

Tech Company Achieves *50%* *LinkedIn* *Follower Growth* by Implementing Strategic Content Plan



ABOUT THE BRAND

Domino Technologies, Inc. is a premier IT services provider specializing in infrastructure management, applications management, IT consulting, and recruiting for state agencies and diverse industries. Known for its experienced staff, competitive pricing, innovative solutions, and exceptional customer service, the company enables client success through technology-driven strategies.

THE PROBLEM

Despite having a significant following on LinkedIn, Domino Technologies had **not engaged in any active marketing**. The company's leadership team sought to leverage that LinkedIn presence to attract potential recruits and clients, increase job posting responses, and **improve overall engagement**.

THE STRATEGY

Strella Social Media implemented a comprehensive LinkedIn content strategy for Domino Technologies. We started by **publishing bi-weekly blog posts** on the company's WordPress website, which were also featured on LinkedIn. On the weeks without a blog post, we shared relevant updates, including industry news, company culture highlights, and valuable information for the business's target audience. This **consistent and strategic content** approach aimed to keep Domino Technologies top of mind with its followers, engage potential recruits, and **showcase the company's value** and culture. Additionally, we focused on organic growth by ensuring all posts were **optimized for engagement** without relying on paid ads.

THE OUTCOME

Within six months, Domino Technologies saw impressive results from our strategic content plan. Its LinkedIn follower count grew by nearly 50% — from **12,423 to 18,686 followers**. The company's LinkedIn following grew **six times faster** in our six months of management than in the previous six months.

The organic strategy also resulted in **13,983** impressions, **4,841** page views, and **1,797** unique visitors since November 2023. This increased visibility and engagement helped Domino Technologies achieve the goals of attracting more responses to job postings, **proactive outreach from job seekers**, and greater brand awareness.

THE BOTTOM LINE

By implementing a strategic content plan and maintaining consistent posting, we helped Domino Technologies achieve a 50% increase in LinkedIn followers and accomplish its social media goals, all through organic efforts.