Dr. G'S Linkedin Performance Snapshot

Comparing 60 Days Post-Campaign vs. 60 Days Pre-Campaign

Jones Lane Agency



Format Takeaways

Top-Performer: Raw Image + Long Caption

- 138% higher than next format
- nearly 4x the engagement of any other format
- Double down on this format. Use it to share leadership reflections, boardroom lessons, and values-based insights.

Reels & Infographics – Visual Efficiency

- Avg. Impressions: Reels (1,057) > Infographics (821)
- Reels deliver better reach, while infographics provide clarity for complex ideas.

Strong Contender: Carousel

- time and saves.
- carousel series.

Moderate Impact: Articles, Static, Quote

storytelling.

• Performs well for framework-sharing and educational content. Encourages dwell

• Repurpose thought leadership into

 Use these formats for occasional variety or to test new messaging, but avoid relying on them for strategic

Strategic Wins

Exceptional Audience Expansion

Since the LinkedIn takeover, Dr. Lovett's executive visibility broadened, especially among CXO, VP, and Directorlevel professionals. This positions her brand for deeper boardroom and thought leadership engagement.

+212%

New Followers Gained



Members Reached

High-Impact Content Acceleration

A consistent and intentional posting cadence multiplied reach per post by nearly 5x, showing that frequency combined with strategic messaging drives visibility with executive audiences.



Posts Published



Average Impressions/Post

Strategic Wins

Engagement Growth with Influence Signals

Engagements, particularly comments and reposts, reflect real-time resonance with senior leaders. This confirms the effectiveness of values-driven content in sparking meaningful dialogue.



Total Engagements

Average Engagement/Post

Reactions Surge = Message Resonance

Emotional and intellectual resonance soared. The 4.6x growth in reactions indicates that Dr. Lovett's messages are landing with clarity, authenticity, and inspiration — especially in formats like Raw Image + Long Caption.

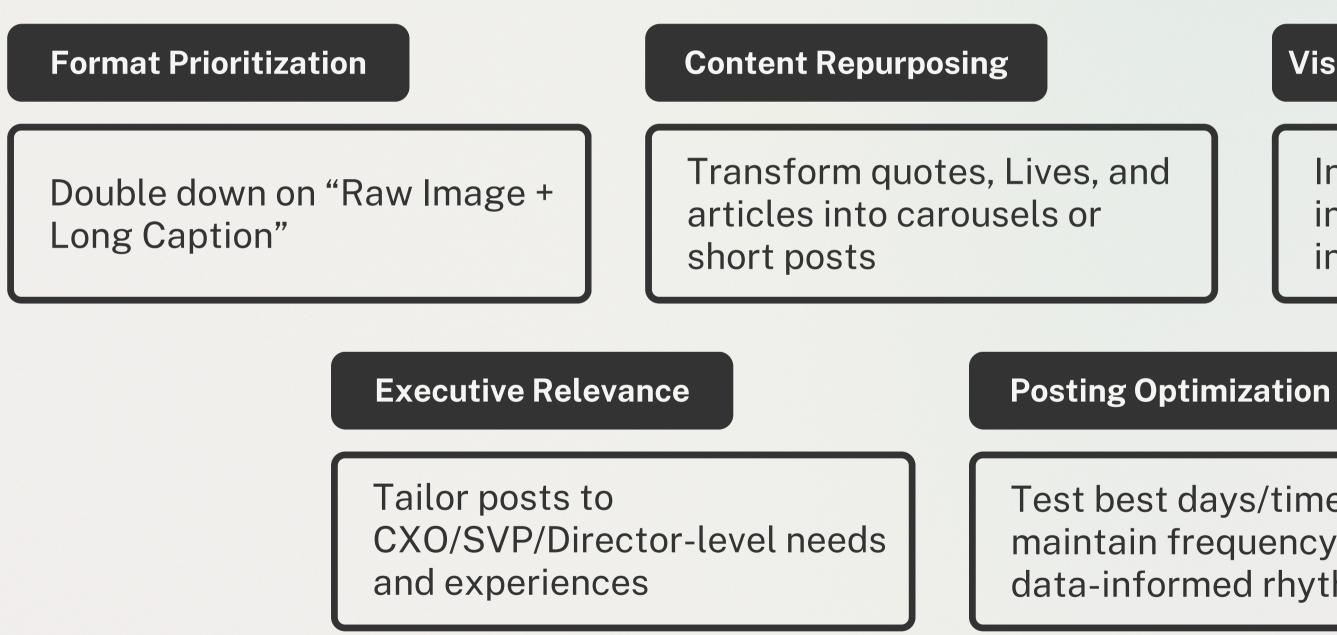




Reactions

Reposts

Opportunities for Optimization



Visual Content Strategy

Increase use of infographics/carousels for insights + storytelling

Test best days/times and maintain frequency with data-informed rhythm

June 2025

Thankyou!

For your attention

Jones Lane Agency