ERISA Advisory Group

Consistent LinkedIn Content for an Independent Fiduciary

Witmer Group turned an underused LinkedIn page into **a steady, well-planned stream of content** that keeps ERISA Advisory Group in front of the businesses it serves.

The challenge

Since 1995, William J. Kropkof and his team at ERISA Advisory Group in Dallas have helped businesses across the United States stay compliant with the Employee Retirement Income Security Act. They support organizations that offer retirement or health and welfare plans, and help plan fiduciaries stay out of trouble with the DOL and EBSA.

The firm had a loyal client following but little online brand awareness. Its LinkedIn page wasn't being used to build awareness or generate growth, even though there was a clear opportunity to reach more businesses with ERISA compliance needs.

What we did

We chose LinkedIn as the **business-focused channel** that reaches exactly the kind of prospective clients the firm wants.

1. **A LinkedIn content plan.** A plan built around ERISA Advisory Group's services and the questions its prospects care about.
2. **Industry research.** Ongoing research to find relevant, current articles and news in the ERISA and fiduciary space to share and comment on.

At a glance

Client
ERISA Advisory Group

Industry
ERISA compliance and independent fiduciary services

Location
Dallas, Texas

Audience
Organizations with retirement or health and welfare plans, and their plan fiduciaries

Services
LinkedIn strategy, content planning, industry research, scheduling, hashtag strategy

3. **Weekly publishing.** Posts planned and scheduled in advance with scheduling tools, so content goes out every week without the team having to think about it.
4. **Hashtag strategy.** A hashtag approach that helps posts reach the right professional audience beyond the firm's existing followers.

Results

ERISA Advisory Group continues to be very satisfied with the progress, and the relationship is ongoing.

- More LinkedIn profile views
- Consistent weekly posting
- More interactions with prospects
- Content planned and scheduled ahead

In their words

> *"I have peace of mind knowing that content is being created and shared on a continuous basis. I realize that LinkedIn prefers continuity, and it helps knowing that content is well-planned and scheduled out. We learned the value of social media when implemented with quality content, consistency, and focused application."*
>
> **William J. Kropkof, President, ERISA Advisory Group**

Want LinkedIn working for your firm?

Witmer Group can plan, write and schedule the content that keeps you visible.

witmergroup.com