

Case Study

LinkedIn Organic Marketing





About DataCheck

DataCheck Limited stands as Pakistan's leading credit bureau organization. It provides vital credit information to major financial institutions enabling informed credit decisions. With a rich history spanning over two decades, DataCheck has pioneered various services in Pakistan like Credit Reporting, Bureau Alerts, Pre-Screening, Portfolio Review & Decision Engine.



Challenges:

- Despite being a pioneer in the industry, DataCheck faced a critical challenge in the digital age: **a lack of social media presence.**
- With Approx. 3.9K followers and no active postings, their LinkedIn profile did little to showcase their expertise or achievements.
- As DataCheck planned to expand its reach to the B2C market, the consumer audience remained completely unaware of their value proposition.
- This was further compounded by the strong online presence established by their competitors, who entered the market much later.
- It was clear that a prominent social media presence was essential.



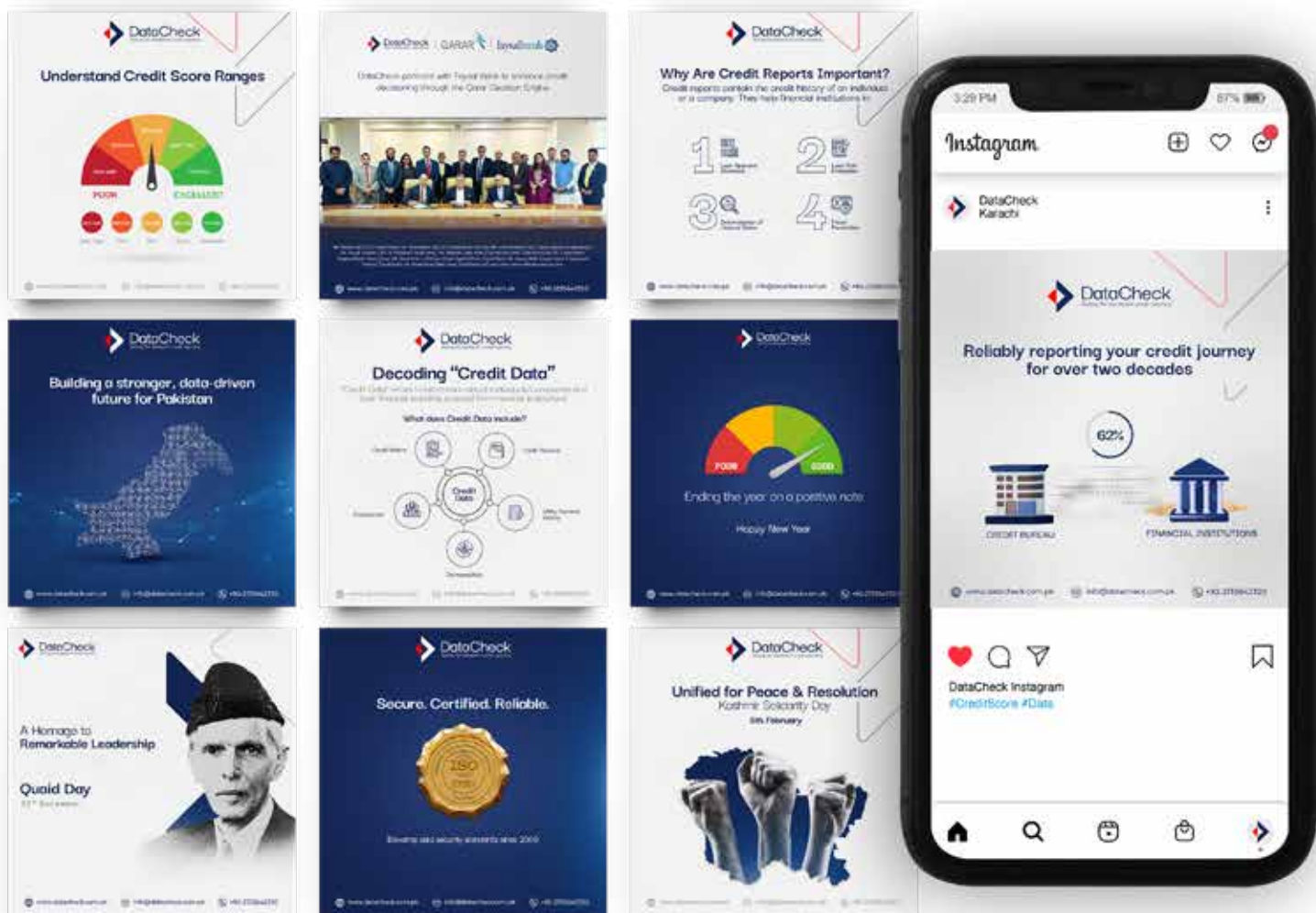
Solution:

TDF, entrusted with the task of transforming DataCheck's online presence, implemented a strategic approach of Organic Marketing.

- The first step involved establishing a strong visual and textual identity on LinkedIn.
- Content and design were crafted to introduce the company, showcase its partnerships, and highlight its impressive 20+ years of industry achievements.
- This content strategy aimed to engage both existing B2B partners and the targeted B2C audience.



Creative Designs:





Results (December - February)



Engagement Rate
11.82%



Impressions
19,889




New Followers
135.3%
Increase



Reactions
5,533.3%
Increase

Total engagement metrics ⓘ

Last 66 days

1	 DataCheck Limited Your Page	516 ▲ 5,633.3%
2	Competitor 1	431 ▼ 3.8%
3	Competitor 2	194 ▲ 0.5%



Competitors that post weekly have 6x more followers than Pages that only post monthly. View their trending posts below.





Conclusion:

TDF's strategic revamp of DataCheck's LinkedIn presence effectively addressed the core challenges. By establishing a compelling online identity and crafting engaging content, DataCheck successfully communicated its value proposition and expertise to a wider audience, attracting both existing partners and new customers.

In comparison to its competitors, DataCheck has significantly outperformed the competitors in just a span of two months with 5633% increase in their total engagement.