

Co-Creating a Viral LinkedIn Presence From Scratch

Zero to Viral



The Starting Point: A Blank Slate

When Gary R., Managing Partner at a specialized Mechanical & Electrical (MEP) Construction recruiting firm, first started working with us, his LinkedIn was basically dead, no recent posts or activity. Since it was his first time outsourcing his content, he was understandably a bit skeptical about whether an outside team could actually capture his voice. We wanted to prove what was possible right out of the gate.

74,975

IMPRESSIONS

8,498%

GROWTH RATE

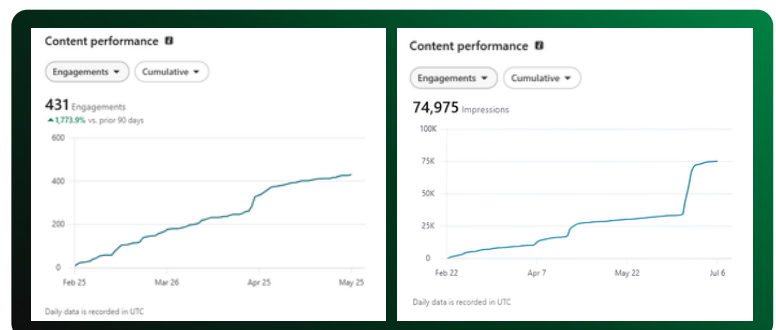
85%

INCREASE RATE

The Early Wins and the Following Dip

Our first intro post and industry insight pieces did amazingly well. But after that initial buzz, we hit a natural dip in impressions. It was a classic plateau, and it gave us the perfect opportunity to huddle up and refine our approach.

Many executives face the same internal debate. Do I write this myself, or hire an in-house content creator? But writing it yourself drains hours of high-value business development time, and an in-house writer lacks the multi-layered support of an agency backend. We have a trained team of writers and researchers who collectively put effort into delivering the depth of a full creative department at a fraction of the cost of a full-time in-house hire.



Gary gave us a great blueprint of the exact topics and specific areas he wanted to focus on more. That feedback was exactly what we needed to shift our process into high gear:



Digging Deep Into His World:

We spent hours researching the latest trends and news in his specific industry so we could write about it like true insiders.



Decoding "The Gary Style":

We used AI to brainstorm angles based on real-time news, filtering everything through his specific tone to see what fits him best.



Obsessing Over the Details:

He has a sharp eye for feedback, from the phrasing down to the graphics. We listened closely, adapted quickly, and aligned our creative direction with his vision.

The Payoff:

2 Viral Posts and a "Zero-Edit" Approval Process

Our teamwork paid off quickly, turning a brand-new content strategy into a major success.



Two Viral Posts:

In just 40 days, the strategy hit its stride, resulting in two major viral posts that significantly boosted his reach. (numbers to be added after confirmation.)



100% Seamless Approvals:

In the beginning, the client naturally made minor word tweaks to align with his personal tone. Today, we understand his voice so perfectly that throughout the previous 30 days of engagement **he has happily approved every single post as-is for the past month.**



A Trusted Partnership:

The account has transformed from a quiet profile into a thriving thought-leadership hub, backed by a smooth, hands-off process for the client.

The Golden Rule;

Great personal branding is never completely outsourced; it's co-created. When a client brings the raw expertise and the agency commits to deep research, active listening, and style-matching, total trust (and virality) always follows.



Metrics	90 Days Before BPO Wizard	Recent 90 Days with BPO Wizard	Growth
Content Engagements	23	431	+1,774%
Content Impressions	872	74,975	+8,498%
Content Activity	Little to no recent posting	Consistent thought leadership presence	Brand awareness ↑ ↑
Approval Process	Regular edits to match voice	100% posts approved as-is within 1st month	Clients' time commitment ↓ ↓

In his own words:



"I am very happy with the BPO Wizard team and would highly recommend them! Through their marketing efforts on my behalf, the number of impressions to my LinkedIn profile and website views have increased 20-fold and is continuing to increase every month."

If you feel like your capacity has hit the ceiling with an expanded footprint, let's book a 15 minute call to see your gaps and what strategy can work best for you.