CASE STUDY

06 MAY TO 02 AUGUST 2026



TURNLEFT × Lume Solutions Unlimited

Amplifying Thought Leadership across Africa.

Lume Solutions launched a LinkedIn Thought Leader Ads campaign featuring Stanley Kamanguya.

This campaign aimed to grow brand awareness, expand professional reach, and strengthen engagement with business and technology leaders across Africa.

The campaign turned expert-led content into measurable reach, engagement, and opportunity by amplifying Stanley's professional insights across relevant senior audiences.

The Challenge.

Reaching senior decision-makers without becoming more noise in the feed.

Lume Solutions needed to build visibility among senior decision-makers and technology professionals across Africa.

The challenge was to cut through crowded LinkedIn feeds with content that could attract attention, remain relevant across diverse markets, and drive meaningful engagement and audience growth from a modest media budget.

Paid LinkedIn Campaign

88 day campaign

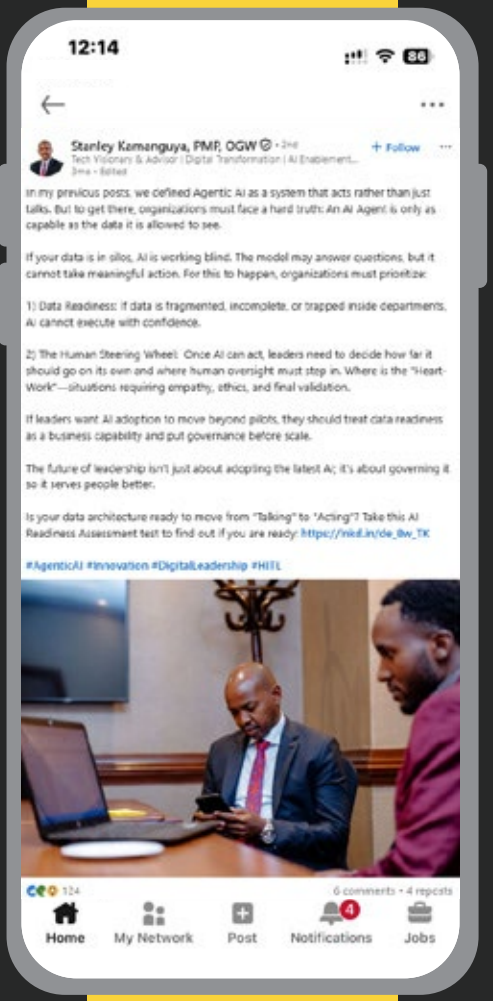
8 African markets

The Audience.

More than 2 million LinkedIn members across eight African markets.

- **Location:**
  Kenya, Ethiopia, Zambia, Rwanda, South Africa, Botswana, Sierra Leone, Uganda
- **Seniority:**
  CXOs, Directors, and Managers
- **Functions:**
  Information Technology and Administrative
- **Company size:**
  51 to 10,000+ employees

The targeting focused on professionals responsible for technology, operations, strategy, and organisational transformation across key African markets.



The Solution.

Put the expert voice ahead of the brand message.

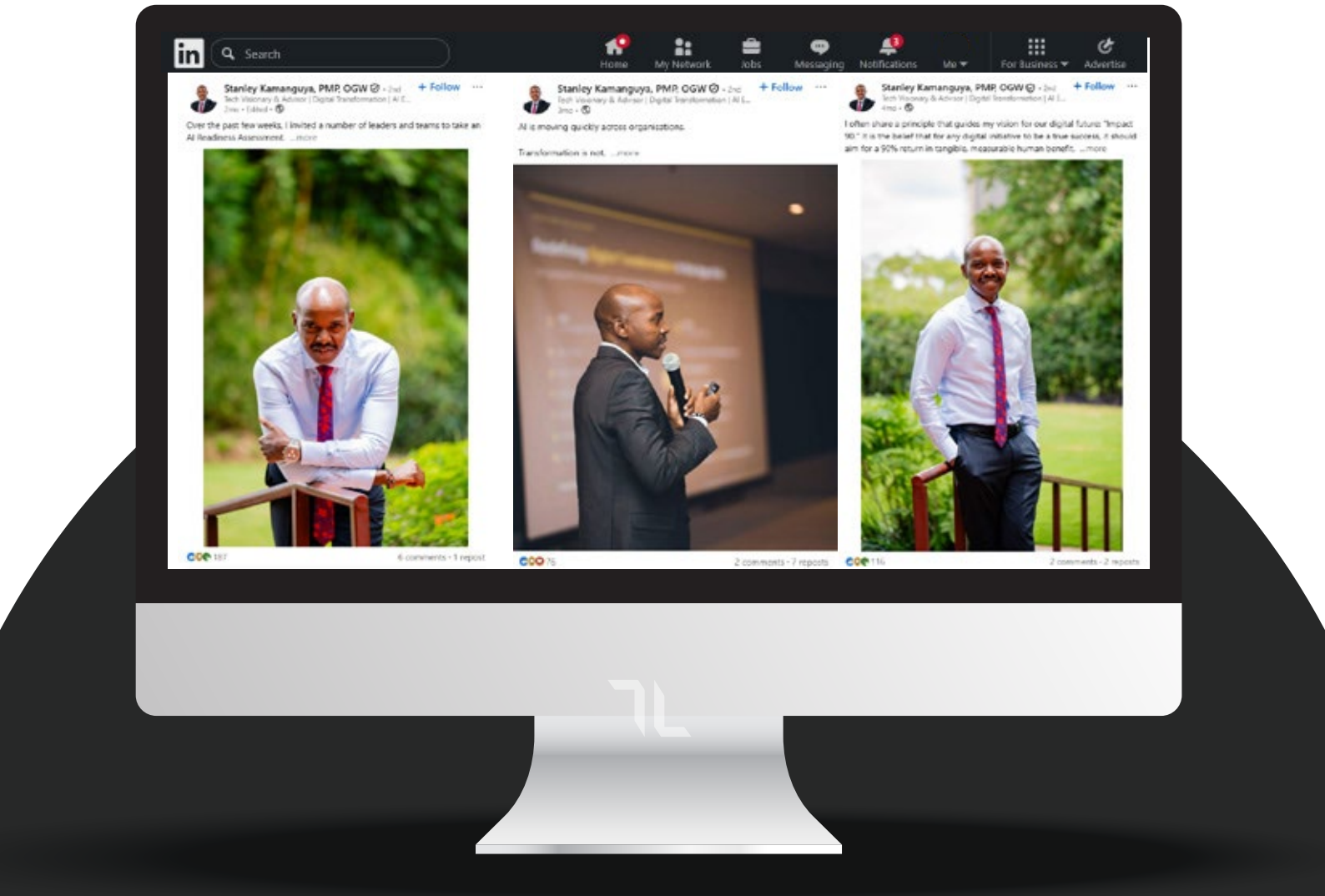
Lume Solutions used LinkedIn Thought Leader Ads to amplify Stanley Kamanguya's professional content and industry insights rather than relying on conventional brand-led messaging.

His commentary addressed real-world leadership and transformation challenges facing organisations across Africa and the Global South, giving relevant professionals a reason to engage directly with the content.

Automated bidding was used throughout the campaign to optimise reach and engagement efficiency.

Authentic perspectives on:

- Leadership
- Governance
- Digital transformation
- Institutional development



The Results | Performance well above LinkedIn benchmarks

7.07% Click Through Rate.

Nearly twelve times the Africa benchmark of 0.59%

7.37% Engagement Rate.

More than four times the Best-in-Class benchmark of 1.82%

386 813 Impressions	**28 514** Total Engagements
119 185 Reach	**779** Reactions
27 353 Member clicks	**408** New followers

3.25 AVERAGE FREQUENCY

Client Feedback & Impact | The campaign created opportunities beyond LinkedIn.

Offline opportunities reported following the content amplification included:



University of KwaZulu-Natal



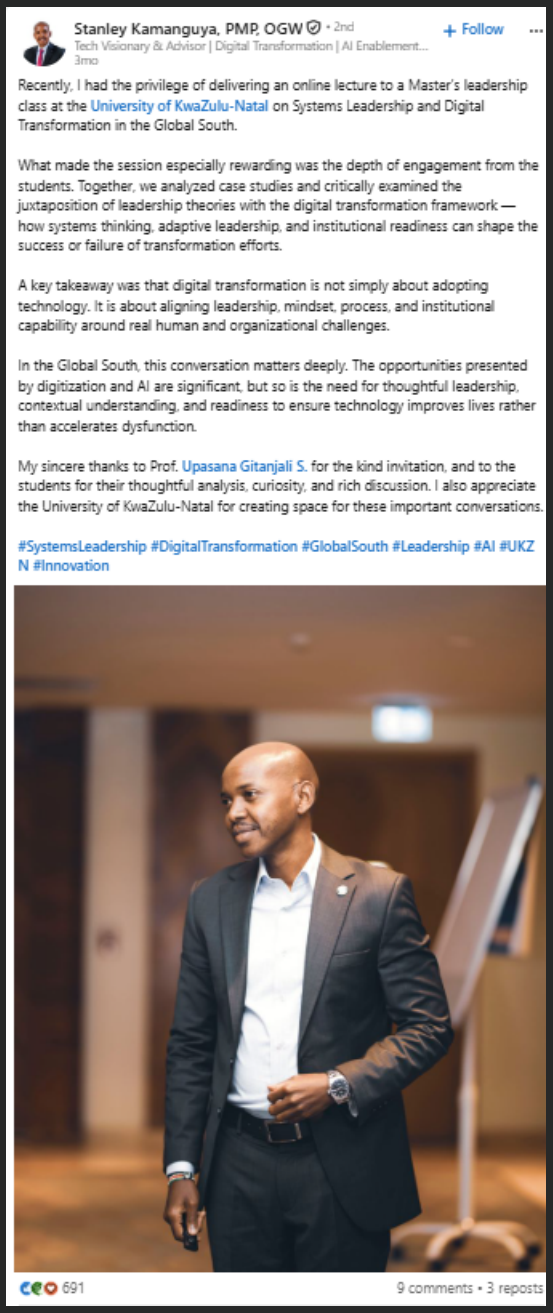
NexPulse, Nexford University's global leadership webinar series



Professionals working in AI governance reached out for guidance and potential collaboration

Top-Performing Creatives

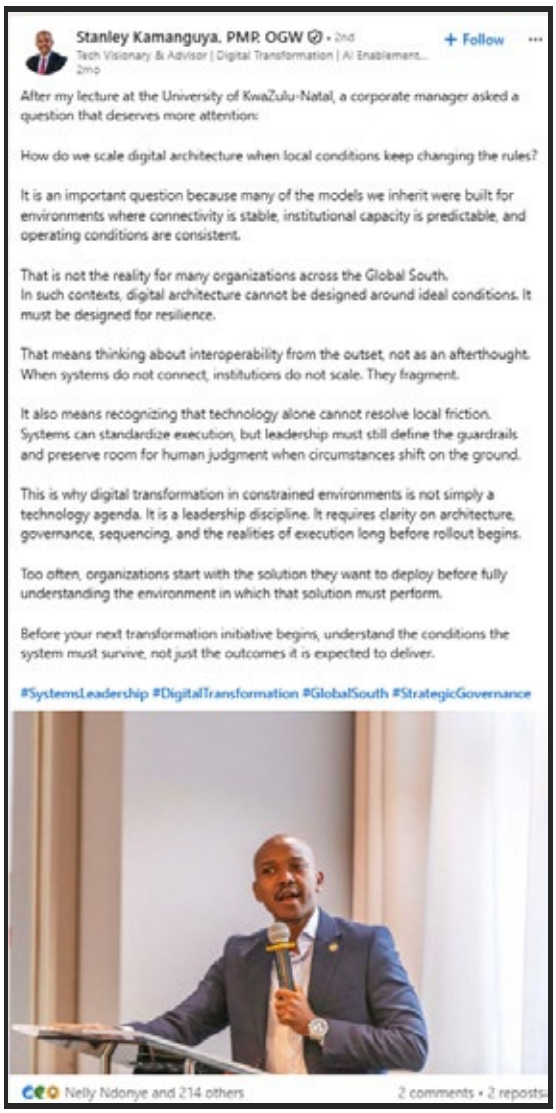
Digital transformation and institutional leadership



Why it resonated:

The content connected digital transformation to the practical realities organisations face when systems, operating environments, and institutional capacity do not behave as expected.

Leadership in the Global South



Why it resonated:

The content explored leadership, institutional readiness, and digital transformation through the realities of the Global South, making the subject relevant to professionals navigating complex organisational change.

The Insights.



Expert-led content gave people a reason to engage.

A 7.37% engagement rate suggests the content did more than generate passive visibility. It prompted audiences to interact.



Paid reach helped build a longer-term audience.

The campaign generated 408 new followers, extending the potential value of the activity beyond the paid campaign period.



Precision mattered.

Targeting senior business and technology audiences helped place leadership and transformation content in front of professionals most relevant to the subject matter.



Reach remained controlled.

A frequency of 3.25 across a reach of 119 185 maintained repeated visibility without relying on excessive exposure.

IN SUMMARY

The Lume Solutions and Stanley Kamanguya campaign showed how credible expert-led content, supported by targeted paid amplification, can turn professional visibility into measurable engagement and audience growth.

Across 88 days, the campaign reached 119 185 professionals, generated a 7.07% Click Through Rate and 7.37% Engagement Rate, added 408 new followers, and was followed by reported opportunities beyond LinkedIn.

The result was more than reach. It strengthened Stanley Kamanguya's professional presence and created a stronger foundation for continued thought leadership across African business and technology audiences.