



Sprout Social Uses the LinkedIn Company Pages Report to Inform Internal Stakeholders

4.3%

gain in followers

31%

of followers are director level
or higher

373.7%

increase in published posts

For a SaaS B2B company like Sprout, LinkedIn is an important component of our business and social strategy. Senior leadership is continually interested in understanding follower demographics and how they engage with our content. The LinkedIn Company Pages Report makes it easier for our social team to digest and present valuable data and insight to internal stakeholders.

“Tracking activities and demographic data of our Page followers, like knowing the industries to which they belong or understanding how they’re engaging with our content, has been instrumental in actively managing and evolving our strategy.”



Andrew Caravella
Vice President of Marketing
Sprout Social

One objective is to grow our LinkedIn Page community to include more followers that are at the Director level or higher. The follower demographics section of the report aggregates the professional titles of those who are following our Page, which gives us a sense of our audience and helps us target our content accordingly. Most importantly, our social team uses the report to track progress of an overarching business goal.

Demographics

SENIORITY LEVEL

Senior	30.04%
Entry	26.6%
Manager	15.7%
Director	7.25%
Owner	5.7%
Partner	2.3%

POSITION

Marketing	30.04%
Business Development	26.6%
Media and Communications	15.7%
Operations	7.25%
Administrative	5.7%
Product Management	2.3%

Engagement metrics like impressions, comments, clicks and shares help us understand which content is contributing to our Page's overall success. We're even able to map our publishing behavior against our impressions and draw correlations between outbound message volume and its positive or negative impact on audience growth. The LinkedIn Pages Report has given us a way to analyze data and draw conclusions that influence our marketing goals and strategy.

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