Thought Leadership Content for Productivity Coach (LinkedIn)

🧠 1. Project Overview – Visual Timeline of Content Execution

Timeline Snapshot

Phase	Week 1	Week 2	Week 3	Week 4	Week 5
Content Type	Storytelling Post	Carousel Post	Opinion Post	Storytelling Post	Content Wrap-Up and Reflection
Focus Area	Personal journey, lessons learned	Tools for time management	Multitasking's impact on focus	Overcoming procrastination	Conclusion & insights
Action Plan	Concept development, first post	Carousel design and posting	Post engagement & tracking	Publish and monitor	Assess performance & feedback

📊 2. Impact Report – Before & After Campaign

Here, we can visualize the **Before and After** impact of the content campaign, including **Key Metrics** such as impressions, engagement, and new client conversions.

Metric	Before Campaign	After 45 Days	Change %
Impressions	5k	100k+	+2000%
Engagement Rate	2%	6.5%	+3.5%
Inbound Clients	0	3	+300%
Podcast Invitations	0	2	+200%

📅 3. Content Execution Flow – From Strategy to Execution

Content Strategy → Content Creation → Post Publishing → Performance
Monitoring → Optimization → Client Engagement

📝 4. Post-Execution Breakdown – Engagement Tracking Dashboard

- **Post Type Engagement**: How did each content format (carousel, storytelling, opinion) perform?

- **Audience Engagement**: Break down engagement by **role (e.g., decision-makers)** and **location**.

- **Growth Metrics**: Graph showing how the metrics improved over time.

🔍 5. Campaign Evolution – Insights and Key Takeaways

- **Consistency:** How posting consistently (carousels and storytelling) helped build credibility.

- **Engagement Growth:** How the decision-maker audience interacted with the content.

- **Inbound Leads:** Insight into how **engagement led to podcast invites** and **client conversion**.