

June 2025

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Dr. G's LinkedIn Performance Snapshot

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

Format Takeaways

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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.

Strong Contender: Carousel

- Performs well for framework-sharing and educational content. Encourages dwell time and saves.
- Repurpose thought leadership into carousel series.

Reels & Infographics – Visual Efficiency

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

Moderate Impact: Articles, Static, Quote

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

Strategic Wins

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Exceptional Audience Expansion

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

+212%

New Followers Gained

+430%

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.

+345%

Posts Published

+369%

Average Impressions/Post

Strategic Wins

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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.

+208%

Total Engagements

+200%

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.

+360%

Reactions

+400%

Reposts

Opportunities for Optimization

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Format Prioritization

Double down on “Raw Image + Long Caption”

Content Repurposing

Transform quotes, Lives, and articles into carousels or short posts

Visual Content Strategy

Increase use of infographics/carousels for insights + storytelling

Executive Relevance

Tailor posts to CXO/SVP/Director-level needs and experiences

Posting Optimization

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

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Thank you!

———— **For your attention**