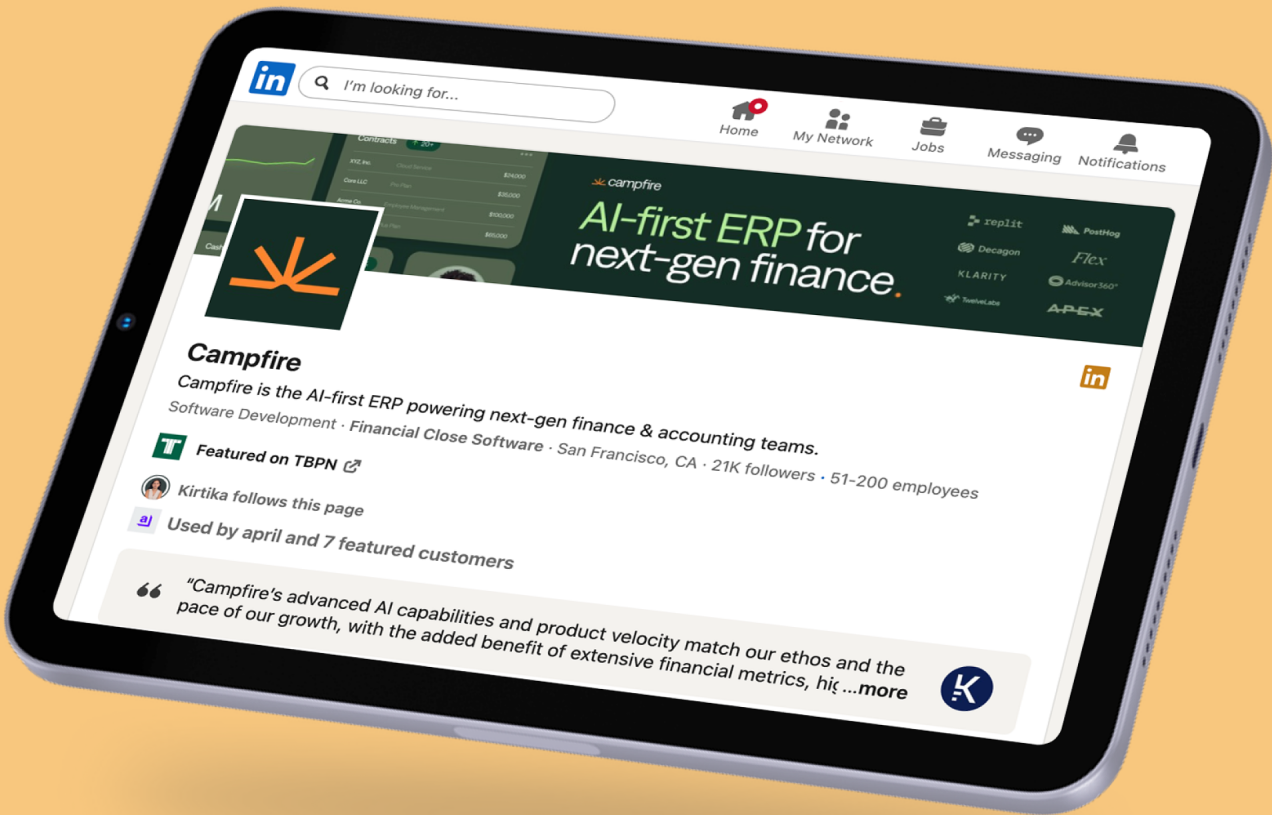


How Campfire reaches and engages the right leads



↑

+44%

unique Page visitors

↑

+600

high-intent prospect followers



Campfire is an AI-native Enterprise Resource Planning system helping mid-sized companies build custom accounting workflows. They're bringing new innovation to an industry that has remained largely stagnant for years, with the goal of building brand awareness and standing out against legacy competitors.

Founded: 2023

Team size: 110+ employees

Headquarters: San Francisco, CA

Industry: Finance & Accounting

“

Premium Company Page allows us to show social proof from a quick glance which immediately puts us ahead.

”



The Challenge

Disrupting an established industry is no easy task. Campfire’s lean marketing team is competing with much larger players while operating under tight time constraints. They needed a way to build awareness among potential clients and make a compelling case for change in a traditionally slow-moving market.

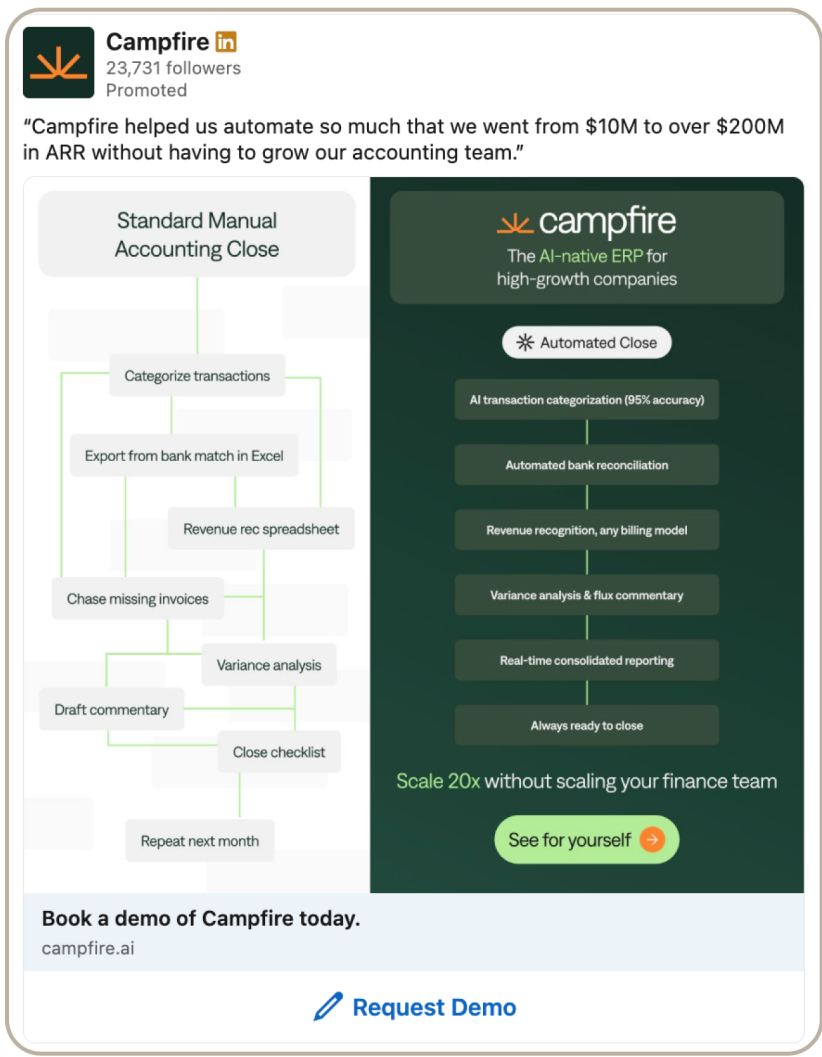
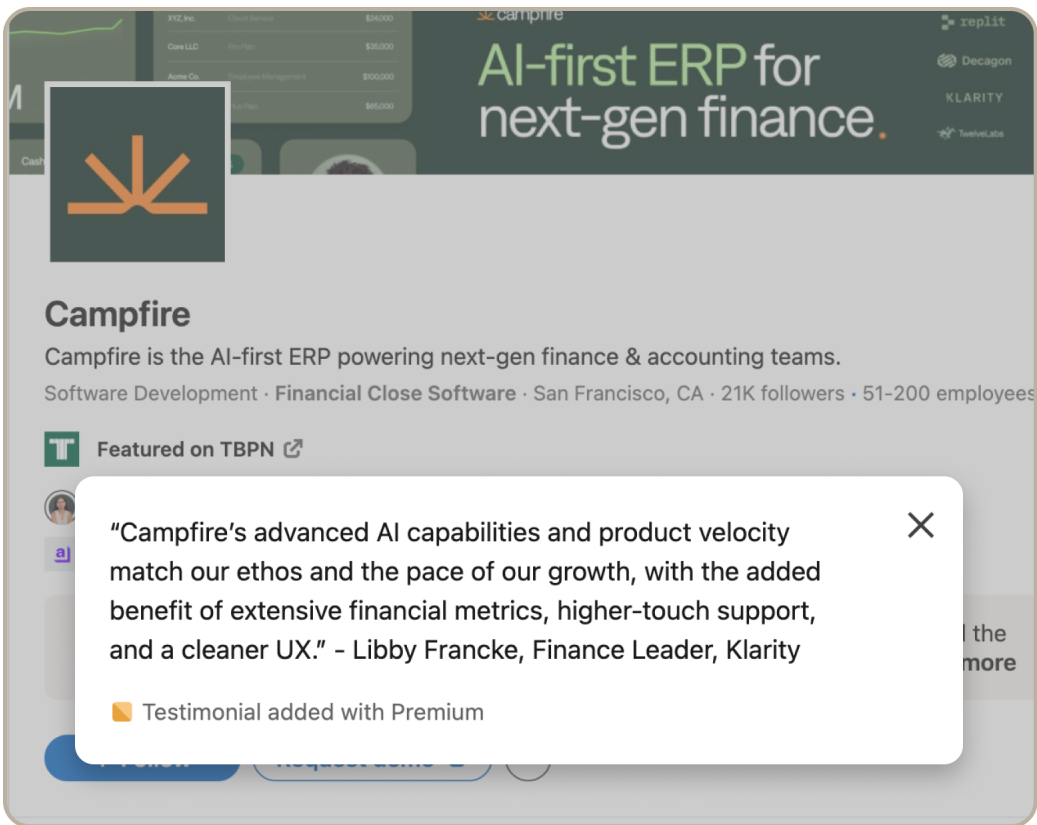
“

Visibility is incredibly important in an industry long dominated by legacy competitors. Establishing brand awareness with our Premium Company Page has allowed us to quickly move up market.

”

The Solution

Campfire used **Premium Company Page** to strengthen their presence and **LinkedIn Ads** to extend their reach to high-value prospects.



Testimonials build credibility

Adding **customer quotes, references, and case studies** provides clear, scannable social proof — helping Campfire **stand out and build trust** with prospects weighing them against larger, more established ERP players.

Page highlights reinforce authority

Displaying achievements and recent highlights on their Page supports Campfire’s broader PR efforts, **highlighting relationships with respected media outlets and industry players.**

Ads drive targeted growth

LinkedIn Ads enable **precise targeting of Campfire's ideal customers.** With a range of ad formats, the team can tell their story across multiple formats, while using performance analytics to refine and optimize campaigns.

“ **Our Premium Company Page is at the core of how we present our business.** Paired with LinkedIn Ads, it gives us flexible ways to reach and engage different audiences, which has been hugely beneficial. ”

The Results

↑ +44%
increase in
unique Page visitors

↑ +600
high-intent
prospect followers

Discovered by the right audience: More people are discovering Campfire across LinkedIn and landing on their Page, where their proof points and credibility engage the right people.

Higher-quality follower growth: Campfire isn't just growing its audience, it's attracting the right people — high-intent followers who match their target audience

Growth in qualified leads: Premium Company Page and LinkedIn Ads work together to reach and engage more accounting and finance professionals, turning that growing audience into qualified leads.

Set your business apart and find new clients on LinkedIn.

Explore Premium Company Page →

Learn more about [LinkedIn Ads](#)

*Customer received compensation for participating in this interview. All opinions are their own.