

Voices of Influence

How executive LinkedIn profiles became powerful engines of brand advocacy

Project Overview

Founded as a recruitment platform, LinkedIn has evolved into a powerful community where connections and conversations determine the future. It is a platform where thought leaders shape industries with insights and incredible storytelling abilities.

Consequently, our client, one of India's top marketplace solutions companies, wanted to enhance brand advocacy by building a strong presence for their leaders on LinkedIn.

As we dug deep, we realized the issue was not merely a lack of visibility but also credibility and voice. We stepped in to help transform their leadership team into authentic, influential voices driving credibility, conversation, and brand trust on LinkedIn.

Scope Of Work

To achieve this transformation, we implemented a comprehensive, multi-layered strategy focused on personal branding, content development, and performance optimization. Our scope included:

- Conducting in-depth audits of each leader's LinkedIn profile to assess performance and hygiene
- Identifying gaps in engagement, tone, and profile presentation
- Developing distinct, authentic brand voices aligned with each leader's expertise and personality
- Recommending content strategies aligned with LinkedIn's algorithm
- Crafting both scheduled and on-demand content, including posts, articles, and Q&As
- Delivering quick turnarounds without compromising on quality

Before and After - The Transformation

The impact of our efforts reflected in the shift from passive presence to powerful influence.

Before	After
Generic, update-based posts	Insight-driven, thought leadership content
No clarity on profile performance	Regular performance tracking & feedback loops
Low visibility and engagement	Boosted reach, interaction, and follower growth
Passive profiles with minimal impact	Active voices of influence and industry relevance

The Challenges

To build strong executive voices on LinkedIn, we first needed a clear picture of where things stood. Our audits revealed key areas with untapped potential—ranging from profile hygiene and content engagement to process alignment.

- **No Clarity on Profile Hygiene and Performance**
  The leadership team lacked visibility into how their LinkedIn profiles were performing. There was no insight into reach, engagement, or impact—making it impossible to measure effectiveness or identify areas for improvement.
- **Voices That Did Not Engage**
  While senior leaders were active, their content was limited to announcements and updates. Without thought leadership or personal perspectives, their posts failed to spark conversations or build audience connections. Uninspired bios, weak headlines, and generic imagery further diluted their presence.
- **Lack of Proper Execution Process**
  There was no structured approach to content creation or publishing. Inconsistent posting and the absence of a content schedule led to sporadic engagement, missed opportunities, and a disjointed brand narrative across profiles.

Our Unique Process

Crafting Leadership Voices That Drive Influence - Our Process

We approached each leader not just as a LinkedIn profile, but as an individual brand with the potential to become a powerful voice in their industry. Our multi-step process was tailored to unlock that potential:

01. Observation and Analysis

We began with a deep-dive audit of each leader's profile, evaluating strengths, identifying gaps, and understanding engagement patterns. From headlines to hashtags, we studied what resonated with their network and what didn't. This helped us draw a clear roadmap of opportunities for improvement.

02. Developing a Voice and Brand

Every leader has a unique tone, perspective, and personality. We worked closely with the internal communications team to shape individual content voices that felt authentic, authoritative, and aligned with the firm's larger narrative. We went beyond announcements to create meaningful, scroll-stopping content.

03. Suggesting the Way Ahead, Aligned with the LinkedIn Algorithm

With clarity on voice and direction, we introduced structured content recommendations—ranging from high-value timeline posts to long-form articles. These suggestions were optimized for LinkedIn's algorithm, encouraging engagement through timely insights, and relevant hashtags. Every idea served a purpose: to spark conversation, increase reach, and build credibility.

04. Consistent Monitoring, Feedback, and Restructuring

Our process didn't end with execution. We continuously tracked content performance, engagement trends, and profile metrics. Regular feedback sessions helped refine tone and adjust strategies as needed. When something didn't land, we reworked it—ensuring that every post, every update, pushed the needle on influence and visibility.

The Solution

Our content calendar was tailored for each leader, which helped us to maintain consistency while giving each leader strong visibility across the platform.

At the same time, we remained committed to sudden and last-minute post requests. We were both responsive and reliable and managed quick turnarounds within a couple of hours or sometimes even in an hour, without compromising quality. What we stayed true to was:

- Personalization was a key element of the strategy from the beginning.
- We proactively tracked performance metrics to identify the best working post.
- Conducted ongoing profile audits to map what content resonated the best while improving the others.
- Refined strategy regularly to meet the organization's objectives.
- Suggested and created thought leadership posts and long-form articles to establish credibility, showcase industry knowledge, and position leaders as influential voices in their domain.
- We ensured each post was aligned with the leader's brand voice and perspective at all times.

The Results

Through our tailored approach, we transformed passive LinkedIn profiles into active voices of influence, delivering tangible results that strengthened both personal and organizational branding.

- Establishing each leader's profile as credible and influential.
- Accentuated individual profiles and personal brands, enhancing their professional presence.
- Gained trust to manage other content work for the organization, which included Q&As, video scripts, and thought leadership articles.
- Onboarded more profiles
- Improved visibility, connections, and trust across the platform.
- Boosted brand advocacy, as leaders became more vocal and aligned with organizational values.
- Helped establish the organization as a thought leader in its respective industries.

Client Testimonial

★★★★★

Rato Communications has been instrumental in enhancing our leadership team's LinkedIn presence. Their ability to adapt content to reflect the unique voices of each leader, while delivering high-quality content within short turnaround times, has been valuable. The strategic suggestions they provide have significantly boosted our visibility and engagement. We would definitely recommend Rato Communications to any organization looking to elevate their digital presence.

Facing similar issues in developing a strong voice on LinkedIn? Let's connect to see how we can collaborate.