

# ASSESSING ORGANIC LINKEDIN EFFECTIVENESS FOR BRAND IDENTITY AND LEAD GENERATION: A CASE STUDY CREATIVEUNOIA AS AN INDEPENDENT PRODUCTION HOUSE

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## Abstract

This study evaluates whether a structured organic LinkedIn strategy can strengthen brand identity, improve professional visibility, and generate early lead indicators for Creativeunoia, an independent Indonesian production house. The research used a qualitative single case design supported by descriptive platform analytics. Primary data came from a semi structured interview with the founder and a focus group discussion with three other founding members. Secondary evidence included company records, industry literature, competitor observations, and LinkedIn analytics. Internal analysis applied the Resource Based View, Marketing Mix 7P, and STP, while external and integrated analysis used PESTLE, customer analysis, SWOT, and TOWS. The resulting strategy published three weekly content pillars for six weeks: brand identity, portfolio highlights, and thought leadership, combined with targeted professional outreach. The inactive page generated 3,651 impressions, 1,646 clicks, 65 reactions, 2 reposts, and reached 35 organic followers, approximately 62 percent of whom worked in creative and media related industries. Outreach to 30 professionals produced 18 responses, five high intent discussions, and one scheduled studio visit. The findings indicate that consistent, process oriented, identity driven content can convert internal creative capability into credible professional visibility and early business opportunities without paid advertising.

**Keywords:** B2B communication; brand identity; creative entrepreneurship; lead generation; organic LinkedIn

## INTRODUCTION

Indonesia's film and digital creative sectors increasingly combine cultural production with commercial competition. The screen industry contributed an estimated USD 8.2 billion in total economic output and supported approximately 387,000 workers in 2022, while digital transformation continued to expand the number of production houses, agencies, and creative collectives competing for projects and recognition (PwC Indonesia & LPEM FEB Universitas Indonesia, 2023; Dellyana et al., 2023). This expansion creates opportunity, but it also raises the cost of remaining difficult to discover. Small creative firms often possess distinctive artistic capabilities while lacking the financial resources, specialist marketing staff, and established distribution networks that allow larger firms to communicate those capabilities consistently.

For an independent production house, professional visibility functions as a strategic resource rather than a supplementary promotional activity. Creative services require potential clients to assess artistic fit, technical competence, reliability, and collaboration capacity before initiating contact. Organizational buyers therefore evaluate not only a finished portfolio but also the coherence of the firm's identity and the credibility of its professional presentation. Brand identity gives this presentation continuity because it connects values, visual language, tone, and organizational meaning into a recognizable external proposition (Ianenko et al., 2020). When a company expresses its internal identity inconsistently, professional audiences may fail to understand why its capabilities differ from those of competitors.

Digital channels offer resource constrained firms a practical mechanism for reducing this recognition gap. Digital presence allows a business to communicate its value proposition beyond local networks, while organic content can build awareness and trust without requiring a recurring advertising budget (Banner, 2018; Bandyopadhyay, 2016). The effectiveness of a platform, however, depends on the audience and the purchasing context. Instagram and TikTok can support public awareness and visual discovery, but their dominant consumption patterns emphasize entertainment and lifestyle engagement. LinkedIn instead organizes participation around professional identity, expertise, networking, and business decision making, making it more closely aligned with the B2B requirements of a production house (Belanche et al., 2023; Saeidi & Hollensen, 2024). LinkedIn has particular

relevance in Indonesia because the platform hosts a large concentration of working age professionals. Estimates for early 2024 placed the Indonesian LinkedIn audience at approximately 26 to 28 million members, with the 25 to 34 age group representing the largest segment (DataReportal, 2024; NapoleonCat, 2024). LinkedIn also reports that a substantial proportion of its members participate in organizational purchasing decisions, while the Edelman and LinkedIn study indicates that decision makers often treat consistent thought leadership as stronger evidence of organizational competence than conventional promotional materials (Edelman & LinkedIn, 2024; LinkedIn, 2024). These conditions suggest that professional content can influence the evaluation stage that precedes direct inquiry.

Creativeunoia illustrates the strategic problem that emerges when internal capability exceeds external visibility. The company was founded in Jakarta in 2021 by graduates of the Faculty of Film and Television at the Jakarta Institute of Arts and formally registered as a limited liability company in 2024. Its portfolio covers short films, music videos, photography, branded digital video, and graphic design. The founding team defines the organization through the philosophy of beautiful thinking, emotional storytelling, a rebellious creative identity, and multidisciplinary collaboration. Nevertheless, before this study the company relied predominantly on referrals and personal academic or professional networks. Its Instagram activity lacked a stable editorial structure, and its newly established LinkedIn page had five followers, no post history, and zero impressions at the baseline measurement.

This mismatch produced a business problem with two connected dimensions. First, the market could not easily discover or assess Creativeunoia's capabilities through a credible professional channel. Second, the company had no structured mechanism for translating brand communication into measurable indicators of professional interest. The study therefore asked how organic LinkedIn content could strengthen Creativeunoia's brand identity, how a systematic content strategy could increase professional visibility, and which content forms could generate early lead indicators. The research aimed to diagnose the underlying strategic gap, design an identity aligned organic content intervention, evaluate its six week performance, and derive practical guidance for small creative firms that cannot depend on paid advertising.

The study contributes in two ways. Conceptually, it connects brand identity, organic B2B content, and early lead generation within a creative enterprise context where commercial outcomes depend heavily on trust and artistic fit. Practically, it treats LinkedIn not merely as a broadcasting channel but as a combined inbound and outbound system. Consistent content provides a professional reference point, while targeted outreach converts that reference point into relationship building opportunities. This integrated perspective addresses a gap in research that often examines engagement metrics without linking them to the strategic conditions and commercial constraints of independent production houses.

## **LITERATURE REVIEW**

### **Brand Identity and Professional Visibility**

Brand identity represents the internally defined meaning that a company seeks to communicate, whereas brand image reflects how external audiences interpret that meaning. A strong identity therefore requires more than visual consistency. It requires alignment among organizational values, creative behavior, narrative tone, and repeated market communication (Ianenko et al., 2020). In a production house, this alignment carries additional importance because prospective clients use stylistic and relational cues to evaluate whether a creative partner can understand the intended project. An impressive portfolio may demonstrate execution, but it does not automatically explain the philosophy, process, and collaboration practices that distinguish one studio from another.

Professional visibility translates identity into discoverable evidence. Banner (2018) argues that digital presence primarily functions as communication because it allows organizations to deliver specific value propositions through online channels. Organic visibility develops when relevant content, audience interaction, and perceived credibility extend reach without paid placement. For small firms, the strategic value of organic visibility lies in cumulative recognition. Each post adds a digital trace that helps professional audiences find, assess, and remember the firm, thereby reducing dependence on referrals and existing personal networks.

### **Organic Content and Early Lead Generation**

B2B content marketing creates value when it addresses professional problems, demonstrates expertise, and supports a buyer's evaluation process. Holliman and Rowley (2014) emphasize that effective B2B content should remain useful and relevant rather than overtly promotional. Järvinen and Taiminen (2016) similarly show that educational and explanatory content can attract more qualified interest because it gives potential buyers evidence of competence before sales contact. Content therefore performs several sequential functions: it captures attention, sustains interest, strengthens confidence, and encourages an observable action such as a profile visit, connection

request, reply, or inquiry. LinkedIn intensifies these functions because the platform connects content with visible professional identities. Research on B2B engagement shows that post content, format, and audience relevance influence interaction and subsequent commercial outcomes (Mora Cortez et al., 2023; Sundström et al., 2020). Thought leadership can establish authority, portfolio material can reduce uncertainty about execution quality, and behind the scenes content can reveal authenticity and production discipline. Arindi et al. (2023) argue that process based visual communication can humanize creative work and strengthen trust, while Spilotro et al. (2023) demonstrate that LinkedIn can help an SME identify and engage professional buyers cost effectively.

Lead generation in an organic setting should not be reduced to immediate sales conversion. B2B relationships usually develop through progressive signals that include repeat exposure, content engagement, contact exchange, project discussion, and scheduled meetings. Saeidi and Hollensen (2024) frame profile optimization, useful content, and direct professional communication as complementary mechanisms for generating B2B leads. This relationship based interpretation is particularly appropriate for creative services because clients often need several interactions before they disclose a brief or invite a studio into a procurement process.

### **Strategic Alignment in a Resource Constrained Creative Firm**

A content intervention can succeed only when it reflects the firm's actual resources, market position, and external environment. The Resource Based View helps identify capabilities that can support differentiation, including storytelling competence, multidisciplinary knowledge, and distinctive creative routines (Cardeal & António, 2012). Marketing Mix 7P analysis clarifies whether promotion and distribution adequately communicate the firm's services, while STP analysis specifies the professional segments, target clients, and desired positioning. These tools prevent the content strategy from becoming detached from the revenue model.

External analysis adds the conditions that the company cannot directly control. PESTLE analysis identifies macro environmental opportunities and constraints, customer analysis explains how organizational buyers evaluate creative vendors, and SWOT integrates internal and external evidence. The TOWS matrix then converts that diagnosis into strategic combinations that connect strengths and opportunities while reducing weaknesses and threats (Weirich, 1982; Webster & Wind, 1972; Worthington & Britton, 2006). In the present study, these frameworks served as a decision chain rather than independent checklists. They established whether LinkedIn matched Creativeunoia's resources, target audience, and commercial needs before the intervention began.

Existing scholarship explains brand communication, B2B content, LinkedIn engagement, and strategic analysis separately, but it provides limited evidence about how these elements operate together in a small Indonesian production house. The present study addresses this gap through an implementation based case design. It examines whether a strategy derived from internal and external diagnosis can produce measurable visibility and relational outcomes over a short organic campaign, while recognizing that early platform metrics cannot substitute for confirmed revenue.

## **METHOD**

The research used a qualitative single case study supported by descriptive quantitative data. The case study design allowed the researcher to examine Creativeunoia's brand identity, communication practices, and market visibility within the company's actual organizational context. The quantitative component did not test causal hypotheses. Instead, native LinkedIn analytics provided supporting indicators of reach, engagement, follower composition, and early lead activity during the intervention.

Primary data came from one semi structured interview with the Founder and Chief Executive Officer and one focus group discussion with three other founding members who represented production, distribution, and digital communication functions. Interviews enabled detailed exploration of organizational perceptions, while the group discussion allowed the team to compare shared experiences and reach agreement about the company's identity and content direction (Chand, 2025). Secondary evidence included the company's portfolio and social media records, the Week 0 LinkedIn dashboard, relevant academic and industry literature, platform analytics, and observations of comparable independent production houses. The study used these sources to triangulate internal claims and reduce reliance on a single data type (Ajayi, 2023).

**Table 1.** Primary participants and data contribution

| Participant | Organizational Role | Method    | Primary Contribution                                                 |
|-------------|---------------------|-----------|----------------------------------------------------------------------|
| Lolaa Adiya | Founder and CEO     | Interview | Vision, business challenge, identity, and expected value of LinkedIn |

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| Participant      | Organizational Role     | Method      | Primary Contribution                                                |
|------------------|-------------------------|-------------|---------------------------------------------------------------------|
| Nizzar Virdiawan | Film Producer           | Focus group | Production capability, collaborative process, and positioning       |
| Aurora Zaslin    | Distribution Manager    | Focus group | Audience reach, industry networks, and communication gaps           |
| Najwa Iskandar   | Social Media Specialist | Focus group | Digital practice, content feasibility, and implementation direction |

The analysis proceeded sequentially. Internal analysis used the Resource Based View to identify strategic capabilities, Marketing Mix 7P to examine service delivery and communication, and STP to define priority professional audiences and positioning. External analysis used PESTLE to assess the creative economy and platform environment and customer analysis to examine organizational buyer behavior. SWOT synthesized the diagnosis, and the TOWS matrix converted it into strategic options. The analysis consistently identified a visibility and communication deficit rather than a creative capability deficit.

The resulting intervention ran from 8 December 2025 to 18 January 2026. Creativeunoia published content three times per week through three fixed pillars. The founding team produced the content and approved the themes and tone before implementation. The researcher monitored native analytics and conducted personalized outreach to 30 professionals from agencies, production houses, music labels, animation studios, and related creative organizations. No paid advertising or sponsored content supported the intervention.\

Table 2. Organic LinkedIn content intervention

| Content Pillar       | Posting Day | Strategic Objective                                                                           | Communication Character                              |
|----------------------|-------------|-----------------------------------------------------------------------------------------------|------------------------------------------------------|
| Brand Identity       | Wednesday   | Translate philosophy, team culture, and creative values into a recognizable external identity | Reflective, human, artistic, and credible            |
| Portfolio Highlights | Thursday    | Demonstrate technical range, completed work, and service relevance for potential clients      | Confident, contextual, and professionally structured |
| Thought Leadership   | Friday      | Show analytical depth, educate audiences, and stimulate professional discussion               | Educational, critical, and industry oriented         |

The evaluation used four groups of indicators. Brand awareness used impressions and follower growth. Audience education used clicks and post level interaction patterns. Lead generation used content initiated interest and outreach responses, classified as early stage, medium intent, or high intent. Audience quality used follower industry and job function. Because repeated clicks can exceed unique impressions in LinkedIn analytics, the study interpreted click ratios as behavioral intensity rather than as unique audience conversion. The six week duration and single company setting limit generalization, and the study did not claim that early lead indicators represented completed sales.

## RESULTS AND DISCUSSION

### Strategic Diagnosis and Content Direction

The interview and focus group produced a consistent diagnosis. Creativeunoia's founders clearly understood the company through beautiful thinking, emotional storytelling, experimentation, and multidisciplinary collaboration. The team could execute film, music video, photography, digital content, and design projects through an adaptive structure that combined permanent founders with project based specialists. This capability supported differentiated creative output and generated authentic process material suitable for professional content. The problem appeared after production, when the company needed to explain these strengths to unfamiliar professional audiences.

The Resource Based View confirmed that storytelling capability, cinematic direction, a multidisciplinary team, and a distinctive artistic philosophy represented meaningful internal assets. These resources were valuable because clients seek both technical quality and interpretive creativity. They were also difficult to imitate as a combined

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organizational practice. Nevertheless, an uncommunicated resource cannot generate market recognition. Before the intervention, irregular Instagram activity and an inactive LinkedIn page prevented these resources from functioning as visible evidence of competitive value.

The 7P analysis sharpened the commercial implication. Music videos, branded digital video, and photography generated revenue, while short films primarily built reputation and artistic legitimacy. Yet the company communicated the latter more visibly than the services that directly sustained income. Place and promotion therefore represented the weakest elements of the marketing mix because discovery depended on referrals and existing relationships. STP analysis identified creative brands, agencies, corporate organizations, musicians, and production collaborators as relevant segments, but it prioritized corporate and agency decision makers because they offered higher value and repeat project potential. The desired position was an artistic yet professional studio led by storytelling.

External analysis showed that the strategic environment supported professional digital expansion. Indonesia's creative economy continues to grow, professional buyers increasingly research vendors through digital channels, and LinkedIn concentrates audiences who participate in business decisions. Customer analysis further indicated that credibility, portfolio evidence, consistent communication, and professional responsiveness shape vendor evaluation. The SWOT and TOWS synthesis therefore produced one coherent direction: Creativeunoia should use its existing storytelling strength and artistic identity to build a consistent LinkedIn presence, reduce discoverability limitations, differentiate itself through authentic process communication, and manage organic reach through disciplined publication.

Table 3. Integrated strategic diagnosis

| Analytical Dimension | Key Finding                                                                                                        | Strategic Meaning                                                                    |
|----------------------|--------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| Internal strength    | Distinctive storytelling, cinematic direction, multidisciplinary collaboration, and a coherent artistic philosophy | Use existing creative capability as the central source of professional content       |
| Internal weakness    | No structured LinkedIn activity, inconsistent promotion, and dependence on personal referrals                      | Build repeatable digital communication and broaden discovery beyond the warm network |
| External opportunity | Growing creative economy, large professional LinkedIn audience, and digital vendor evaluation                      | Prioritize a professional platform that supports B2B credibility and targeted reach  |
| External threat      | Crowded independent production market, stronger competitor visibility, and algorithm dependence                    | Differentiate through authentic process content and sustain a consistent cadence     |

## Organic Performance and Audience Quality

The Week 0 dashboard recorded five followers, zero posts, and zero impressions. During the six week intervention, the page generated 3,651 impressions, 1,646 clicks, 65 reactions, and 2 reposts without paid support. Impressions increased from 410 in Week 1 to a peak of 914 in Week 5, an increase of approximately 123 percent. Week 3 also generated 893 impressions. Both high reach weeks combined portfolio material with educational or interpretive content, suggesting that the platform responded more strongly when evidence of capability appeared alongside useful professional insight.

The weekly pattern also demonstrates that reach and interaction do not move identically. Week 1 produced high initial curiosity, while Week 5 achieved the largest reach but a lower average engagement rate. This divergence indicates that the content began circulating beyond the founders' immediate network. Expansion to less familiar audiences can reduce the proportion of viewers who interact, even while total visibility improves. Holiday timing also affected the results. Week 4 coincided with the year end period and generated lower professional activity, while Week 6 recorded 315 impressions during the final mid January period. These fluctuations reinforce the importance of evaluating cumulative exposure rather than judging the strategy through one post or one week.

Table 4. Weekly organic LinkedIn performance

| Week | Period           | Impressions | Clicks | Reactions | Reposts |
|------|------------------|-------------|--------|-----------|---------|
| 1    | 8 to 14 Dec 2025 | 410         | 368    | 15        | 0       |

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| Week  | Period                    | Impressions | Clicks | Reactions | Reposts |
|-------|---------------------------|-------------|--------|-----------|---------|
| 2     | 15 to 21 Dec 2025         | 576         | 255    | 5         | 0       |
| 3     | 22 to 28 Dec 2025         | 893         | 488    | 23        | 0       |
| 4     | 29 Dec 2025 to 4 Jan 2026 | 544         | 219    | 6         | 0       |
| 5     | 5 to 11 Jan 2026          | 914         | 166    | 9         | 2       |
| 6     | 12 to 18 Jan 2026         | 315         | 150    | 7         | 0       |
| Total | 8 Dec 2025 to 18 Jan 2026 | 3,651       | 1,646  | 65        | 2       |

Post level evidence clarified which content forms encouraged deeper interaction. Document posts generally produced stronger click behavior than static images and videos because they invited users to move through several slides and engage with a structured narrative. The company introduction generated 299 impressions and 241 clicks, while the Short Film Breakdown post generated the strongest engagement pattern by explaining the preproduction process of Bagi Tiga. The result supports the argument that professional audiences value content that reveals how creative decisions emerge, not merely the final visual output (Arindi et al., 2023; Järvinen & Taiminen, 2016).

Video posts often achieved broader exposure but less active interaction. The Vertical Content Study Case generated the highest single post reach at 386 impressions, yet its interaction intensity remained below that of document based process content. This difference does not imply that video lacked value. Instead, the formats performed different functions. Video supported awareness and algorithmic circulation, while document content supported education and evaluative engagement. A balanced editorial plan should therefore assign each format a specific purpose rather than applying one performance standard to all posts.

Audience composition strengthened the interpretation that the campaign reached a relevant professional market. By the end of the intervention, the page had 35 organic followers. Approximately 62 percent came from creative and media related industries. Movies, Videos, and Sound and Advertising Services each represented 17.1 percent, followed by Media Production at 8.6 percent. Arts and Design formed the largest job function at 28.6 percent, Media and Communication represented 14.3 percent, and Business Development represented 8.6 percent. The presence of business development and marketing professionals matters because these roles can influence vendor selection and partnership decisions. The quality of the audience therefore provides stronger strategic evidence than the absolute follower count alone.

## Outreach and Early Lead Indicators

The intervention combined inbound content with outbound relationship building. Personalized messages reached 30 professionals whose backgrounds aligned with the target market. Eighteen recipients responded, producing a 60 percent response rate. Five interactions advanced to high intent activity, including project scope discussions, company profile exchange, and one scheduled studio visit. Four additional contacts exchanged information, profiles, or industry insights, while nine acknowledged the introduction without progressing to a substantive discussion during the observation period.

These outcomes show how content and outreach reinforced each other. Outreach alone can appear unsolicited when recipients lack evidence about the sender. The structured company page reduced that uncertainty by providing a visible identity, portfolio context, and recent professional activity. Conversely, content alone could improve reach without ensuring that relevant decision makers encountered the page. Targeted outreach directed selected professionals toward the credibility base created by the content. This combined mechanism aligns with research that treats LinkedIn as both a content marketing environment and a relationship development network (Mora Cortez et al., 2023; Saeidi & Hollensen, 2024; Spilotro et al., 2023).

**Table 5.** Targeted outreach outcomes

| Response Level | Count | Observed Indicator                                                            |
|----------------|-------|-------------------------------------------------------------------------------|
| High intent    | 5     | Project scope discussion, company profile exchange, or scheduled studio visit |
| Medium intent  | 4     | Contact exchange, company profile exchange, or industry insight sharing       |
| Early stage    | 9     | Acknowledgment of introduction and establishment of a professional connection |
| No response    | 12    | No observable interaction during the implementation period                    |
| Total          | 30    | 18 responses, equivalent to a 60 percent response rate                        |

### Strategic Interpretation

The evidence answers the first research question by showing that repeated identity communication can make an internally coherent brand externally legible. Posts about beautiful thinking, studio life, creative process, and portfolio context expressed the same philosophy through different content functions. This repetition created consistency without reducing the brand to one promotional slogan. The result supports Ianenko et al. (2020), who position brand identity as a coordinated system of meaning, and extends that argument by showing how a small production house can operationalize identity through an organic professional platform.

The second research question concerned professional visibility. The progression from an inactive page to 3,651 impressions and a relevant 35 follower audience demonstrates meaningful early growth, particularly because the campaign used no paid amplification. The data do not establish long term market dominance or causal sales impact, but they show that a disciplined content system can expand the digital surface through which unfamiliar professional audiences evaluate the firm. This mechanism is strategically important for Creativeunoia because it weakens the previous dependence on referrals and makes future outreach more credible.

The third research question concerned content effectiveness for lead indicators. Process oriented document content produced the deepest interaction, while video supported broader reach. Identity posts helped audiences understand the firm, portfolio posts provided evidence, and thought leadership demonstrated interpretive competence. The strongest strategy therefore did not rely on direct promotion. It combined identity, proof, and insight, then connected those content functions with carefully selected outreach. This finding supports B2B research that prioritizes useful content and relational development over immediate transactional messaging (Holliman & Rowley, 2014; Sundström et al., 2020).

The study also reveals a critical limitation in interpreting platform metrics. Clicks, impressions, reactions, and replies indicate attention and professional interest, but they do not prove revenue conversion. A scheduled visit and project discussion represent stronger behavioral evidence than a reaction, yet even these remain precommercial outcomes. Creativeunoia must continue the relationships, document confirmed briefs, and compare future project revenue with acquisition source before claiming a direct financial return. The six week results should therefore be understood as validation of strategic direction, not as final evidence of business performance.

### CONCLUSION

This study found that Creativeunoia's principal business constraint did not originate from limited creative capability. It originated from the absence of a structured professional communication system capable of translating that capability into market recognition. Internal analysis identified distinctive storytelling, multidisciplinary collaboration, and a coherent artistic philosophy, while external analysis identified favorable conditions for professional digital discovery. The integrated diagnosis therefore justified an organic LinkedIn strategy centered on brand identity, portfolio evidence, and thought leadership.

The six week implementation produced measurable early outcomes. The page generated 3,651 impressions, 1,646 clicks, 65 reactions, 2 reposts, and reached 35 organic followers, with approximately 62 percent of followers working in relevant creative and media sectors. Personalized outreach generated 18 responses from 30 contacts, including five high intent interactions and one scheduled studio visit. Process oriented document posts generated the strongest evaluative engagement, while video supported wider exposure. These results indicate that consistent identity driven content can strengthen professional visibility and create credible early lead signals without paid advertising. Creativeunoia should maintain a publication cadence of two or three posts per week, expand behind the scenes and process analysis, promote revenue generating services more deliberately, and follow up systematically with high intent contacts. The company should also establish a quarterly editorial calendar and record the acquisition

source, project stage, and commercial value of future inquiries. Longer research should observe six to twelve months, involve clients who discover the company outside the founders' personal network, and track whether early interactions become contracted projects. Such evidence would determine whether the professional visibility created in this study develops into sustained commercial performance.

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