

How Emily Crookston helps Audacia Strategies grow and optimize its LinkedIn presence and attract new clients and business-building opportunities through expert LinkedIn content strategy



“As a business owner, it’s hard to clear the space to market yourself. Emily does all of the research to deeply understand my business and our market, comes up with ideas for great content, and then writes posts that are engaging, fun, timely, and effective. My business would not be where it is today without Emily — full stop.”

KATY HERR

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When Katy Herr put her company's LinkedIn content strategy in the hands of Emily Crookston of The Pocket PhD, she was already a huge fan of Emily's work.

As the CEO of Audacia Strategies, an advisory firm that provides communication strategy, messaging, and outreach to companies going through big transformations, Katy had partnered with Emily and her team for several years to write her company's blog posts and monthly newsletter. As a communications expert herself, she'd always loved Emily's ability to understand — and talk about — her complex industry.

“Emily got my voice, my tone, and the tone of Audacia Strategies pretty much right off the bat,” Katy said. **“She really dug in and wanted to understand our work — which includes investor relations, working on mergers and acquisitions, and financial transactions.**

“It's not the type of work that most people spend time thinking about, but Emily quickly understood that our clients are going through resource-intensive

moments, not just in dollars but in time and emotions, and that they need content that is credible, correct, and straightforward, yet also has a bit of humor and gets people to read. **For years people have told me how much they love our blog posts and that they always learn something from them. That's all thanks to Emily.**”

Like most business leaders, Katy was looking for ways to share Audacia Strategies' content with a wider audience, so **when Emily suggested implementing a content strategy** on LinkedIn in September of 2021, Katy was intrigued.

She was also skeptical — noting that she and her team tried several engagement strategies on LinkedIn in the past with lackluster results.

However, since Emily understood Audacia Strategies so well and Katy had such trust in her expertise to target the right connections, engage in the most meaningful ways,





and navigate the LinkedIn algorithm, Katy decided to give it another shot.

To start, **Emily conducted an audit of Katy's current LinkedIn presence, then compiled a series of recommendations for how she could enhance her profile and posts to drive awareness and interest in Audacia Strategies.** She also educated Katy and her team on how to view and use LinkedIn as a networking platform, not just a posting platform.

Katy said the process of getting started with Emily was easy and enlightening.

"It was so painless to get started that I thought, why didn't we do this sooner," Katy said. "She gave us a step-by-step process for how to work with LinkedIn so that we get noticed, have

conversations, and build meaningful relationships and connections."

"She encouraged us not to worry about the ever-changing LinkedIn algorithm — that she would do that — and stay focused instead on the core of LinkedIn that never changes: being consistent, connecting regularly, and putting out really good content."

Katy said she loves the collaboration she has with Emily on the content strategy, but she especially appreciates how much initiative Emily takes on her own.

"We collaborate really well and discuss the key topics to cover and events coming up, but the great thing about Emily is she comes to the table and says, 'I've been reading about X, Y, or Z in your market and thinking about how your business fits into that,'" Katy said. **"Then she goes back to anything we've written about that topic in the past, figures out a different angle we can take now, and pulls everything together into a series of engaging and timely posts.** Emily's a great blend of both strategy and tactics. She thinks about the client and what they need and she also understands how to use the same piece of information in five to ten ways. I love that about her approach and her skill set."

Katy said after having Emily take over her LinkedIn content, **she was shocked at how quickly she saw results.**

“I wanted to increase engagement among the people I’m connected with, add connections that are interested in what we do, and potentially have LinkedIn serve as a lead generation tool,” Katy said. “All of that started to happen.”

“Despite my initial skepticism, things took off like a rocketship after we engaged Emily. Within the first 3 months of her taking over, I had at least four or five conversations about new business activity. That had never happened before. We’ve also increased our number of followers, show up in more searches, our posts are getting more views, and more people are looking at my profile.”

Katy said the content that Emily and her team have created for her has stimulated better conversations with potential clients, as well as opened up new opportunities with her network of connections.

“People are emailing me more frequently saying, ‘I love the post you just put up on LinkedIn. We should get together for coffee and discuss that’, or ‘I’m having a



panel on mergers and acquisitions and you should be on it.’ Opportunities like that have started to come about.”

Katy said a surprise extra benefit has been the widened reach she has when posting about job openings at Audacia Strategies. Emily’s strategic writing, along with Katy’s more activated and connected LinkedIn network, has driven a lot more interest from job candidates who now reach out to be a part of the team.

Yet Katy said that, overall, the best benefit of working with Emily is knowing that a true expert is thinking about, writing, and promoting targeted and thoughtful content that helps her build her business.

“It takes an incredible load off of me,” Katy said. “Because of Emily, I know that we’re promoting ourselves and doing it well. But even more importantly, we’re connecting. “

“Emily has an intuition about how to write so others will listen, while also driving them to the conclusion that you want them to reach. She’s able to take our

stories and translate them in meaningful ways that others connect to. That is how we all want to connect, through great stories and sharing our experiences. And that is where Emily really shines.”

Katy said that any business can benefit from having Emily take over its content strategy — both on LinkedIn and internally — and that, like her, they will most likely be surprised at how quickly they see results.

“We didn’t have a running start by any stretch, but now we’re having ongoing conversations with people in our network, there are referrals going back and forth between businesses, we have a full slate of candidates for job openings, and our post views have gone up 100%,” Katy said. “I would’ve never expected that in such a short period of time.”

“You would think you would need to be using some kind of boosting strategy or paid ad strategy to get that, but it’s just Emily’s really good content that is well targeted and well articulated and doesn’t take itself too seriously.”

She said that business owners will have the added value of seeing their business — and its messaging — from an outside perspective, which can significantly

inform how they talk about themselves.

“Emily brings a level of thoughtfulness and external insight that you don’t often get when you’re in the thick of building your business,” Katy said. “Working with her hasn’t just helped us with our LinkedIn strategy, it’s upleveled how we talk about ourselves as a company. **We’re more coherent in how we speak about ourselves now, and we’ve gotten really clear on who we are as a business.**

From a messaging perspective, there’s nothing more important than that.” ☺



To learn more about how Emily and The Pocket PhD can transform your business’s content strategy — and results — on LinkedIn and beyond, [click here.](#)