

Brand vs. CEO



Who is more engaging on LinkedIn?



**Can a personal profile be
more powerful than a
brand page on LinkedIn?**

It turns out it can.

We did side-by-side comparisons of various brands and their leaders. Here is what we found.

Volkswagen



Herbert Diess, Chairman



861,251

Followers

114,444

521

Avg. Engagement

2,588

+397%
more engagement

Banco Santander

Ana Botín, Chair



1,026,704

Followers

289,536

72

Avg. Engagement

1,726

+2,312%
more engagement

Vodafone



Nick Read, CEO



1,584,006

Followers

6,119

412

Avg. Engagement

847

+105%
more engagement

Ahold Delhaize



bol.com



Gall&Gall +++

Marit van Egmond,
CEO Albert Heijn



51,540

Followers

6,464

257

Avg. Engagement

688

+168%
more engagement

Spanx



Sara Blakely, Founder & CEO



45,001

Followers

945,179

281

Avg. Engagement

20,127

+7,056%
more engagement

Coolblue



Pieter Zwart, CEO



78,146

Followers

42,125

1,199

Avg. Engagement

3,461

+189%
more engagement

Ikea



Jesper Brodin, CEO



1,698,145

Followers

37,772

324

Avg. Engagement

1,245

+285%
more engagement

LinkedIn

Jeff Weiner, Chairman



13,018,408

Followers

10,825,011

8,874

Avg. Engagement

10,983

+24%
more engagement

The School of Life



Laurens Knoop, Founder



9,433

Followers

12,760

21

Avg. Engagement

1,117

+5,464%
more engagement

Unilever



Alan Jope, CEO



11,396,823

Followers

42,327

845

Avg. Engagement

1,528

+81%
more engagement

How do they do it?

4 Core Principles

Authenticity - They speak from their heart and relate their content to real-world issues and topics.

Consistency - They post daily or weekly. There is always a consistent rhythm to their online activity.

Emotionally-charged - They are not afraid to share how they feel about various important topics.

Original Content - They create original content (pictures, videos, articles) to tell their stories. Even when they address industry news.

Brought to you by

Connected Circles

great conversations are a force for good

www.connectedcircles.net