

CASE STUDY

"78% INCREASE IN REVENUE VIA LINKEDIN LEADS"

CIH SOLUTIONS LTD



OVERVIEW

The need

"Full disclosure - we weren't doing enough on LinkedIn, we knew that much..."

Chris Hodder, Managing Director

The solution

CIH Solutions chose Networking Clout to create a LinkedIn strategy from the ground up.

This included:

- Overhauling existing team LinkedIn profiles & LinkedIn business pages
- Graphic re-design & distribution of pre-existing blogs and whitepapers
- Ongoing research and distribution of relevant third-party content & content creation

The benefits

- **170% boost** in website visits via LinkedIn
- **4x increase** in sales leads & service enquiries
- **78% growth** in revenue



CIH Solutions are software integration experts. They transform disparate toolsets into a streamlined reliable system that works together seamlessly - website: www.itsmconsultancy.co.uk

Since April 2018, CIH Solutions has been using the services of Networking Clout to support their ambition to build better brand awareness through the use of LinkedIn.

The verdict

Managing Director, Chris Hodder says:

"Networking Clout have really gone out on a limb to support our business. They have gone 'above and beyond' to get us to the point now where we have a strong foothold on LinkedIn and are starting to see some tangible benefits by way of leads and enquiries into the business."

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