Case study

LinkedIn cost per lead fell 47% in 30 days

Open Influence

October 14, 2026

Open Influence is an influencer-marketing agency. Growth Friday connected SEO, digital PR and LinkedIn Ads to improve search discovery and paid lead efficiency in a 30-day period [S1].

-47% LinkedIn cost per lead

Reported reduction over 30 days while the article says lead quality was maintained; spend and baseline not stated [S1].

Page 1 search rankings

Reported for selected influencer-marketing terms within 30 days [S1].

Search-feature placements

Evergreen content reported in Featured Snippets and AI Overviews; counts and observation dates not supplied [S1].

The challenge

The company had strong industry recognition but weak Page 1 visibility for important non-branded searches and needed more efficient paid prospecting [S1].

The connected strategy

Growth Friday improved selected search pages, earned relevant links and tested LinkedIn campaigns aimed at enterprise buyers [S1].

- Optimized underperforming influencer-marketing pages and earned creator-economy links.
- Published thought leadership and secured relevant media placements.
- Tested LinkedIn creative and vertical-specific offers.

The results

The page gives examples including “best influencer marketing agency” and “fashion influencer marketing.” It describes a 25% search improvement inconsistently as Top 10 positions and national visibility, so that percentage is omitted pending a clearer definition [S1].

See the full story

Read Growth Friday's published case study: https://www.growthfriday.com/showcase/open-influence

Source and measurement

[S1] Growth Friday, 'How Open Influence claimed Page 1 rankings and cut LinkedIn Ad costs by 47%.' Accessed October 14, 2026. Results are reported in the published case study. Underlying analytics and exact measurement dates were not provided there unless specifically stated. PDF prepared October 14, 2026.