PORTFOLIO EVIDENCE · A COMPANY PAGE BUILT FROM ZERO

Vervo Middle East (LinkedIn)

linkedin.com/company/vervo-middle-east

Freight forwarding and logistics · Dubai

Page created in **2022**, run by me since

Export window **17 Sep 2025 – 16 Sep 2026**

This page did not exist before I opened it. No follower list to inherit, no agency handover, no budget behind it. Four years later it is a working B2B channel where two out of three followers work in transport and logistics, and three out of four sit in the operations, business development and sales roles that actually book freight. LinkedIn only lets you export the trailing 365 days, so everything below is the most recent year of that run, measured on LinkedIn's own numbers.

21,985 IMPRESSIONS IN THE TRAILING 365 DAYS	**1,081** NEW FOLLOWERS IN THE SAME TWELVE MONTHS
5.42% ENGAGEMENT RATE, AGAINST A 5.20% PLATFORM AVERAGE	**0** SPONSORED IMPRESSIONS. NOTHING HERE WAS PAID FOR
127 POSTS PUBLISHED, EVERY ONE CREDITED TO ME IN THE EXPORT	**53 / 53** WEEKS OF THE YEAR WITH AT LEAST ONE POST LIVE
67.6% FOLLOWERS IN TRANSPORT AND LOGISTICS INDUSTRIES	**2.18%** CLICK-THROUGH RATE, ORGANIC, ON 479 CLICKS

Read the window before you read the numbers

LinkedIn caps its analytics export at 365 days. That matters for how you read this sample.

The page is four years old. The data is one year old.

I created the page in 2022 and have run it since. The export window of this sample opens in September 2025, which means the follower base the window starts from, roughly 3,519 people, was built in years the platform will no longer show anyone. The twelve months documented here added **1,081 more on top of that base**, so the trailing year alone grew the page by about a third.

> For context, Socialinsider's 2026 benchmark study puts median annual follower growth for pages in the 1,000 to 5,000 band at **24.5%**, across 16,645 business pages. This page grew **roughly 36%** in the window, with zero spend behind it.

Built from zero, 2022 | 365-day export ceiling | Growth above the size-band median

Every figure in this sample is organic

The export carries separate columns for sponsored impressions, sponsored followers and auto-invited followers. All three total **zero across all 365 days**. No ad budget, no invite campaigns, no boosted posts. The 21,985 impressions were earned by content in a feed that owes a small logistics page nothing.

> That is the part worth holding onto. Paid reach is a procurement decision. This was a publishing decision, repeated 127 times.

The twelve months, as LinkedIn reports them

17 SEP 2025 – 16 SEP 2026

Nothing below is modeled, blended or estimated. These are sums of LinkedIn's own daily columns, which is why the engagement rate can be compared to a published benchmark without an argument about definitions.

METRIC	WHAT IT MEANS HERE	365 DAYS
Impressions	All organic. The sponsored column is zero for every day in the window.	21,985
Unique reach	Distinct people reached, so the average follower saw about 2.7 posts.	8,158
Engagements	Clicks, reactions and comments combined, LinkedIn's own engagement	1,192

METRIC	WHAT IT MEANS HERE	365 DAYS
	definition.	
Clicks	Clicks on the post, its link or the page. This is the number that turns into an inbox.	479
Reactions	Distribution fuel: the signal that decides whether a post travels past the follower list.	710
Engagement rate	Engagements divided by impressions, the impression-based formula Socialinsider benchmarks against.	5.42%
Click-through rate	479 clicks on 21,985 impressions, with no paid distribution behind them.	2.18%
Posts published	Roughly 2.4 a week. Median gap between posts, two days. Longest gap all year, eight.	127

5.42% against a 5.20% average

Socialinsider's 2026 LinkedIn benchmark, built on **1.3 million posts from 16,645 business pages**, puts the platform average engagement rate at 5.20% and calls 5.2% to 7% "above average." Their formula is the same one used above: reactions, comments, shares and clicks over impressions.

> So this is not a page beating a benchmark on a technicality. It is a 4,600-follower logistics page, in a category nobody calls exciting, sitting above the average for all of LinkedIn on the platform's own arithmetic.

A 2.18% click rate, unpaid

For comparison, the current benchmark for LinkedIn **paid** single-image sponsored content sits at about **0.56%**. This page clicked at roughly four times that rate with no media spend at all.

> Different mechanisms, so treat it as a sense of scale rather than a like-for-like contest. The point stands either way: the clicks were written for, not bought.

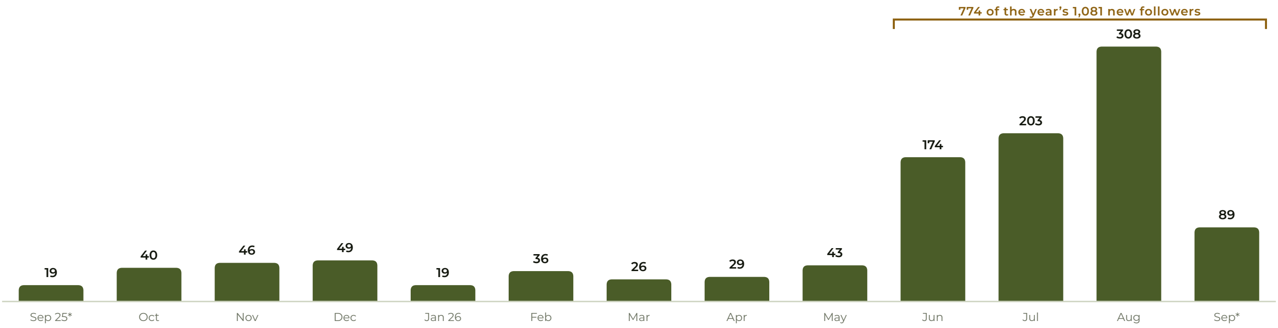
The curve is steepening, not flattening

NEW FOLLOWERS PER MONTH, ORGANIC

Most pages that are four years old are coasting. This one had its best four months at the end of the window, which is the opposite shape and the more useful one to show a client.

NEW FOLLOWERS PER MONTH

Organic only. Sponsored and auto-invited followers are zero for every day in the window.



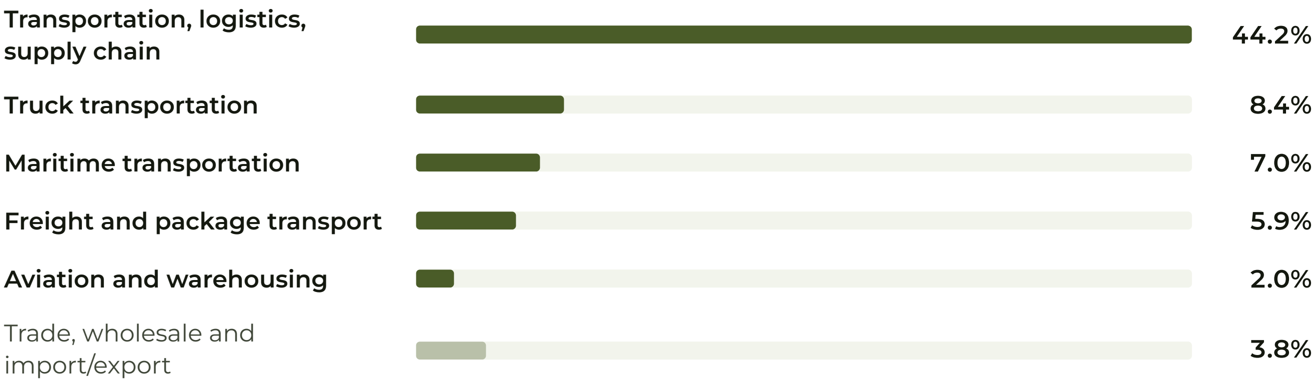
What the shape says. The first eight months of the window run between 19 and 49 new followers a month, which is a healthy trickle for a page this size. June 2026 onward it changes gear: 174, then 203, then 308 in August, the strongest month in the window and **16 times the 19 the window opened with**. Both September columns are partial, since the export runs 17 September to 16 September. Across the year, **266 of 365 days added at least one follower**, which is the quieter proof: the page compounds on days nothing is published.

The audience is the actual deliverable

FOLLOWER DEMOGRAPHICS, FULL PAGE HISTORY

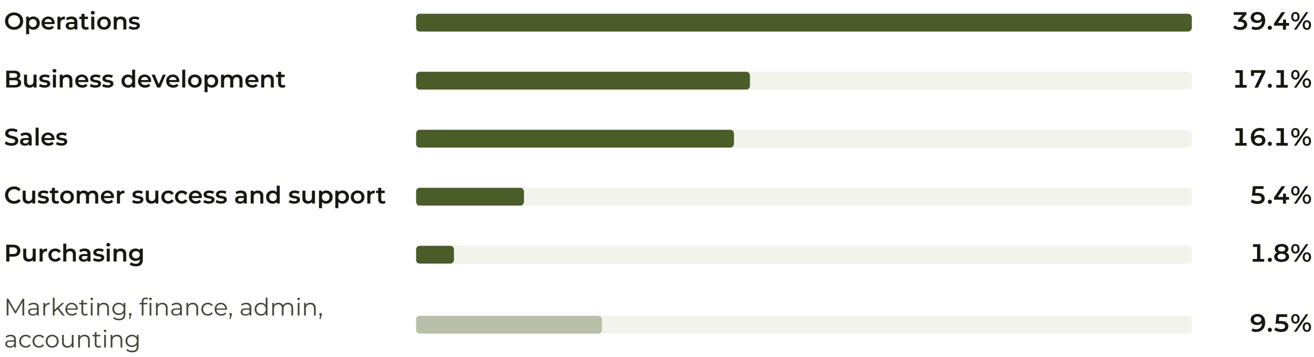
Follower count is the vanity number. Follower composition is the asset, and it is the one thing on a company page you cannot fake with a giveaway or a follow-for-follow push. A freight forwarder in Dubai does not need 4,600 people. It needs the right 4,600, and the demographic sheets in this export say who they turned out to be.

WHERE THEY WORK



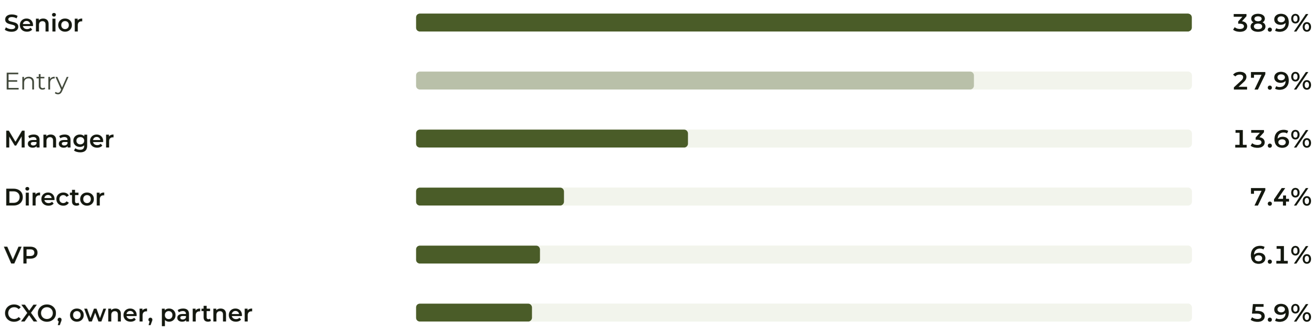
67.6% of followers sit in core transport and logistics industries, 2,905 of the 4,298 who have an industry on file. Add the trade and wholesale importers underneath and it reaches **71.4%**. This is not a general business audience that happens to contain a few shippers.

WHAT THEY DO ALL DAY



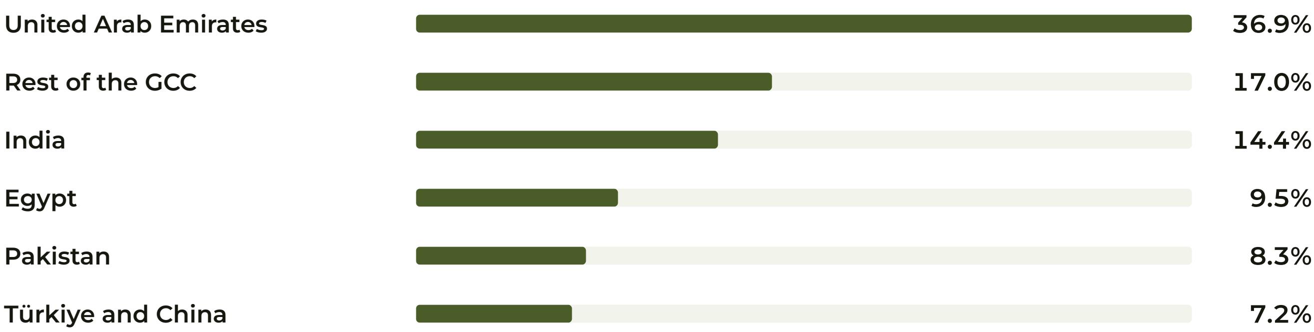
72.6% of followers work in operations, business development or sales. Add purchasing and customer support, the two functions that raise a shipping request and chase it, and the figure reaches **79.8%**. Four in five followers hold a job where freight is a line in their week.

HOW SENIOR THEY ARE



One in three followers is a manager or above (33.1%), and **19.5% are director level or higher**, which works out to 795 people who can approve a forwarder without asking anyone. The entry-tier share is not dead weight either: in freight, the coordinator who files the paperwork is usually the one who recommends who files it next time.

WHERE THEY ARE



Dubai alone accounts for **371 followers, 28.6% of the top 100 locations**, and the UAE as a whole for 478. Then look at what follows: India, Egypt, Pakistan, Türkiye, China. **Those are not random countries. They are the origin side of the lanes Vervo sells**, which is exactly who you want reading a post about clearing cargo into Jebel Ali.

> One more cut that matters commercially: **48.8% of followers work at companies of 2 to 200 people**, the importer that has real freight to move and no in-house logistics department, while **32% sit at companies of 1,000 or more**. That split is the ideal one for a mid-market forwarder: a wide base of SMEs who need the whole service, plus a tail of enterprise accounts worth pursuing.

What the year taught me about what to post

127 POSTS, TAGGED BY THEME, IMPRESSION-WEIGHTED

A year of posts on one page is a free experiment, as long as somebody reads the results afterward. Tagged by theme and weighted by impressions, the pattern is clear enough to plan the next year from.

THEME	POSTS & IMPRESSIONS	ENGAGEMENT RATE
Heavy lift and oversized cargo	8 posts · 773 impressions	15.27%
Vehicle and machinery shipping	18 posts · 1,590 impressions	9.18%
Cost, rates and landed cost	61 posts · 8,814 impressions	7.52%
Trade lanes and country guides	28 posts · 4,405 impressions	6.61%
Cold chain and perishables	14 posts · 2,119 impressions	6.51%
Customs, clearance, documentation	94 posts · 12,795 impressions	6.26%
Warehousing and bonded storage	36 posts · 5,235 impressions	6.23%
Air freight and express	16 posts · 2,648 impressions	5.48%
Market and regulation news	5 posts · 1,869 impressions	3.75%

Posts usually carry more than one theme, so the counts overlap by design and do not sum to 127. Rates are impression-weighted, not averages of percentages, so a single tiny post cannot distort a row.

1 The narrower the cargo, the higher the engagement

THE COUNTER-INTUITIVE ONE

Heavy lift is the smallest theme on the page, eight posts, and it engages at **15.27%**, roughly two and a half times the page average. Vehicle shipping does 9.18%. The broad customs-and-clearance theme, which carries the most posts and the most reach, sits at 6.26%.

> The reading is not "post less about customs." It is that **specificity is what earns a reaction**. A person who ships transformers or excavators almost never sees content written for them, so when it appears they respond. A person who ships general cargo has read a hundred customs posts.

2 Reach and engagement are different jobs and need different posts

PORTFOLIO SHAPE

The three widest-reach posts of the year, a read on Gulf regional tensions (1,502 impressions), a post about running deliveries through bad weather (1,319), and an analysis of Saudi Arabia's new northbound freight corridor (704), delivered **16% of the year's total impressions from 3 of 127 posts**. Their engagement rates are modest, between 1.5% and 4%.

> So the page runs two kinds of content on purpose. News and commentary buy reach beyond the follower list, which is how the follower list grows. Specific cargo and cost posts convert the people that reach brought in. **Judging either one by the other's metric is how good content gets killed.**

3 The operations post that traveled and converted

THE BEST POST OF THE YEAR

The bad-weather delivery post is the exception that proves where this category is soft. It reached 1,319 people and took **40 clicks**, the second-highest click count of the year, because it showed the work on a day the work was hard instead of describing a capability in the abstract.

> Logistics marketing is full of stock photos of ports at sunset. Almost none of it shows a real shipment on a bad day. That gap is the cheapest content opportunity in the industry and it costs nothing but the willingness to look unpolished.

The clicks were designed, not hoped for

479 CLICKS, 365 DAYS, NO PAID DISTRIBUTION

A logistics post has one job at the end: get the reader to describe their cargo to somebody. 103 of the 127 posts close with a specific request rather than a general invitation, and the export shows exactly what that choice is worth.

POST GROUP	SCALE	CLICK RATE
Posts closing with a specific request	103 posts · 13,853 impressions · 398 clicks	2.87%
Posts with no direct ask	24 posts · 7,172 impressions · 70 clicks	0.98%

> Same page, same audience, same year: asking for the shipment details **multiplied the click rate by 2.9**. And the individual peaks are higher than any paid campaign I have seen in this category:

39.0%

CLICK-THROUGH RATE

A heavy-lift quote request: 67 clicks from 172 impressions

The single best-converting post of the year, and the highest click count on the page, from an audience of 172 people. It names the cargo type, states what the reader needs to send, and stops. No hook, no story, no thought leadership.

> The three next-best follow the same construction: refrigerated cargo at **25.8%** (31 clicks), car shipping at **17.8%** (26 clicks), the China lane at **13.9%** (17 clicks). Four posts, 141 clicks, roughly **29% of the year's total clicks from 4 of 127 posts**.

Cargo named, not implied

One action, one address

Written for the person already looking

Where the click lands is my work too

THE PART MOST SOCIAL CASE STUDIES LEAVE OUT

A click is only worth something if the page behind it holds up. On this account the post and the landing page are the same job done by the same person, which is the whole reason the funnel closes instead of leaking.

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CONVERGING SIGNALS

The topics that convert on LinkedIn are the same ones ranking in Google

The three highest click-through posts of the year were heavy lift, refrigerated cargo and car shipping. Independently of that, three of the Vervo pages I wrote and built reached page one of UAE Google: **/services/heavy-lift-cargo**, **/industry/frozen-and-chilled-cargo** and **/services/car-shipping**.

> Three for three. The same three services that earn a click in a feed are the ones earning a click in search results, and both ends of that were built here. **That is not a coincidence to celebrate, it is a signal to plan from**: demand concentrates, and once you can see where, you point the calendar and the site architecture at the same place.

Social demand and search demand cross-checked

Same three services, two channels

The link posts point at guides I wrote, on pages I built

Six posts in the window were article shares rather than native posts: the China to UAE guide, EU to UAE, Italy to UAE, Poland to UAE, the perishables import rules and the UAE clearance explainer. Together they took **30 clicks on 1,070 impressions, a 2.80% click rate**, which is above the page's own average and far above what a bare link post normally does.

> The reason is not the caption. It is that the destination is a page built to receive that visitor: the guide is long, the internal links carry on to the relevant service page, and it loads properly on the phone the reader is holding. I wrote those guides and I maintain the WordPress front end they sit in, so there is no handoff where the intent gets dropped. Sample No.5 in this portfolio documents that side of the account in full.

Guide written in-house | Front end built and maintained | Internal linking carries the visit onward

The page itself is a credibility check, and it gets used as one

Separately from post impressions, the company page drew **972 views from 455 unique visitors** in the window. Who they were matters more than how many: **57.8% came from transport and logistics industries**, 24.8% of located views came from Dubai, and **24.4% were director level or above**. Sales, business development and operations together account for 71.6% of views with a job function on file.

> That is the profile of someone verifying a forwarder before replying to them, not of casual browsing. There were also **98 views on the Jobs tab**, which means the page is doing recruitment work nobody asked it to do. And views split almost evenly between desktop and mobile, **521 to 451**, which is exactly why the layout on the other end of every link has to be built mobile-first rather than adapted later.

Buyers checking, not browsing | 46% of views on mobile

What I actually did on this account

SCOPE, STATED PLAINLY

→ I **created the company page in 2022 and have run it since**. No inherited audience, no agency before me, no paid promotion at any point in the exported year.

Zero to roughly 4,600 followers

→ I **wrote and published all 127 posts** in the window. The export credits every one of them to my name, which is a rare thing to be able to prove on a company page.

53 of 53 weeks covered, median gap two days

→ I **built the topic system the calendar runs on**: customs and clearance, cost and landed cost, lanes and country guides, cold chain, heavy lift, vehicles, warehousing, air and express, plus market commentary for reach.

Nine themes, measured and re-weighted by result

→ I **wrote the calls to action that produced 479 clicks**, and the difference is measurable: 2.87% on posts that ask for the shipment detail against 0.98% on posts that do not.

Peak post: 39% click-through rate

→ I **publish in Arabic and English** on this page, including the national-occasion and video posts, so the account speaks to both sides of a Gulf trade lane without a translator in the loop.

Same voice, both languages

→ I **own the landing pages the posts point at**: the blog guides, the service pages and the WordPress front end they sit in, kept technically clean, mobile-first and internally linked so a click has somewhere to go next.

Cross-check against Sample No.5

METHOD & SCOPE

Sources. Three native LinkedIn analytics exports for the Vervo Middle East page, pulled on 17 September 2026: content metrics with the per-post sheet, follower metrics with demographics, and visitor metrics. Window: 17 September 2025 to 16 September 2026, which is LinkedIn's maximum export range. Every figure in this sample is a sum, share or weighted rate taken directly from those files. Nothing is estimated, modeled or rounded up.

Definitions. Engagement rate is engagements divided by impressions, the same impression-based formula Socialinsider uses for its benchmark, so the 5.42% and 5.20% figures are comparable. Click-through rate is clicks divided by impressions. Demographic shares are calculated against the followers who have that field on file, which LinkedIn caps at the top 100 values for location and industry, so those shares describe the listed followers rather than the entire base.

On the follower total. The export contains no single total-followers cell. The largest complete demographic breakdown sums to 4,298 followers, so the page stands at or slightly above that, and the "roughly 4,600" used here is the conservative reading of it. The 1,081 new followers in the window are counted directly from the daily follower sheet.

Benchmarks. The 5.20% platform average engagement rate and the 24.5% annual follower growth figure for pages in the 1,000 to 5,000 band come from Socialinsider's LinkedIn benchmark study of 1.3 million posts across 16,645 business pages. The 0.56% paid click-through comparison is the published benchmark for LinkedIn single-image sponsored content. They are cited as context for scale, not as a claim about like-for-like conditions.

What is checkable today. The page, its post history and the guides and service pages the posts link to. The search and content side of this account, including the ranking pages referenced above, is documented in Sample No.5 of this portfolio.

WORK WITH ME

Want a channel you own, instead of one you rent?

Paid social stops the day the invoice does. An organic page compounds: this one still adds followers on days nothing is published, and its best four months were the four most recent ones, in year four. That only happens if somebody publishes on the quiet weeks, reads the export afterward, and changes the plan when the numbers say to.

If you sell something technical into the Gulf, I will do the same thing here that I did there. **Give me one page and ninety days.** I will build the topic system, write and publish it, and at the end show you which themes earned their place on your page, using your own export rather than my adjectives.

And when the click lands, it lands on a page I can build and fix myself, which is usually the difference between a channel that produces inquiries and one that produces impressions.

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