

How Wattee turned founder-led LinkedIn into a B2B demand channel — in 6 months.

LUKÁŠ JABLONČÍK · CEO, WATTEE · 6-MONTH CASE STUDY

COMPANY CONTEXT

Wattee is a Czech B2B energy-management company building complete smart-energy ecosystems (photovoltaics, EV charging, EMS and cybersecurity) for buildings. Their buyers are property developers, facility managers, CFOs, COOs and municipalities.

The challenge: deep technical expertise that wasn't reaching the right decision-makers.

STARTING POINT

An active profile — built for the wrong audience.

- No structured posting cadence
- No outreach to ICP decision-makers
- No paid amplification
- Technical expertise invisible to the right buyers

WHAT WE BUILT

- * **Founder positioning** Five content pillars — ROI transparency, ecosystem trust, cybersecurity, simplicity, leadership voice.
- * **Content engine** Two posts per week, in Lukáš's voice. Photo-first. Real opinions. Real industry takes.
- * **Paid amplification** Boosted only the posts that already proved themselves organically. CTR 4.4× the LinkedIn benchmark, every month.
- * **ICP audience building** Targeted outreach to CEOs, founders, MDs and board members — refined call-by-call from engagement data.
- * **Engagement flywheel** Monthly performance review. Top-performing post types fed back into the content calendar. Audience tuned to who actually engaged.

MEASURABLE OUTCOMES · 6 MONTHS IN
230K+
IMPRESSIONS

monthly content impressions to his ICP

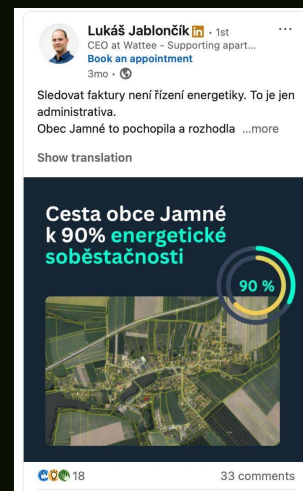
13.3%
CTR

4.4x above LinkedIn average

350+
ICP CONNECTIONS

CEOs, founders, MDs and board members

+ Top buyer-targeted posts: 100–200 reactions and 20+ comments
 — pipeline content now performing at viral levels, from his ICP.


COMMERCIAL OUTCOME
+ 2 deals, ~€200K, 6 months
+ inbound conversations from target buyers

Their sales cycle usually runs ~2 years — these deals closed in 6 months.

Inbound conversations from his target buyers — developers, facility managers, municipalities — and real comment threads from CEOs and founders. Lukáš is now the recognised voice when smart-energy decisions come up in his market.

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