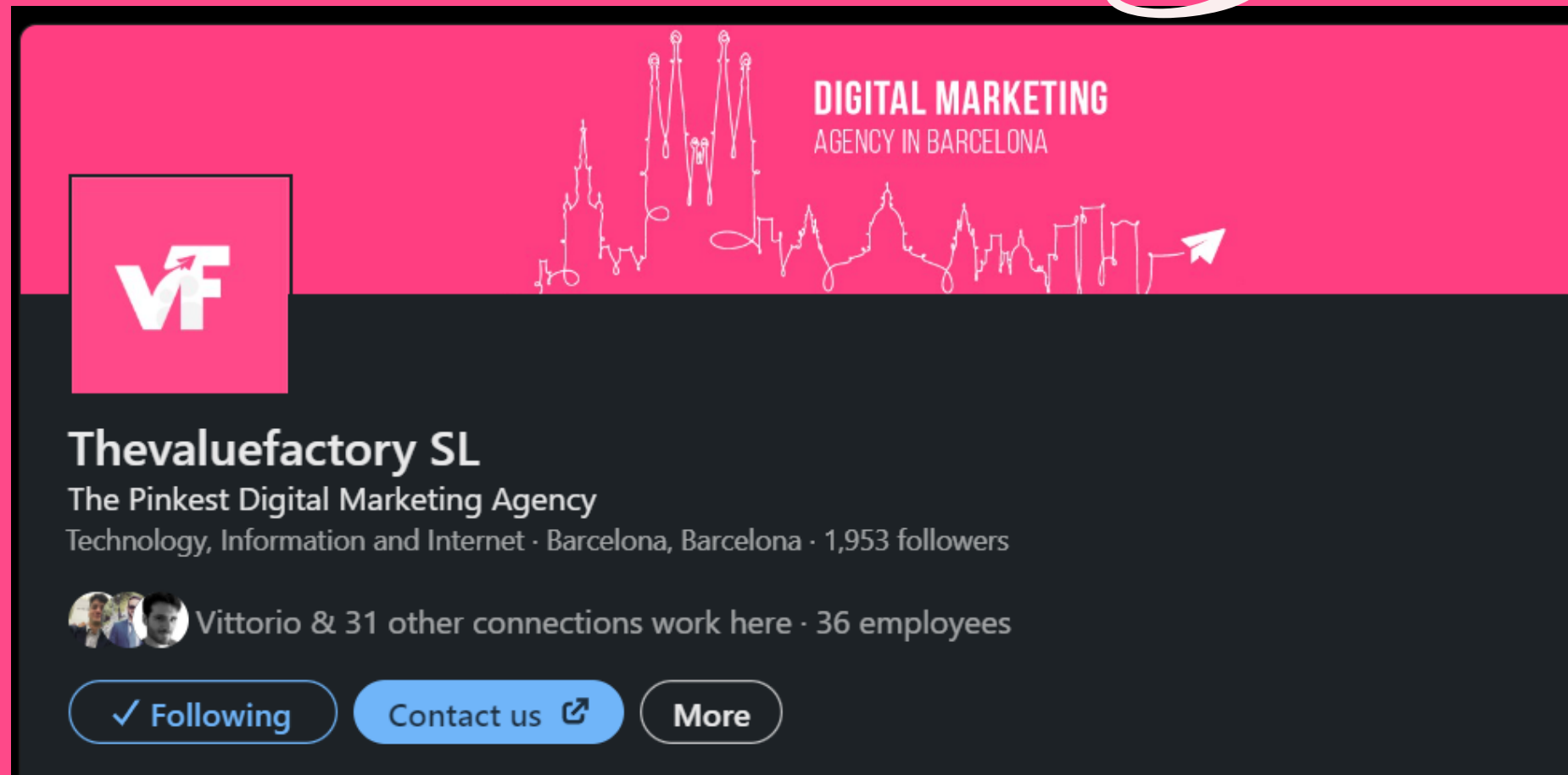
1 promotional content aimed at making sales and finding new clients



Rebranding

NEW background picture, logo and bio

MODERN, MINIMALISTIC AND YOUNGER TONE OF VOICE



The screenshot shows a LinkedIn profile for 'Thevaluefactory SL'. The profile picture is a blue square with the white letters 'VF' and a small white arrow pointing up and to the right. The background image of the profile is a dark blue gradient with a white line-art graphic of a city skyline and a paper airplane. The text on the profile includes the company name 'Thevaluefactory SL', the tagline 'The Pinkest Digital Marketing Agency', the location 'Barcelona, Barcelona', and the number of followers '1,953 followers'. Below this, it says 'Vittorio & 31 other connections work here · 36 employees'. At the bottom, there are three buttons: 'Following' (with a checkmark), 'Contact us' (with an external link icon), and 'More'.

VF

DIGITAL MARKETING
AGENCY IN BARCELONA

Thevaluefactory SL
The Pinkest Digital Marketing Agency
Technology, Information and Internet · Barcelona, Barcelona · 1,953 followers

Vittorio & 31 other connections work here · 36 employees

✓ Following Contact us More

Educational Content


Thevaluefactory SL
1,963 followers
now · 🌐

The Metaverse is a virtual network of 3D worlds where people create avatars of themselves and interact with others and the world around them, just as they would in the real world.

The Metaverse is made possible by a combination of technologies, such as Virtual Reality, Augmented Reality, and the blockchain, just to name a few.

Will it shape the future of affiliate marketing ?

#tvf #metaverse #affiliatemarketing



**METaverse
AND AFFILIATE
MARKETING**

Industry Related Post

Thevaluefactory SL
1,953 followers
1mo · 🌐

Nowadays, the online image of brands & companies is extremely important. They need to have a social media content strategy and provide value to their audience through different channels.

What do you think? 🗣️

#socialmedia #tvf #onlinebranding

Do You Trust a Brand/Company More Because They Communicate on Social Media?
You can see how people vote. [Learn more](#)

Yes	81%
No	19%

16 votes · Poll closed

👍🗣️ 6

vf Like Comment

Polls

Taking a Stand on Social Issues

Thevaluefactory SL
1,953 followers
2mo · Edited · 🌐

Thevaluefactory SL stands for equality and justice ❤️

Happy #Pride Month 🏳️‍🌈

#pridemonth #tvf #LGBT



Adriano Ciavolino and 29 others

1 comment

Like Comment




Thevaluefactory SL
1,953 followers
2mo · 🌐

The World Environment Day means a lot to us 🌱

Remember: Love your Mother (Earth), we only have one 🌍

#worldenvironmentday #onlyoneearth #tvf



Adriano Ciavolino and 10 others

Like Comment

Carousels

Thevaluefactory SL
1,953 followers
1mo · 🌐

Affiliate marketing is growing rapidly. Up to 80% of brands worldwide use affiliate programs & networks. This is one of the most popular ways of advertisement, as it requires little to no investment to enter.

Statistics predict that up to \$8.2 billion will be spent on affiliate marketing in 2022 due to increasing popularity 📈

For this it's important to know the top affiliate marketing trends to look for in 2022 🗣️

#tvf #affiliatetrends #affiliatemarketing



AFFILIATE MARKETING TRENDS 2022

Adriano Ciavolino and 18 others


Thevaluefactory SL
1,953 followers
1mo · 🌐

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#tvf #affiliatetrends #affiliatemarketing



MICRO-INFLUENCERS

Brands and businesses with a lower budget will seek out **micro-influencers** for their affiliate programs to **maximize their ROI**

Adriano Ciavolino and 18 others

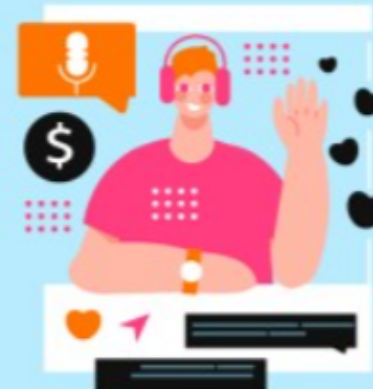
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#tvf #affiliatetrends #affiliatemarketing



LIVE STREAM SHOPPING

During live streams, **influencers provide discount codes** to drive sales to affiliate partners

Adriano Ciavolino and 18 others

Company Insights

Thevaluefactory SL
1,953 followers
2w · 🌐

TVF prioritizes a great **work-life balance**

Our agency is based in the beautiful city of Barcelona but our employees are able to work remotely from wherever they want (if the time zone difference is not too crazy 😊)

Send your CV here: <https://lnkd.in/daytCmZb>

#tvf #remoteworking #worklife



BENEFITS OF REMOTE WORKING

1. Save time without a commute
2. Higher productivity
3. More time to spend with loved ones
4. Better for the environment
5. Freedom to relocate
6. More time for healthy habits

Adriano Ciavolino and 31 others

4 comments · 2 shares

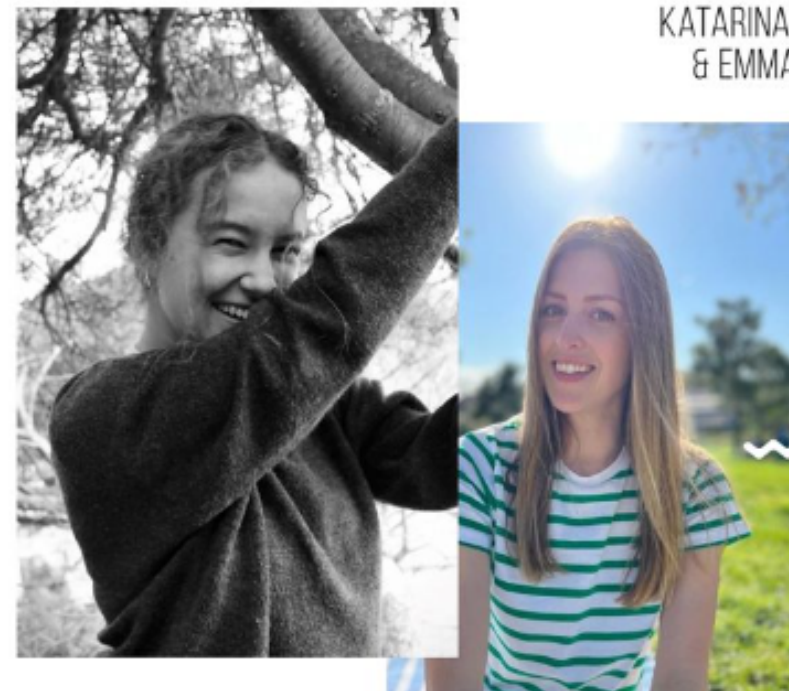
Thevaluefactory SL
1,953 followers
2mo · 🌐

Katarina Stišćak & BONIOU Emma just joined TheValueFactory!

Give a round of applause for our new members 🙌

#onboarding #tvf

WELCOME TO
TVF TEAM



Thevaluefactory SL
1,953 followers
2mo · 🌐

🚀 WE'RE #HIRING!

🔍 We're looking for a **Digital Marketing Business Developer**

- ➔ Start Date: ASAP
- ➔ Full-time
- ➔ Salary: Fix + Bonus + Private Health Insurance
- ➔ Possibility of Remote Working

Join our team 🙌

#hiring #tvf #businessdevelopment

Digital Marketing Business Developer
Job by Thevaluefactory SL
Spain (Remote)

[View job](#)

👍❤️💡 11

1 share

vf ▾

👍 Like

💬 Comment



Thevaluefactory SL

1,953 followers

2mo • 🌐

Affiliate World Conferences is coming to our wonderful city, Barcelona 🥰

Vittorio Marini & Brooke Mrad can't wait to meet all our partners and connect with many more! 🗨️

Book a meeting 📅

Vittorio - live:.cid.4f00920a83a7dc73 | vittorio@thevaluefactory.es

Brooke - live:.cid.30c4dee8844a9d2a | brooke@thevaluefactory.es

See you there 📍

📅 July 6 - 7, 2022

📍 Fira de Barcelona

#tvf #affiliateworld #awc

MEET US AT THE
AFFILIATE WORLD
BARCELONA

July 6 - 7, 2022
Fira de Barcelona



Brooke Mrad
brooke@thevaluefactory.es



Vittorio Marini
vittorio@thevaluefactory.es

👍❤️ Adriano Ciavolino and 21 others

3 comments · 2 shares



Thevaluefactory SL

1,953 followers

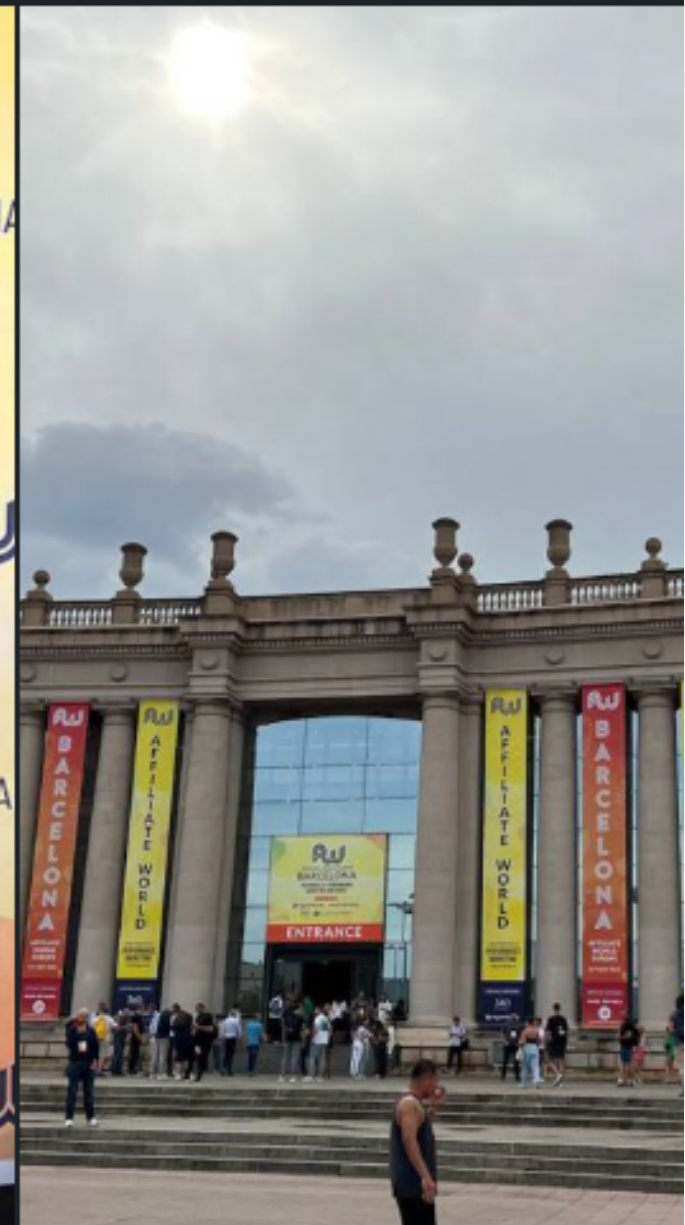
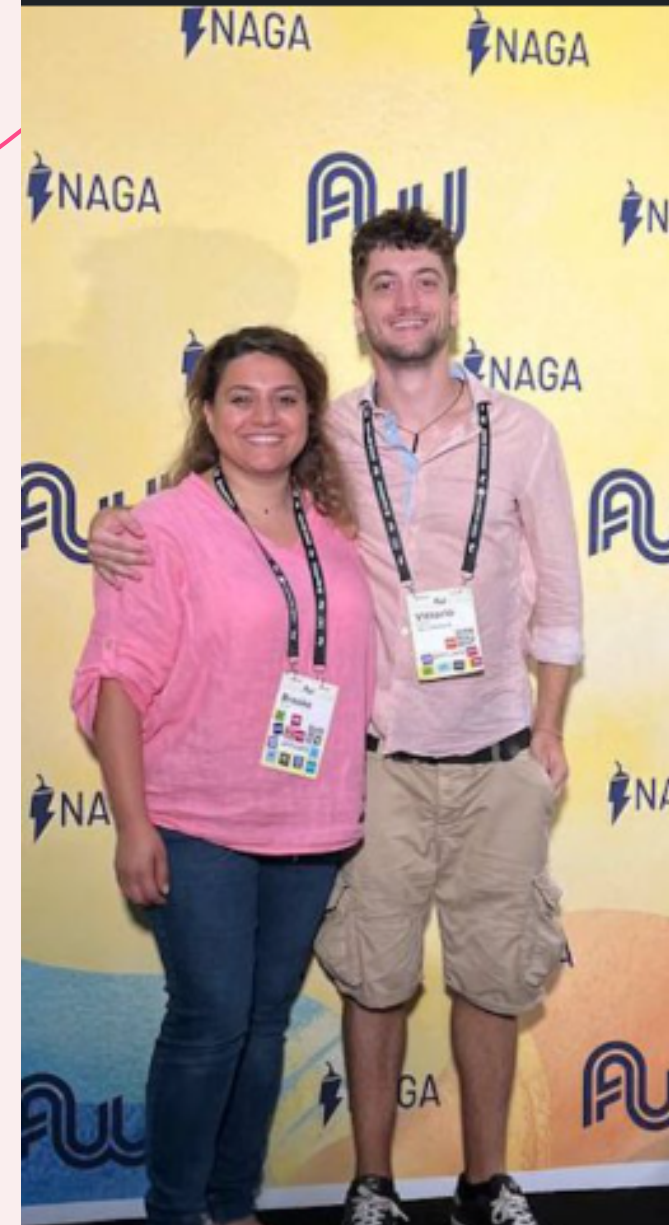
1mo • Edited • 🌐

Vittorio Marini & Brooke Mrad in pink at the Affiliate World Conferences 🦄

It was great meeting many of our partners, do networking, discuss about new opportunities and get insights from industry experts 🤗

We can't wait to start working on new ideas 🔥

#awc #tvf #networking #opportunities




Promotional Content

 **Thevaluefactory SL**
1,953 followers
1mo · 🌐



Clean data is a key asset in the market but we know that a database can have up to 30% of invalid data... 🤖



Looking for a solution?
Quickly and easily remove data that may distort your results with our **Database Cleaner**: <https://Inkd.in/eSQRJvEC>



#database #tvf #data

Data cleansing made simple. 

WHY TVF?

 EXPERIENCE More than 8 years in the market	 AGILITY Obtain results in 48 hours	 TRANSPARENCY Receive a results report	 KPI'S Improve your KPIs is our objective
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   Adriano Ciavolino and 21 others 1 share

  Like  Comment

Results!

FEBRUARY

MARCH

ABRIL

MAY

JUNE

JULY

AUGUST

UNIQUE VISITORS

300

363

357

486

496

410

303

NEW FOLLOWERS

15

44

94

116

152

59

53

POST IMPRESSIONS

6k

6.1k

5.4k

5.1k

8.6k

12k

4.8k

CUSTOM BUTTON
CLICKS

15

25

26

37

34

7

11

PAGE VIEWS

700

864

766

1250

1356

1057

747

REACTIONS

25

66

82

42

158

245

56

SHARES

5

5

7

2

8

9

8

TOTAL FOLLOWERS

1.3k

1.5k

1.6k

1.71k

1.89k

1.9k

2k