

JSM Case Study: Organic LinkedIn Growth Through Content-Only Strategy

Client

CXO Executive Solutions – a provider of interim and permanent C-suite leadership for private equity-backed companies.

Challenge

CXO Executive Solutions wanted to strengthen its brand presence and credibility among private equity firms and portfolio companies. While respected in its network, its LinkedIn presence was limited, with just 575 followers and low overall engagement. The leadership team needed to establish greater visibility and authority on LinkedIn, but without using paid advertising, events, or ecosystem-driven campaigns.

Approach

JSM designed and executed a purely content-driven strategy anchored in thought leadership. Over a 10-month period, CXO's LinkedIn page consistently published:

- Short-form videos highlighting insights and leadership perspectives
- Case studies demonstrating the impact of executive placements
- Articles positioning CXO as an authority in private equity and interim leadership
- Slide decks breaking down strategic frameworks and portfolio success stories

This was a content-only approach. No events, sponsorships, or ecosystem leverage were used, and no advertising spend was applied.

Results (Oct 17, 2024 – Aug 31, 2025)

Follower Growth	575 → 1,229 (+654, more than doubled)
Impressions	5,973
Members Reached	3,042
Page Views	1,549
Clicks	524
Engagement Rate	9.1% (well above LinkedIn benchmarks)
Audience Quality	38% VP+ decision-makers
46% from companies with 1–200 employees (CXO's core target)	

Outcome

Within less than a year, JSM's content-first strategy delivered measurable brand growth and engagement for CXO Executive Solutions. By more than doubling followers, generating nearly 6,000 impressions, and attracting a highly relevant audience of decision-makers — all without paid ads or events — JSM demonstrated the power of consistent, strategic content in building visibility and credibility.

Key Insight: When executed with focus and consistency, a content-only strategy can significantly increase brand visibility, build credibility, and reach decision-makers organically on LinkedIn.