



Social Consultancy Case Study

CREATIVE EDUCATION INSTITUTION



CASE STUDY - CREATIVE EDUCATION INSTITUTION

Turning consistent LinkedIn content into meaningful audience engagement

THE CHALLENGE

A South African creative education institution partnered with Social Consultancy to strengthen its LinkedIn presence and create more meaningful engagement with prospective students, professionals and audiences interested in career-focused education.

The challenge was to move beyond straightforward course promotion and create content that demonstrated the practical value of education, career development, mentorship and industry readiness. The strategy also needed to establish a consistent publishing rhythm and give the institution a stronger, more human presence on LinkedIn.

OUR APPROACH

Social Consultancy developed an audience-led LinkedIn content strategy built around four key areas:

-  **Human-led storytelling**
Using student, alumni and milestone stories to make the institution's content more relatable and engaging.
-  **Industry readiness**
Highlighting practical skills, mentorship and the connection between education and the workplace.
-  **Relevant audience messaging**
Creating content designed to speak to prospective students, professionals and people considering new career paths.
-  **Consistent publishing**
Maintaining a regular publishing cadence of between 7 and 12 posts per month throughout the reporting period.



THE RESULTS

16.95%

Monthly
Engagement Rate

1,104

LinkedIn Followers
by July

1,641

Organic
Impressions

+ 28%

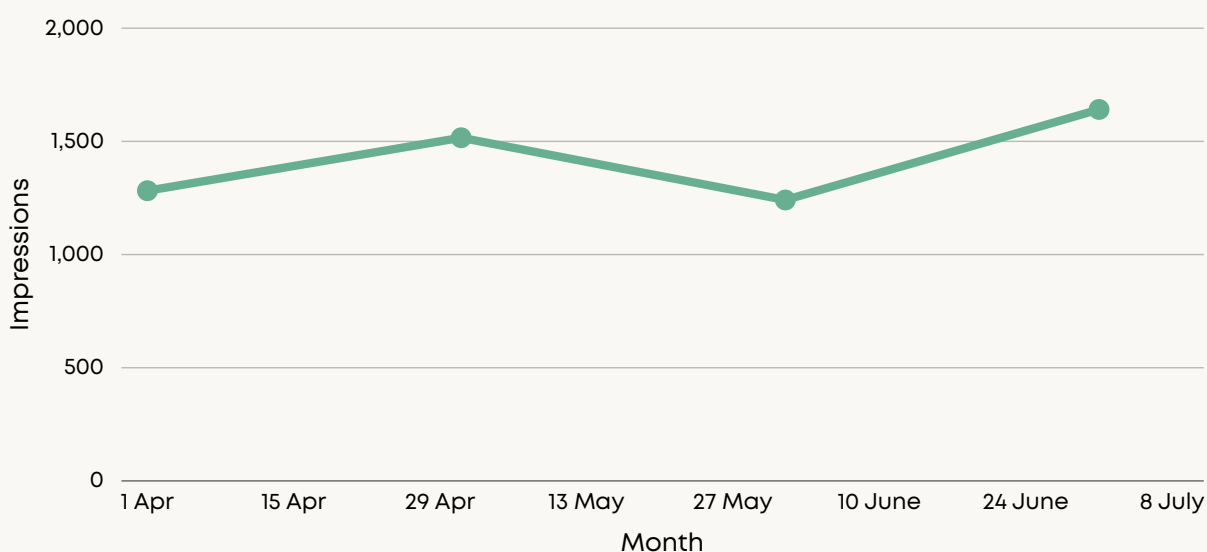
Growth in
Impressions

WHAT THE DATA SHOWED

April and June were the strongest periods for audience engagement, with monthly engagement rates reaching 16.95% and 14.06% respectively.

Organic impressions also increased from 1,282 in April to 1,641 in July, representing a 28% increase across the reporting period.

Content connecting education with practical learning, industry readiness and mentorship generated particularly strong engagement at post level. This reinforced the value of moving beyond course-led promotion and creating content around the real experiences and career outcomes that matter to the audience.





THE NEXT OPPORTUNITY

With a stronger and more consistent LinkedIn presence established, the next opportunity is to connect audience engagement more directly to the student journey through relevant course content, landing pages, tracked website traffic and measurable enquiry pathways.

THE TAKEAWAY

The strongest education content does more than promote what an institution offers. It shows people where that learning can take them. By connecting education with practical skills, industry readiness and real career journeys, Social Consultancy helped create a LinkedIn presence that gave audiences more meaningful reasons to engage.

READY TO PUT YOUR MARKETING TO WORK?

Whether you need a stronger digital presence, a clearer marketing strategy or content that connects with your audience, we can help you turn your business goals into meaningful marketing action.

Let's Start A Conversation About Your Goals:



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