

We turned lost organic reach into 902K impressions.

An 8-month thought-leadership and paid program that rebuilt reach to telco decision-makers across Europe — done for them, in their lead's own voice.

902K

PAID IMPRESSIONS · 6 MONTHS

CLIENT Whalebone

LEAD Patricia Reig Tomásín · Client Enablement

SECTOR Telco cybersecurity (B2B, Europe)

WINDOW 8 months · Aug 2025 – Mar 2026

01 THE PROBLEM

Whalebone helps telecoms launch and sell cybersecurity services. Their buyers are telco marketing leaders, product managers, B2B sales directors and regional VPs across Europe.

In 2025, LinkedIn algorithm changes sharply reduced organic reach for company pages. Whalebone needed execution support and a thought-leadership voice that could still reach telco decision-makers.

- ⊗

Algorithm cut company-page organic reach
- ⊗

No paid strategy to compensate for lost reach
- ⊗

No structured content response in place
- ⊗

Telco expertise invisible to target decision-makers

WHAT CHANGED



Company page reach collapsed

Algorithm updates deprioritised brand profiles overnight — posts reached a fraction of their usual audience.

02 OUR RESPONSE — THE STRATEGY

- 01

Telco thought leadership

Six content pillars built around Whalebone's expertise — sales enablement, client-launch insights, B2C vs B2B strategy, and telco trust signals.
- 02

Execution coverage

Consistent posting cadence in Patricia's voice. Photo-first. Real-world insights. "Inside the room" credibility a company page cannot produce.
- 03

Paid amplification

Boosted only the posts that proved themselves organically. CTR 2.48% — 5x above LinkedIn's 0.44% benchmark, every single month.
- 04

Audience building

Targeted paid reach to telco marketing leaders, product managers, B2B sales directors and regional VPs — rebuilding the reach the algorithm took.
- 05

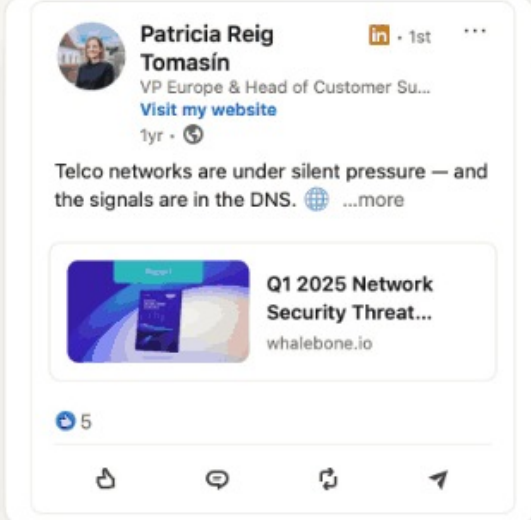
Performance flywheel

Monthly reporting and strategy reviews. Top formats fed back into the calendar. Audience refined from real engagement data.

03 THE SHIFT IN VOICE

Same person, same expertise — a completely different result. We moved Whalebone's lead off corporate reshares and into photo-first posts written in her own voice.

BEFORE · COMPANY RESHARE



Generic corporate link · 5 reactions · 0 comments

→
13.6x
more reactions

AFTER · FOUNDER'S VOICE

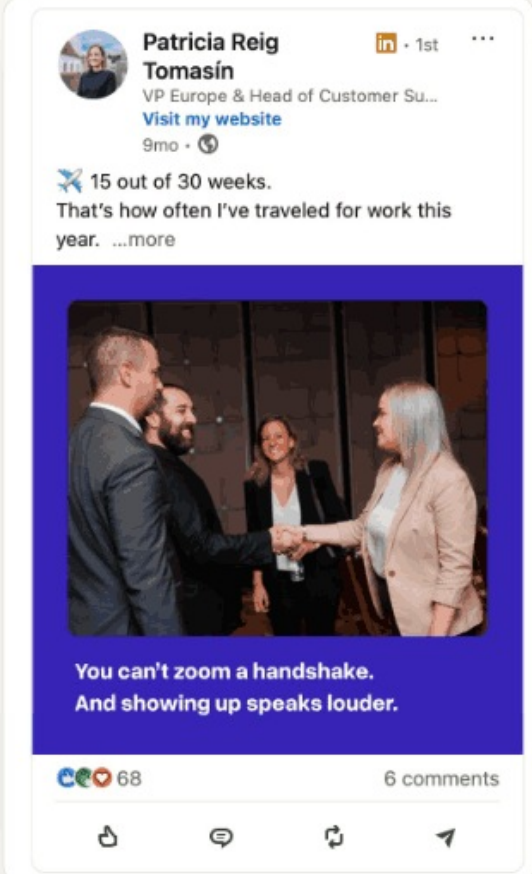


Photo-first, personal story · 68 reactions · 6 comments

04 MEASURABLE OUTCOMES · 8 MONTHS IN

The results speak for themselves.

902K+

Paid impressions

Oct 2025 – Mar 2026 · 6 months

2.48%

Average CTR

5x above LinkedIn's 0.44% benchmark

21,819

Paid clicks

6 months of paid amplification

75%

Video view rate

Above-average engagement on video

05 IN THEIR OWN WORDS



Collaboration with Brand Harvest was a response to changes in the LinkedIn algorithm and the decline in organic reach of company profiles. They helped us cover part of the execution, strengthened thought leadership in the telco segment, and within the first 4 months delivered 900,000 impressions and an above-average 75% view rate.

Ladislav Chovítek

Head of Communications & Pipeline Acceleration at Whalebone

Want this for your founder profile?

Book a call →

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