

OUR CASE STUDIES

Building a Personal Brand That Drives Pipeline for an 8-Figure B2B SaaS Company

When we first started working with this B2B SaaS company, their founder had little to no presence on LinkedIn. Despite having an eight-figure business, they weren't using the platform to build authority, connect with buyers, or generate inbound leads.

There was:

- No content strategy for the founder
- Minimal attribution—paid or organic—from LinkedIn
- Very few inbound opportunities from social

The company's goal?

Turn their founder into a recognized voice in the industry—and make LinkedIn a real growth channel.

What We Did

Our team at Kennedy Creative partnered with their internal marketing department to make LinkedIn work.

We:

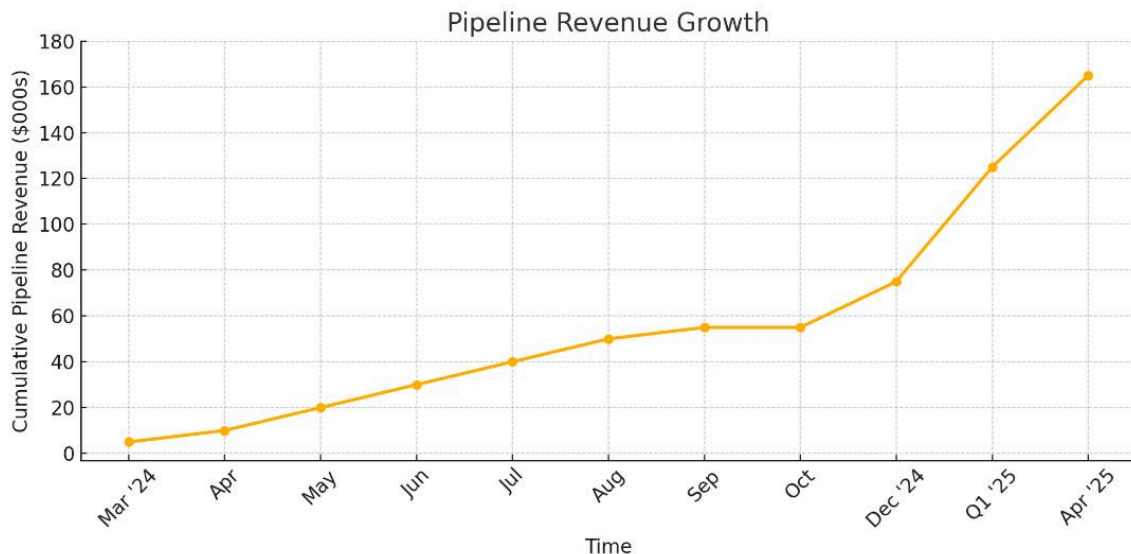
- Published 3 high-impact posts a week on the founder's personal profile
- Consulted on outbound strategy and messaging for connection requests and follow-up
- Plugged into their existing marketing workflows so content aligned with broader goals

Every piece of content was designed to position the co-founder as a thought leader, spark engagement in their niche, and create warm entry points for partnerships and deals.

The Results

Within less than 6 months:

- Monthly impressions doubled (from 19k-38k)
- Follower count doubled
- The founder booked podcast interviews and was invited into industry conversations
- New partnership opportunities emerged through DM conversations
- Since working together: **\$100K+ in pipeline revenue was directly influenced by LinkedIn activity**



What started as “we should probably do something on LinkedIn” turned into a consistent, strategic, revenue-generating channel.

Building LinkedIn Influence Across a Healthcare Executive Team

Before

This healthcare company had a LinkedIn presence, but they weren't really using it. The company page posted once in a while, follower count was slowly growing

through employee connections, but there was no system in place to turn that attention into action. Leadership wasn't leveraging their influence, and opportunities were slipping through the cracks.

What We Did

We worked directly with the CEO and 2 other executives to create a multi-channel content system. Each executive had their own content stream to build thought leadership and credibility, while the company page began posting regularly to support brand growth.

We set up a simple but effective process:

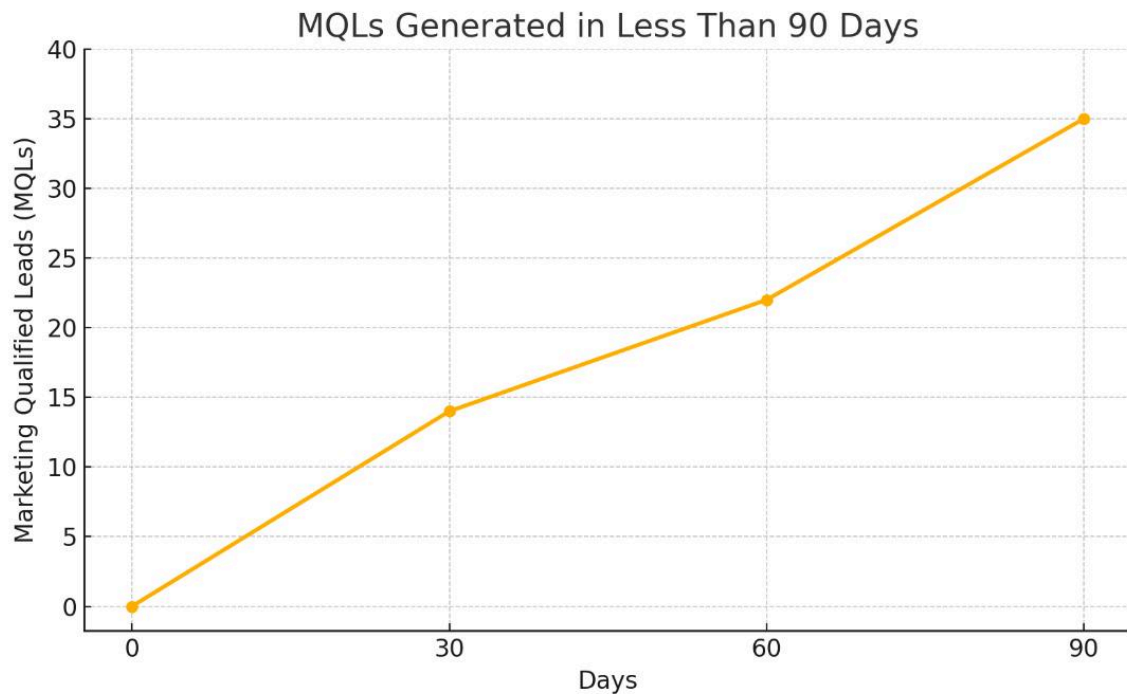
- CEO and 2 other executives posted consistent, high-quality content (2x week)
- We scraped MQLs from post engagement, profile views, and first-degree connections
- Warm leads were handed off to the BDR and sales team for follow-up

It turned the content engine into a low-friction lead gen tool.

Results

- The leadership team was recognized at national conferences for their LinkedIn presence
- Old accounts started re-engaging
- Generated 35+ MQLs through organic content and engagement in less than 90 days.
- Still tracking potential pipeline revenue—but the visibility is already paying off

From passive posting to proactive presence, this healthcare team now has momentum.



Case Study: Turning an IT MSP Owner Into a Recognized Personal Brand

Before

This IT MSP owner came to us with a clear goal: build her personal brand. She wasn't looking to be "internet famous"—she wanted a stronger reputation, more visibility in her space, and to be known as a leader in her industry.

At the time, her content was sporadic. She'd post once in a while, sometimes her daughter would help out, but consistency was a struggle. Between running the business and managing a team, content kept falling to the bottom of the list.

What We Did

We started posting 3 times a week from her personal LinkedIn profile. Every post was built around her voice and experiences, positioning her as a strong, relatable leader in the IT space.

The goal wasn't viral content. It was strategic visibility—earning trust, staying top of mind, and showing up where it mattered. We focused on highlighting her leadership, team culture, customer care, and industry insight, all while keeping it authentic and approachable.

Results

Since working together, she:

- She made a key hire directly from LinkedIn
- She was recognized at events for her online presence
- Won national awards within her franchise group
- Doubled her LinkedIn following
- Was invited onto high-level industry podcasts
- Increased reach by over 500%

What started as a goal to “build her brand” turned into real influence—with measurable wins for her business, her team, and her reputation.

Ready to turn your content into clients?

Let's build your \$100K+ pipeline—book a free strategy call below.

[\[Book a Call\]](#)

Testimonials and Endorsements

"If you want to grow your influence on LinkedIn, Doug is your guy. Since working with Doug, I've had more post interactions and impressions than ever. He listens, he understands, and he executes. Highly recommend his services."

- *Leslie Chiorazzi, CEO at CMIT Solutions*

"I have been working with Doug for several months now and I am proud of our work together. He has a knack for bringing out the creativity in me and refining

my thoughts, ideas and concepts so that appeal to a broad audience. His process for bringing out the best in me feels right and yields results."

- *Angelo Venditti, Chief Nurse Executive at AMN Healthcare*

"Your message is probably dull, confusing, and complicated. Doug is the kind of guy who will help give you real guidance with your brand message and LinkedIn profile. If you want the Mr. Miyagi to your Daniel-son brand and profile and message, wax on with Doug. 'Nough said."

- *Luke Frazier, Chief Growth Officer at The Good Agency*

"Working with Doug was helpful to understand more of how LinkedIn works and how to make it work for me. I appreciated his flexibility in spending our time on my most immediate needs, like identifying my target ear and message. Plus, he's just a really kind, value-driven guy, which I appreciate greatly. Stellar beard, too!"

- *Samantha Stewart, Founder of Catalyst By Design*

"Doug was an INCREDIBLE value add to our content strategy. He helped us take pre-existing videos and convert them into written pieces of content that felt natural and compelling. LinkedIn, twitter, newsletters... he's a master at his craft! Highly recommend!"

- *Dino Favara, Jr., YouTube Growth Strategist*

"Doug is so much more than a writer, he is extremely strategic about it which makes it easier for his clients like me to grow but also he invests the needed time to not sell a cookie-cutter tactic but rather gives you a strategic direction that you need to make things happen! Even 10 minutes with him can help you make a huge pivot in your way of doing things if you are struggling. I won't think twice to recommend Doug if I come across a client who needs him!"

- *Arcui Usaora, Chief Brand Officer and VC Strategist*

“Doug was tremendously helpful as I worked to establish and expand my LinkedIn presence. He provided a ton of actionable items to improve my profile. And gave fantastic advice and frameworks for posting content to LinkedIn.

His insightful questions and relaxed attitude made it easy to process what I wanted to do. And how he could help. If you want to grow on LinkedIn or just appear more professional. He is your go to person.”

- *Steve Curran, CEO and Co-founder of Khaki Consulting, Inc.*

“First off, Doug is an absolute top-tier professional to start off. Throughout working with him, his main priority was also to make sure the client is happy, and every second with Doug felt like a luxury service experience.

Secondly ... the man is a copywriting LEGEND. He knows the in's and out's of platforms, and he optimises your content with ease to ensure performance.

In the three months working together, Doug brought me:

- ☑ Increased Twitter following by (+634%)
- ☑ Increased Impressions by (+1200%)
- ☑ Saw a 4x increase in engagement

All in all, couldn't recommend Doug anymore, and would put my word on it!”

- *Max Rascher, 2x CEO and Founder, Adjunct Professor of AI*

“If you need help in maneuvering LinkedIn, bolstering business, getting noticed with on-point messaging, design and content in addition to positive engagement and collaborative partnering... Doug is your expert to connect with! I used him and his skills to begin the LinkedIn journey by using techniques, approaches and

content that all worked together to increase overall contacts and views. Well worth the investment in yourself!”

- *Susan Shirley, COO and Founder of Susan Shirley Counseling and Consulting*

“Doug helped me clarify my LinkedIn profile and messaging. He was able to help me understand best practices related to the overall look and feel of my page. His real time insights allowed me to make quick updates to better position me messaging. If you need clarity around your messaging, it’s a no brainer to hire Doug. You will not be disappointed with your outcome.”

- *Dan Lathrap, Customer Service Consultant*

“As a colleague who has collaborated with Doug on multiple projects, I have witnessed first hand his exceptional skills, dedication, and passion for crafting compelling content and implementing effective marketing strategies.

He is adept at identifying the core messages and objectives for each project and skillfully translates them into engaging content that resonates with the intended audience. Moreover, Doug's ability to analyze and optimize content for maximum impact showcases his understanding of the complex world of digital marketing and lead generation.

I give Doug my highest recommendation for any content strategy/marketing, copywriting & ghostwriting opportunities. I am confident that his expertise and collaborative spirit will greatly contribute to your personal or business’ success.”

- *Jayven Peredo, 1x Founder, Marketing Director, and Community Builder*

Doug helped me clarify my LinkedIn strategy. You will have a hard time meeting a more competent and genuine guy. Doug is willing to work hard and as you can see his results speak for themselves. So if you're on the fence about hiring Doug, I'd say do it. He will go the extra mile to make sure you're satisfied.

- *Daniel Burkholder, Founder of BodyShop Marketing*

I found Doug and his ghostwriting services on Twitter and loved his content. Since we've started working with each other I've seen not only an increase in followers but an increase in quality followers. I loved his process of getting to know me so the content he creates uses personality just like I'm writing the tweets myself but much better because he understands how to copywrite much better than I could ever. I even got my first online sale because of him!

- *Jack Amaral*

Ready to turn your content into clients?

Let's build a content engine on LinkedIn that builds your brand and drives revenue.

[\[Book a Call\]](#)