

The Pulse Effect

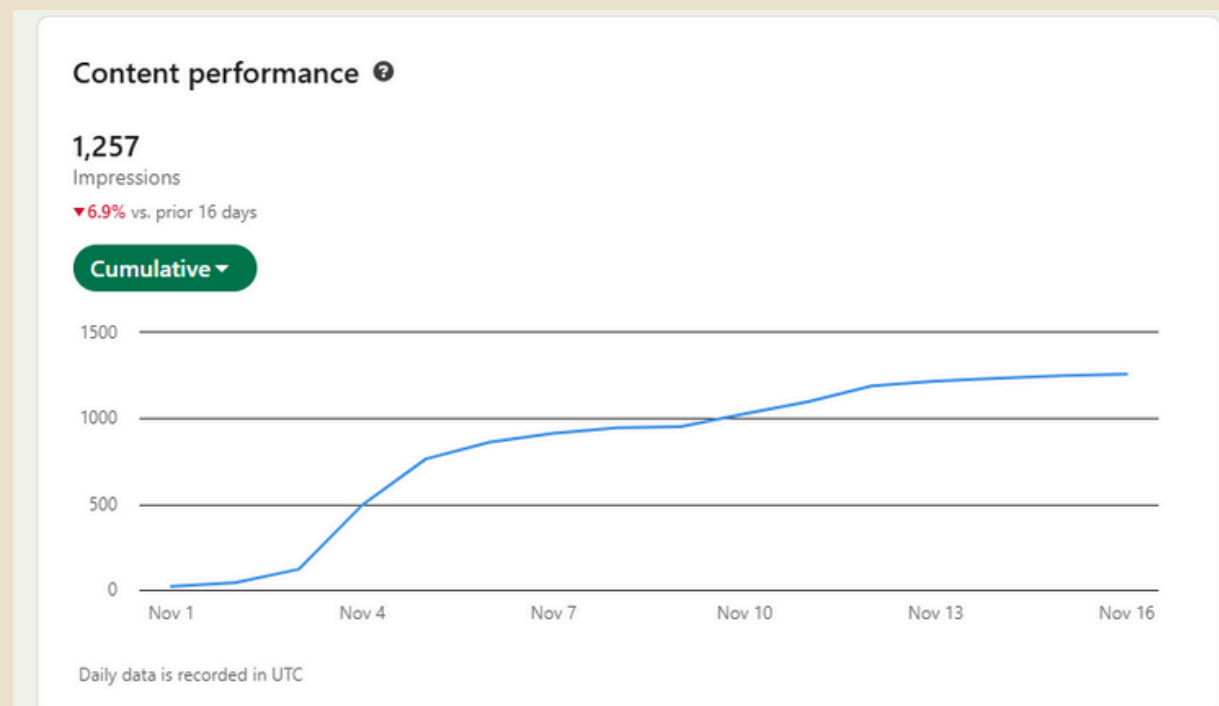
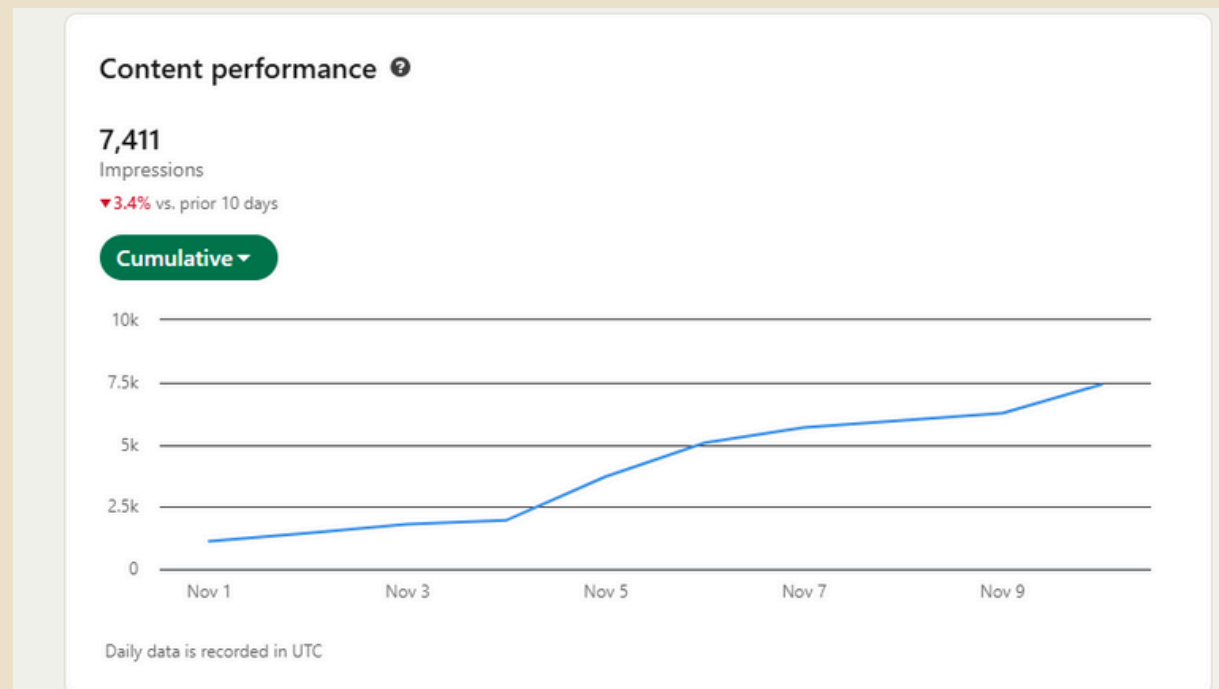
What Happens When Strategy Meets Execution

A case study featuring Reggie & Cole's LinkedIn momentum



The Client

The analytics before working with us



WHO ARE THEY?

Reggie & Cole is a modern recruitment business founded by two ambitious leaders who wanted to build something bigger than “just another agency.”

INITIAL CHALLENGES / FRUSTRATIONS

Before Pulse, they faced the same challenges most founder-led brands hit early:

- A lack of consistent momentum on social media
- A crowded industry where everyone sounds identical
- No time to post regularly while building a business from scratch
- A desire to build real authority and personality
- Content that pushed boundaries and helped to build brand awareness

The Brief



INITIAL SCOPE OF WORK

Pulse was brought in to manage Reggie & Cole's LinkedIn presence across the company page and both founders' personal profiles, delivering consistent weekly thought-leadership content that blended industry insight, personality, and value, without adding pressure to already time-poor founders.

GOALS

The primary objective was to grow Reggie & Cole's visibility on LinkedIn through founder-led content that positioned them as standout voices in the recruitment space.

A key secondary goal was to push their brand beyond the standard recruiter content formula, creating bold, opinion-led posts that would separate them from competitors.

The third goal was to implement a structured monthly planning and reporting process, ensuring content stayed aligned with business priorities while remaining collaborative and sustainable long-term.

TIMEFRAME

We partnered with Reggie & Cole on a rolling monthly retainer, operating within a quarterly strategy model that evolves every three months in line with their financial quarters.



The Strategy

Our approach started by identifying the core issues holding Reggie & Cole back:

More momentum on LinkedIn, stronger personal brands for both founders, and content that pushed beyond the standard recruitment playbook.

Strategic Insight

We built the strategy around founder-led visibility. In recruitment, people buy into people, so the priority was positioning both directors as credible, relatable voices with real opinions, not generic “hiring tips.”

Brand Growth Strategy

To keep content aligned with business direction, we work on a strategy that evolves every three months in line with their financial quarters. This keeps messaging intentional, focused, and relevant as the company grows.

Monthly Planning + Performance Reporting

Each month is supported by a collaborative content plan that we review together, ensuring everyone has input. Alongside this, Reggie & Cole receive monthly analytics reports with a clear narrative and actionable next steps.



The Strategy

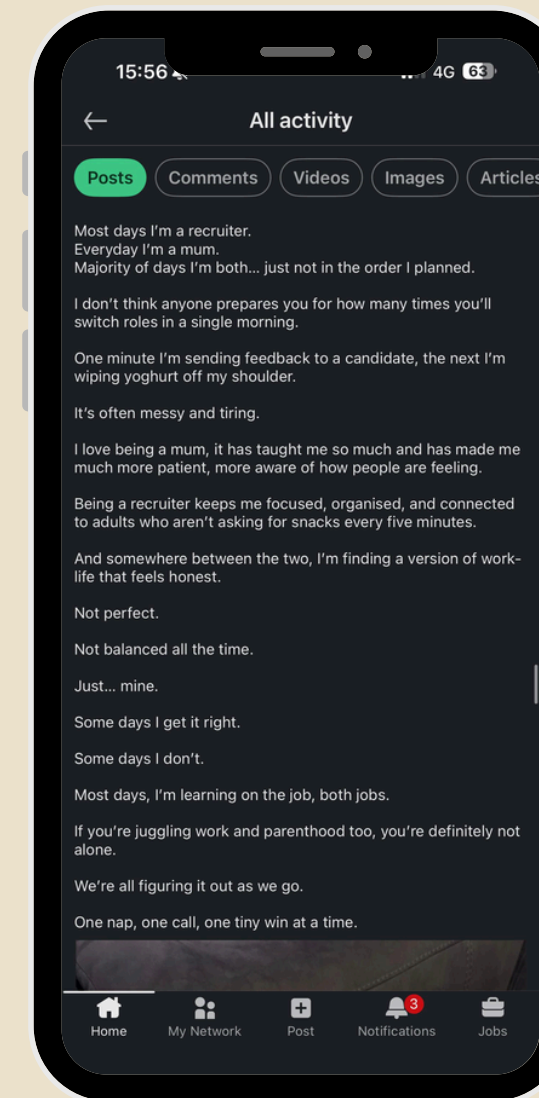
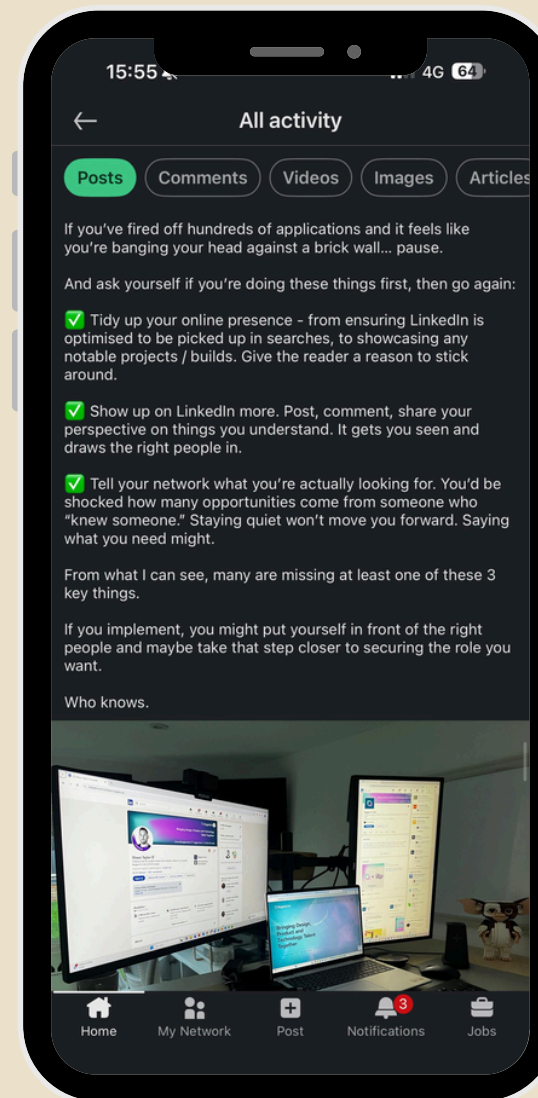
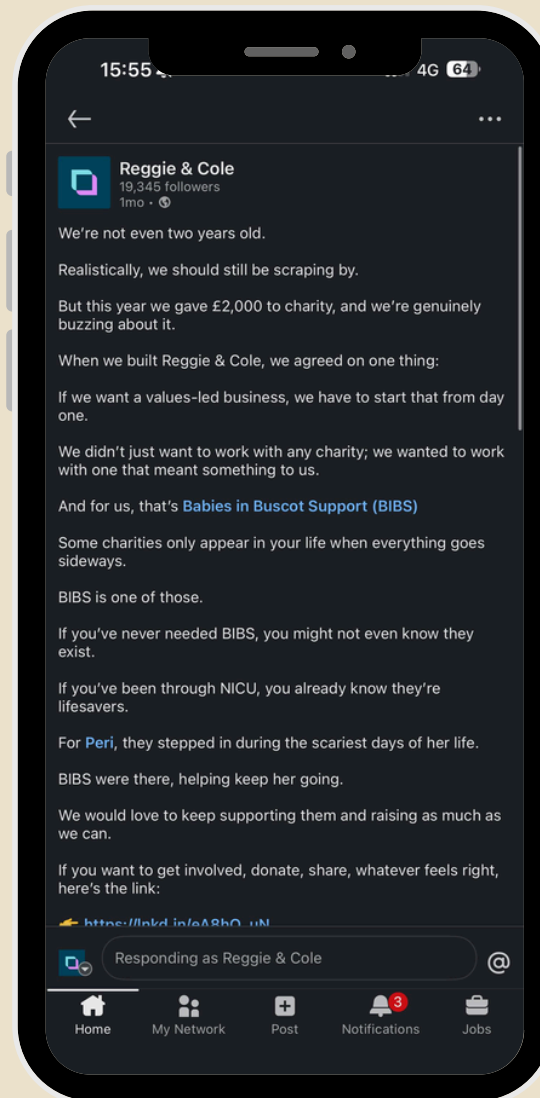
Community & Targeted Engagement

Alongside content creation, Pulse also manages direct engagement for Reggie & Cole using a targeted outreach list provided by the team. This allows consistent interaction with the right people, driving visibility, strengthening relationships, and supporting community growth beyond just posting content.



The Execution

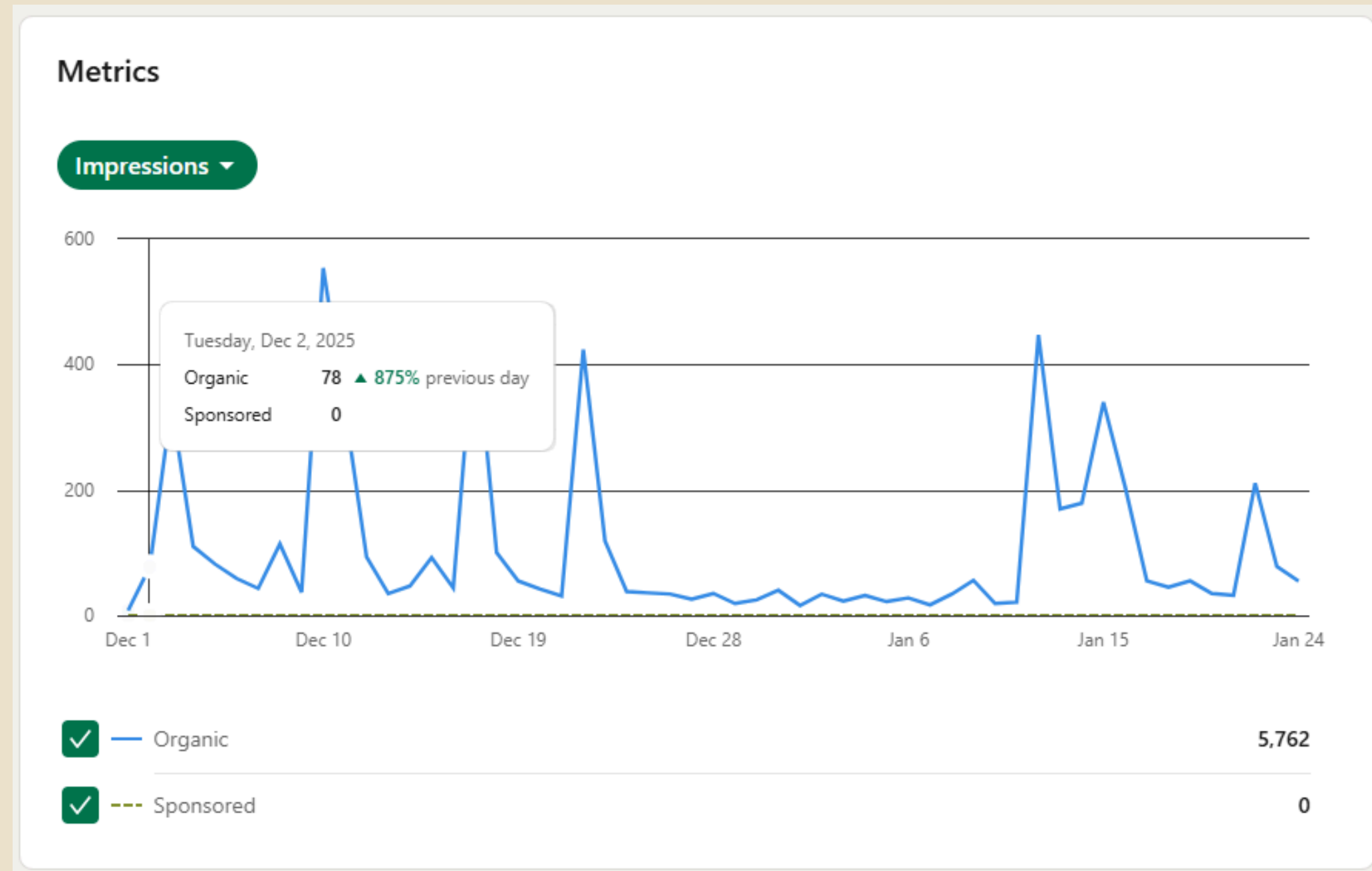
Screenshots of profiles / Example Content from LinkedIn created by Pulse Creative



The Results

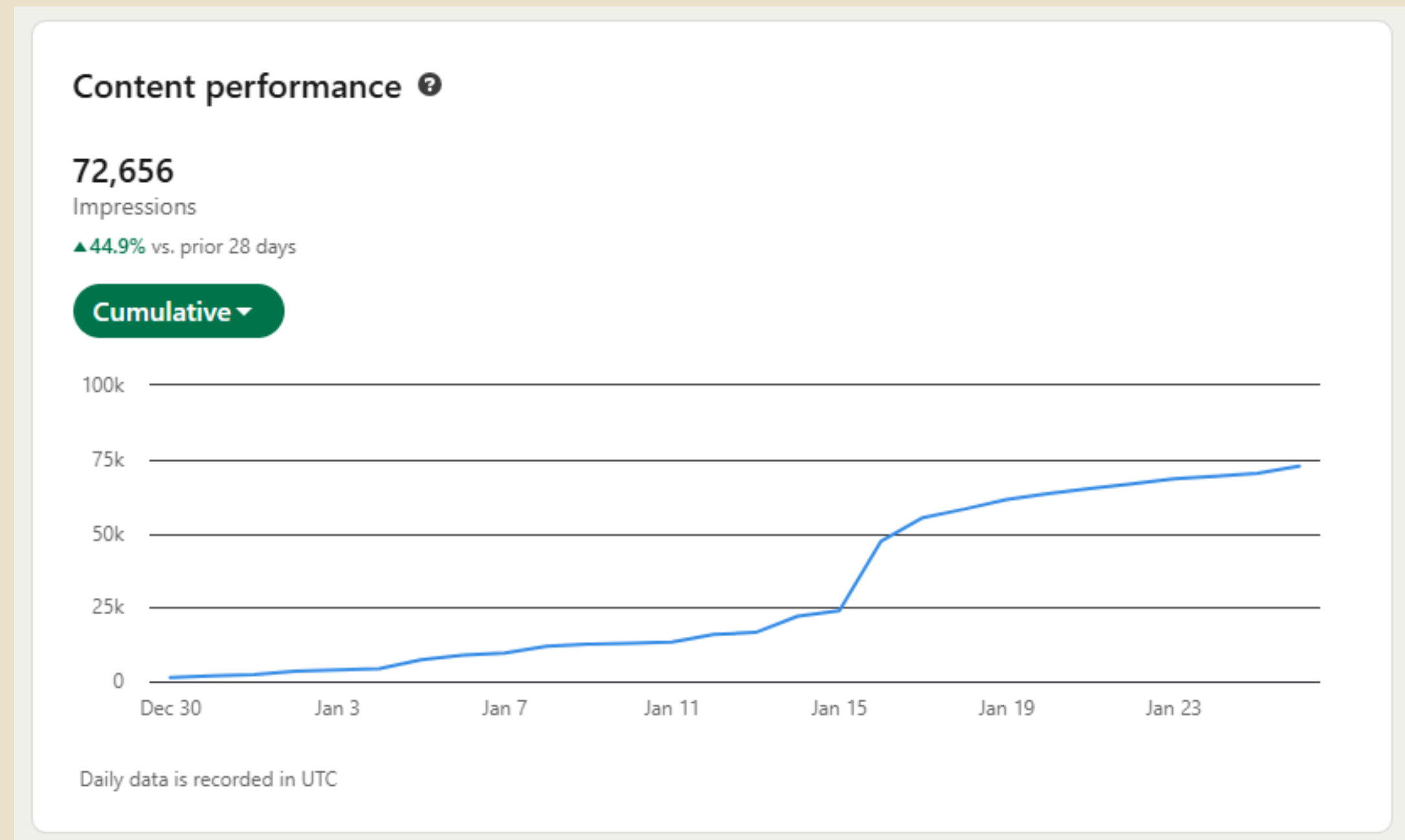
Pulse Creative has worked with Reggie & Cole to build a consistent, founder-led LinkedIn presence designed to drive authority, visibility, and long-term momentum.

These are the results of the company page after just 2 months of working together.



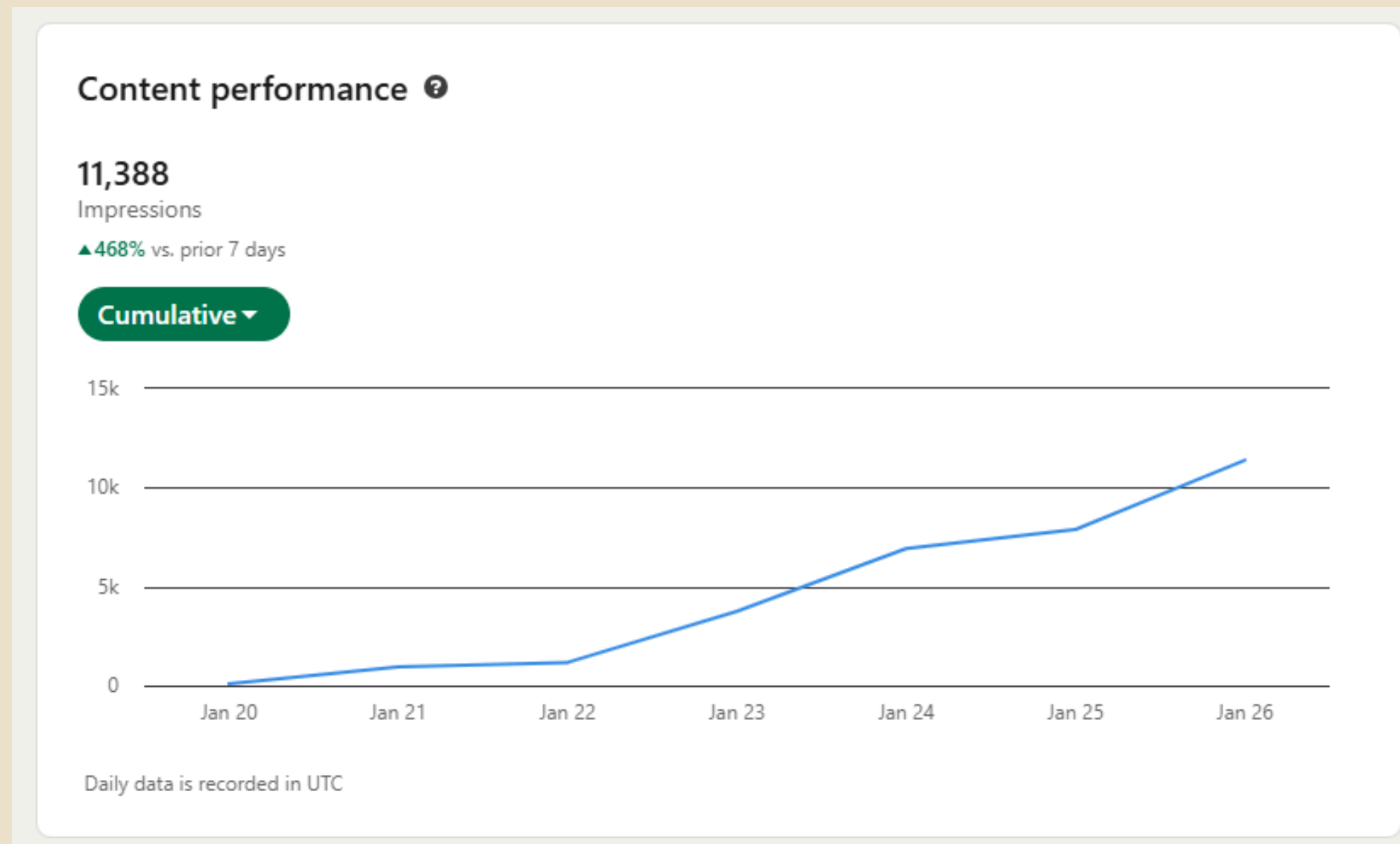
The Results

These are the results of one of the personal branding pages after just *2 months* of working together.



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The Results – What does it mean for their business?

WHAT HAVE WE BUILT OVER TIME:

- A repeatable quarterly system: evolving strategy every 3 months, supported by monthly planning and analytics reporting
- Founder-led thought leadership that balances personality, insight, and value, without demanding time from busy directors
- Consistent engagement and relationship-building through targeted outreach and daily interaction with key industry contacts
- A collaborative content process where founders have input, and alignment every month

REAL-WORLD IMPACT:

Off the back of their very first LinkedIn post, Reggie & Cole regained an old contract they had been trying to win back for a long time.

THE LONG-TERM IMPACT

Pulse has embedded a founder-led marketing system, not just a set of weekly posts.

Reggie & Cole are now building a recognisable, high-authority presence in recruitment, one that compounds visibility, trust, and commercial traction over time.



Why it worked

Reggie & Cole wanted to stand out in a crowded recruitment space.

Pulse built a founder-led strategy that positioned both directors as credible, human voices through consistent thought leadership, personality-driven content, and real value.

Momentum came from structure:

- Monthly planning and collaboration
- Quarterly strategy refreshes
- Analytics with clear next steps
- Targeted engagement with key decision-makers

We pushed boundaries, kept the content bold, and focused on long-term authority over quick wins.

It worked because Reggie & Cole are invested and Pulse delivers strategy with edge.



Ready to breathe the
life into your online
presence?

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