

Inprova Tripled Followers and Aligned 3 Brands in 12 months with Entrepreneur Lifestyle

Introduction

Inprova supports public sector and social housing organisations through technology-enabled procurement solutions, including consultancy, frameworks, DPS, and procurement technology.



3.6x

FOLLOWER GROWTH

10x

PROFILE IMPRESSIONS

4.7x

MONTHLY CLICKS

The Challenge



Lack of Clarity

There wasn't a clear sense of what should be posted regularly or how social content should work across the three different brands.



Irrelevant Messaging

A lot of the content was focused on telling people what the business did rather than making it relevant to the audience.



Unstructured Campaign

There wasn't a campaign structure behind the content, which made the social activity feel less purposeful.



Inconsistent Branding

Branding and messaging were not fully aligned across the three channels.



The Solution

When Inprova first came to us, the team had three brands to manage but no clear structure for what should be posted, how the content should differ or how everything should connect. We helped bring Inprova, PfH, and PfH Scotland into one clearer social approach, with stronger messaging, better design consistency and a more structured content calendar.

Over the year, the difference showed in the numbers: followers grew from 820 to over 3,000, profile impressions increased from 1,700 to over 17,000, and monthly clicks rose from 150 to around 700.

Results and Benefits



Profile Impressions

Profile impressions increased from around 1,700 to over 17,000, giving the brand significantly more visibility.



Audience Growth & Engagement

Followers grew from 820 to over 3,000 in a year. Engagement rose from 4–5% to 8–12%, Click through rate increased from 2% to 5–6%.



Reduced Internal Load

The team needed far less internal feedback as messaging, branding, and customer understanding became much stronger.



Monthly Clicks

Monthly clicks grew from around 150 to 700 per month, showing stronger audience interest and action.



“Having everything in one place, graphic design, strategy and content delivery, has taken a lot of time off us, allowed us to focus on other areas, and at the same time helped grow the metrics we’re targeting.”

Antony Boffey | Inprova

[View Detailed Case Study](#)



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