CABOT CREDIT MANAGEMENT CASE STUDY



Cabot Credit Management, a European leader in credit management services, brought me in to strengthen brand presence and boost social media engagement. Through structured planning and authentic storytelling, I drove a 200%+ engagement increase in just 9 months.

AT A GLANCE

Challenges

- 10 LinkedIn company pages with limited structure and mostly internal followers.
- Content creation constrained by limited resources.

Benefits

- Structured, year-round content planning.
- Significant growth in follower count and engagement.
- Increased employee pride and participation in company culture.

Edwina brings different thinking and strong data awareness to your business. She demonstrates excellent social media skills, particularly in creating engagement and data to show impact. In the right environment, she can deliver strong, quick improvements you can report and see the difference.

Neil Hussey

Communications Manager Cabot Credit Management

OBJECTIVES

- Increase brand awareness and engagement on LinkedIn.
- Develop a structured, sustainable content pipeline.
- Strengthen internal culture by spotlighting employee stories and company successes.
- Grow follower base beyond existing colleague networks.

SOLUTIONS

I created a comprehensive external content calendar, built around key dates such as conferences, company events, award announcements, and global awareness days. To ensure regular and meaningful content, I scheduled interviews with stakeholders, managers, and employees. This allowed me to surface business updates, community initiatives, and personal employee milestones, which I shared via the company's social channels — creating an authentic and engaging presence.

BENEFITS

77% increase in LinkedIn followers

within the first 9 months (averaging 769 new followers per month).

9.9% average engagement rate.

This significantly outperformed typical industry benchmarks, highlighting strong audience connection and content relevance.

208.6% increase in reactions.

This surge reflected not only higher visibility but genuine interest and active participation from the audience.

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