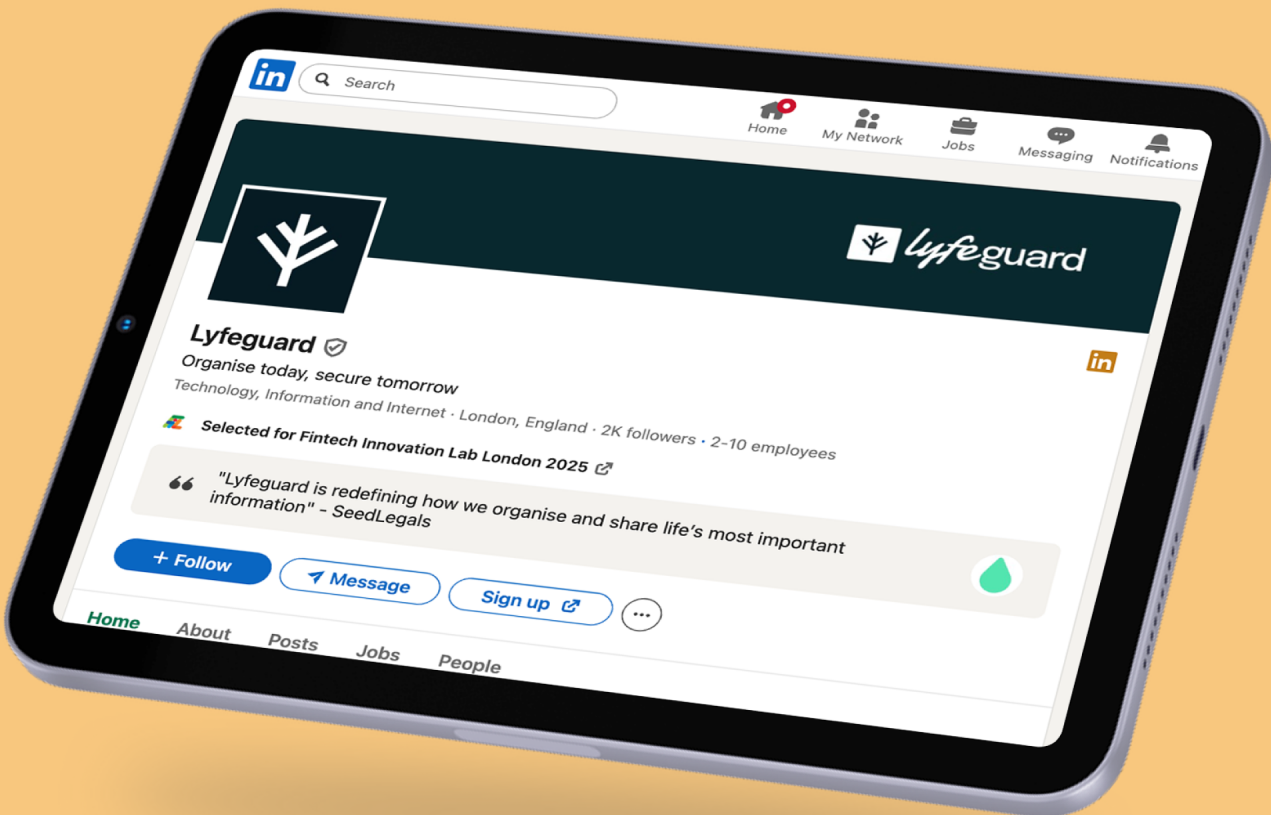


How Lyfeguard reaches the right audience efficiently and effectively



Sustained
follower growth



Better
audience insights



Increased
trust & credibility



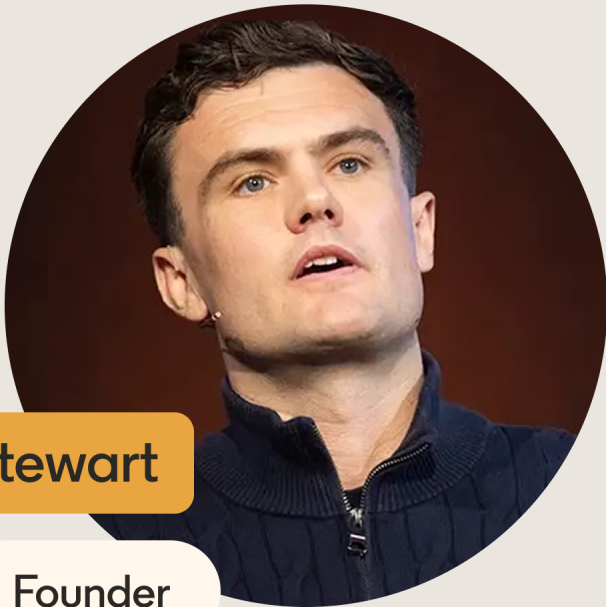
Lyfeguard is transforming how people organize and share the personal financial information that matters most. Their mission is to become the essential platform for financial planning conversations. But, like most early-stage companies, they’re pursuing big ambitions with lean resources.

Founded: **2021**
Team size: **10 employees**
Headquarters: **United Kingdom**
Industry: **Financial Technology**

“

Our LinkedIn Premium Company Page is central to scaling our presence on LinkedIn. As a fast-growing fintech, tools that connect us with the right professionals make a real difference.

”



Fraser Stewart

Founder

The Challenge

When building something new in fintech, getting noticed is only half the battle, people also have to trust you. Financial advisers and wealth managers are busy, and they're careful about trying new tools. With a small team and no time for one-by-one outreach, Lyfeguard needed a way to grow not just a bigger audience, but the right one.

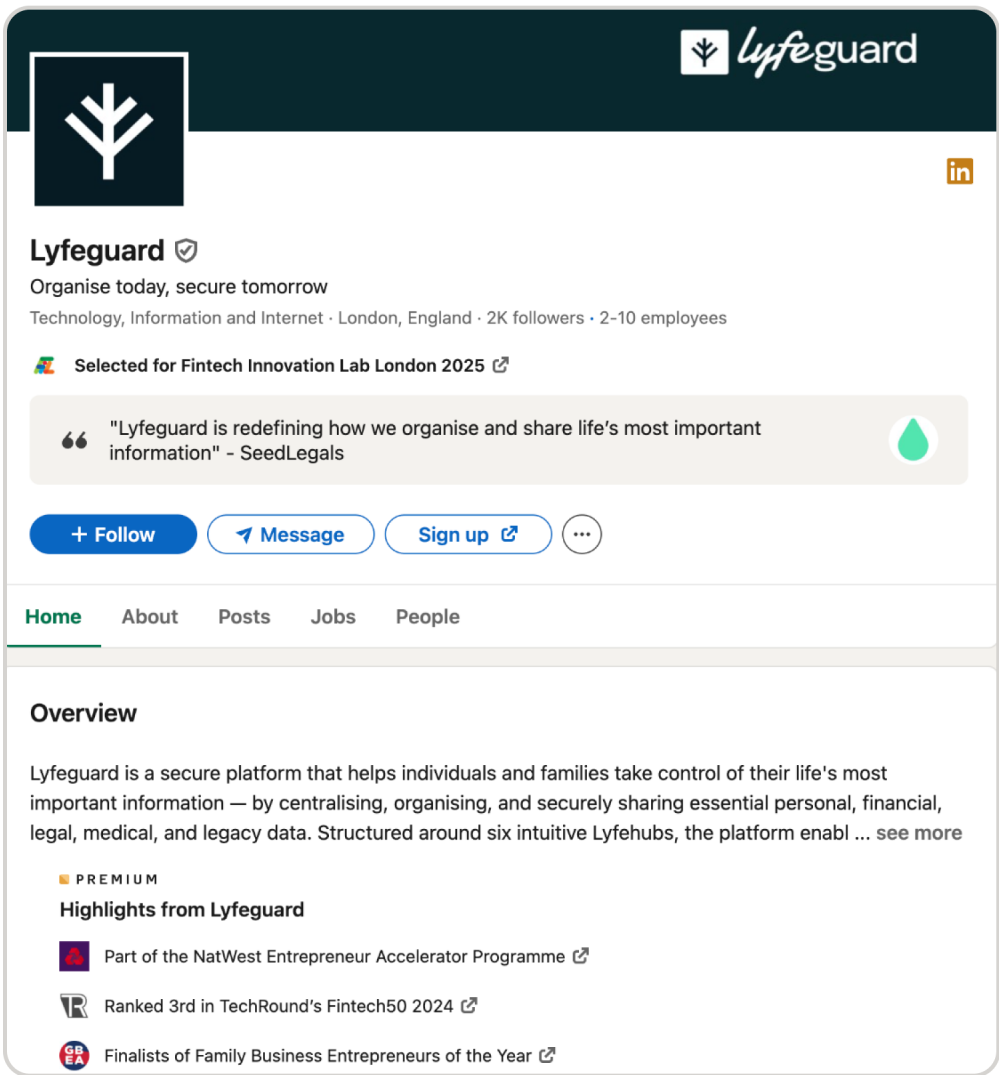
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Premium Company Page works efficiently, without constant hands-on effort.

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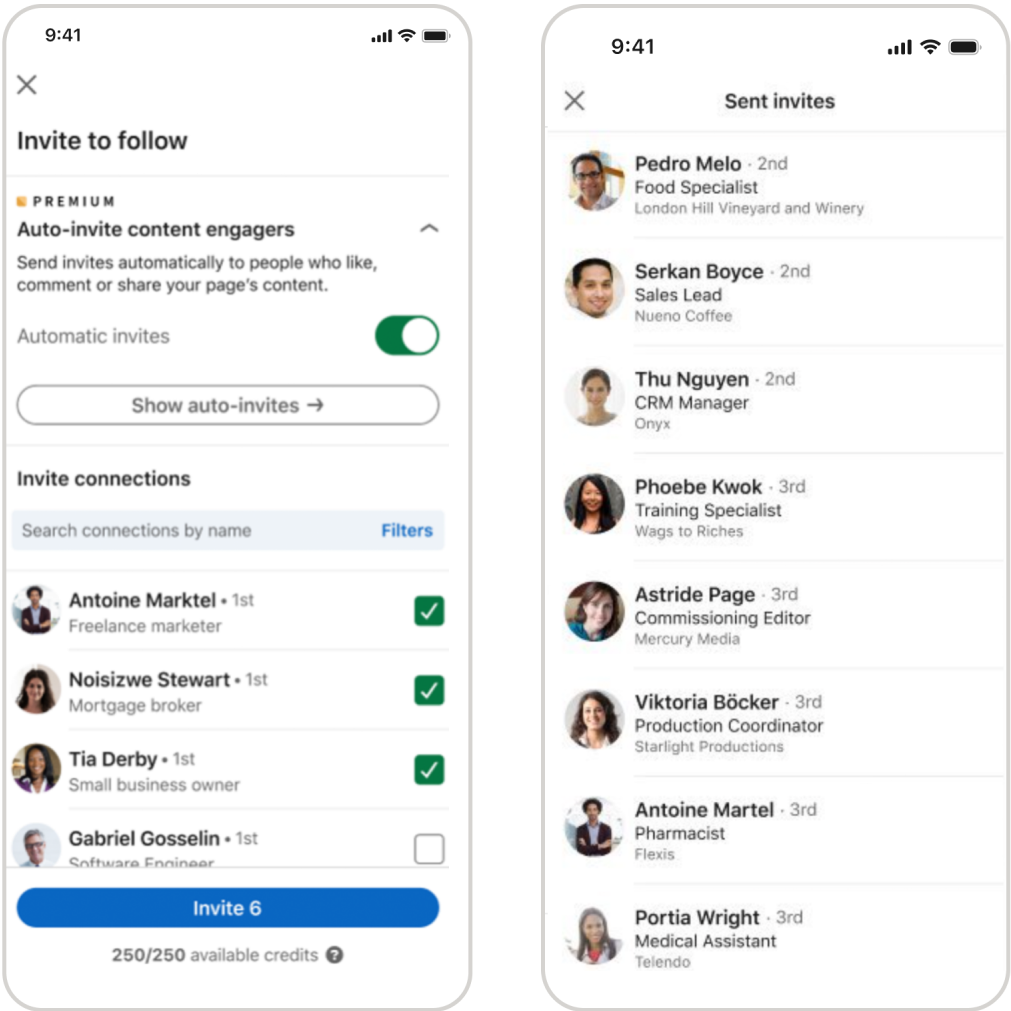
The Solution

Lyfeguard uses **Premium Company Page** to scale what they were already doing, building genuine connections with the right professionals.



Grow the right followers, automatically

Rather than inviting connections one by one, the Auto-Invite feature **automatically reaches the people already engaging with Lyfeguard's content**. Lyfeguard also uses Premium to invite followers of similar Pages, **finding new prospects worth connecting with**. Together, they grow the right audience in the background, with no extra work.



“ Premium Company Page has given us **greater control, credibility, and reach** across our target audiences... it’s helped bridge the gap between our limited bandwidth and our ambitions. ”

The Results

↑

Sustained
follower growth

Sustained follower growth: Since turning on Auto-Invite, Lyfeguard keeps turning engaged prospects into new followers, growing the right audience steadily, with no extra work for the team.

↑

Better
audience insights

Better audience insights: Premium Company Page analytics show who's engaging with Lyfeguard's content and what's landing, so the team can fine-tune their message for the people they most want to reach.

↑

Increased
trust & credibility

Increased trust and credibility: Testimonials and Premium highlights help Lyfeguard make a strong first impression and feel established, exactly what matters for a financial product that clients need to trust.

Set your business apart and find new clients on LinkedIn.

Explore Premium Company Page →