



HOW WE BUILT 3 BRANDS

from Scratch—One Post at a Time

A Case Study in LinkedIn Storytelling That Turned
Heads and Opened Doors

Presented by Tuesdays Corp

THE BACKSTORY:

When the Bector Group approached us, they weren't after likes.

They were after **visibility, voice, and validation**—in a cluttered B2B world that often forgets to sound human.



The diagram consists of three red circles arranged in a triangle, each with a white border. The top circle contains three small white circles stacked vertically. The bottom-left circle contains a white icon of a person with three stars above their head. The bottom-right circle contains a white icon of a hand pointing up with three small circles around it. These three circles are connected by a thick black circular band that forms a triangle in the center.

Three
verticals.

Three brand
personalities.

Zero digital
footprint.

Challenge accepted.

WHAT WE DID

.....

We didn't just create posts.

We engineered a narrative ecosystem—built with hooks, insights, and a bit of Tuesday creative punch.



Strategy
tailored to
each brand



Behind-the-scenes
factory pride



Story-first
machine videos

Real people.
Real voices.
Real good content.

Forget **"corporate content"**,
this was **industrial storytelling** that
delivered brand value.

THE NUMBERS They Tell a Story!



72

1

**Total
Posts**

936

2

**Followers
(Apr '25)**

14%

3

**Avg. Engagement
Rate**

938.5%

4

**Total
Engagement**

The Mic-Drop Moments

- **Butter Chiplet Pick-and-Place:** **41 likes | 1546 impressions**
Watch it
- **Chemical Industry Automation:** **54.79% engagement** (Yes, you read that right.)
- **Year-End Video:** Most reposted content – **4 reposts.**

THE NUMBERS



Bectochem
Consultants & Engineers Pvt. Ltd.

33

526

14.7%

485.64%

1

2

3

4

Total
Posts

Followers
(Apr '25)

Avg. Engagement
Rate

Total
Engagement

The Mic-Drop Moments

- Installation Win: **1836 impressions | 45 likes**
- CPHI & PMEC Event Post: **72% engagement rate**
- Leads from LinkedIn: **33** (No forms. Just pure story-selling.)

THE NUMBERS



70

749

16.5%

1156.92%

1

2

3

4

**Total
Posts**

**Followers
(Apr '25)**

**Avg. Engagement
Rate**

**Total
Engagement**

The Mic-Drop Moments

- Comic-Style Case Study Post: **19.5% ER | 72 clicks | 414 impressions**
- Pharma Pro & Pack Expo: **697 clicks | 86% engagement**
- VHP Trial Video: **1240 views | 2224 impressions**

From zero to **"who's managing their LinkedIn?"** in just 12 months.

WHAT PEOPLE WERE SAYING (YES, THEY TALKED BACK)

.....

01



**"This is how you
show engineering
value."**

02



**"Never thought
pharma automation
could feel this cool."**

03



**"These guys know
how to make
machines talk."**

(add image of comments)

WHAT ACTUALLY WORKED (AND WHY IT MATTERS)

05

And most importantly... **no fluff. No borrowed voices.**
Just brand DNA, uncensored.

Content so human, even
algorithms were
impressed

04

Complex tech → Simple,
relatable metaphors

03

Event moments that
brought team pride into
the spotlight

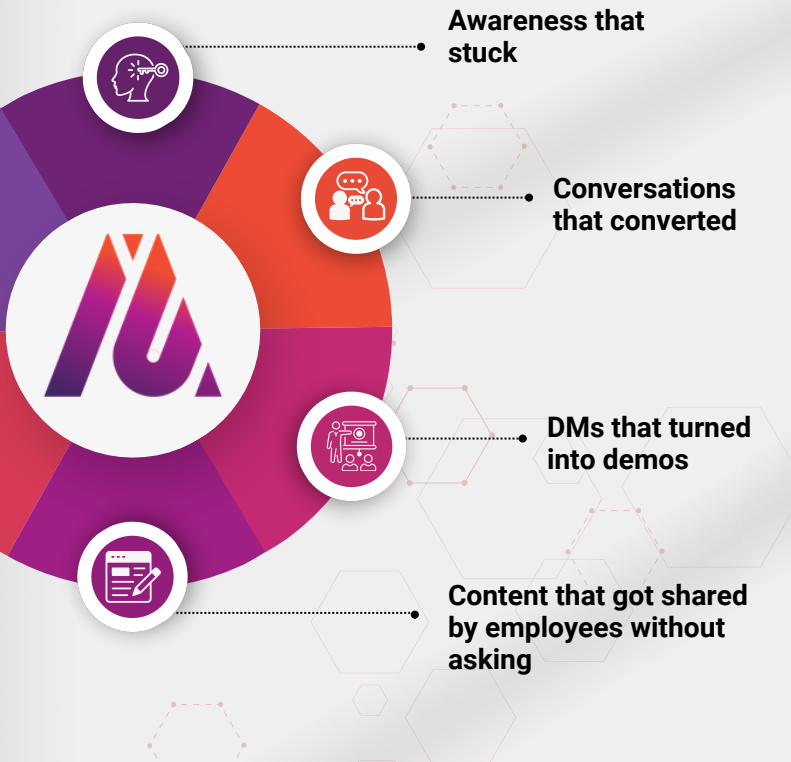
02

01

Platform-native video that
looked unpolished, but hit
like a freight train

HERE'S WHAT WE REALLY BUILT:

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WHO THIS IS FOR:

.....



**Marketing heads tired of
siloed posting with zero ROI**



**Founders who want brand
equity and business leads**

**B2B teams ready to ditch
boring for brave**



**Anyone still thinking "LinkedIn
doesn't work for us"**



Ready to Build a Brand That Machines and Humans Both Love?

We're **Tuesdays Corp.**

We don't make noise. We engineer
narratives that work.

Start your LinkedIn story →
Because if you're not talking, someone
else is talking for you.



www.tuesdayscorp.com



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