



HOW LISA FAIN HAS BUILT HER THOUGHT LEADERSHIP AND BUSINESS THROUGH SOCIAL MEDIA



THE CLIENT: LISA FAIN

Lisa Fain, CEO of Center for Mentoring Excellence | Expert in Mentoring and Diversity and Inclusion | Author

Lisa Fain is Center for Mentoring Excellence's CEO and an expert in the intersection of cultural competency and mentoring. Her passion for diversity and inclusion work fuels her strong conviction that leveraging differences creates a better workplace and drives better business results.

She is the co-author of *Bridging Differences for Better Mentoring*, and *The Mentor's Guide, 3rd Edition*. Both are co-authored with Center for Mentoring Excellence's Founder, Dr. Lois J. Zachary.

Lisa engaged Weaving Influence in 2018 in preparation for the launch of her first book, *Bridging Differences for Better Mentoring* and to partner on strategy development. We've supported the launches of both of her books through ongoing public relations and marketing support that generated interest in and sales of her books while building opportunities for her business. She has also worked with Weaving Influence consistently since the start of our partnership in building her online presence.



**PUBLIC RELATIONS
SOCIAL MEDIA
CONTENT MARKETING**



NUMBER OF BOOKS: **2**



YEARS WORKING WITH
WEAVING INFLUENCE: **5**



In the last five years, I've released two books, both of which Weaving Influence has helped with. I attribute most of my recent business growth to my marketing efforts. Before finding and engaging Weaving Influence for my social media I appeared online in fits and starts. I struggled with consistency, and the quality of my posts was much lower. Now, it's a totally different picture. Showing up consistently, with quality, and in my own voice, has been a game-changer!"

THE RESULTS



13%
INCREASE IN LISA'S
LINKEDIN FOLLOWERS
OVER A 12-MONTH PERIOD



8.5%
INCREASE IN LISA'S
INSTAGRAM FOLLOWERS
OVER A 12-MONTH PERIOD



1,389.7%
INCREASE IN IMPRESSIONS
FOR LISA'S LINKEDIN
CONTENT OVER A
12-MONTH PERIOD



1,725.9%
INCREASE IN ENGAGEMENT
FOR LISA'S LINKEDIN CONTENT
OVER A 12-MONTH PERIOD

Lisa Fain (she/her) ✓ (She/Her) · 2nd
Mentoring Expert, Professional Keynote Speaker, Author and Coach. Helping organizations create more inclusive workplaces through mentoring.

Center for Mentoring Excellence
Northwestern University School of Law

Top Mentoring Voice

Greater Seattle Area · [Contact info](#)



**LINKEDIN TOP
VOICES IN
MENTORING
BADGE
ACHIEVEMENT**

HOW WE CREATED REACH

Working together, we built reach for Lisa through the four commitments:



VALUE



CONSISTENCY



LONGEVITY



GENEROSITY

REACH = EXPANDING AUDIENCE + LASTING IMPACT

Be consistent in generously sharing value with others.

- Lisa uses her years of experience and deep expertise to share valuable insights and guidance with her audiences. She has a commitment to being a resource for those looking for direction on improving their mentoring and its outcomes.
- For Lisa, we pull clips from her speaking events, conversations with other thought leaders, YouTube videos containing mentoring tips and insights, and even Zoom recordings. We look for any opportunity to share her message in a powerful way that resonates with her audience.



- Through our partnership, we coach Lisa on the benefit of using the native tools within the social channels to show up with resources on a larger scale and expand her potential audiences. This includes Lisa contributing to collaborative articles on LinkedIn to share her expertise in a larger scale forum.
- We encouraged Lisa and Center for Mentoring Excellence to explore expanding the thought leadership beyond just Lisa. We developed an employee advocacy program to help teach all Center for Mentoring Excellence team members how to valuably contribute online and share their specific wisdom.
- To add value from Lisa's books, we regularly share content from *Bridging Differences for Better Mentoring* and *The Mentor's Guide*, including quote graphics and carousels, to share impactful information and ask questions that her audience will engage with.

- Lisa has partnered with us for five years to build and sustain a strong and impactful digital presence. She trusts the value of investing in her social media marketing and leans on Weaving Influence to continue momentum and continue building her presence.
- As a long-term partner, Weaving Influence is able to consistently evaluate and offer new approaches to provide the strongest returns. Over the years of working together, we have suggested that Lisa pivot away from select channels and prioritize her energy on those offering the best returns. Our capacity to do so comes from a long-term relationship and years of data to analyze and inform our decisions.
- Beyond her social media presence, Lisa has continued to show up for her audiences by publishing two books: *Bridging Differences for Better Mentoring* and *The Mentor's Guide (3rd ed.)*, both co-authored with Center for Mentoring Excellence's Founder, Dr. Lois J. Zachary.



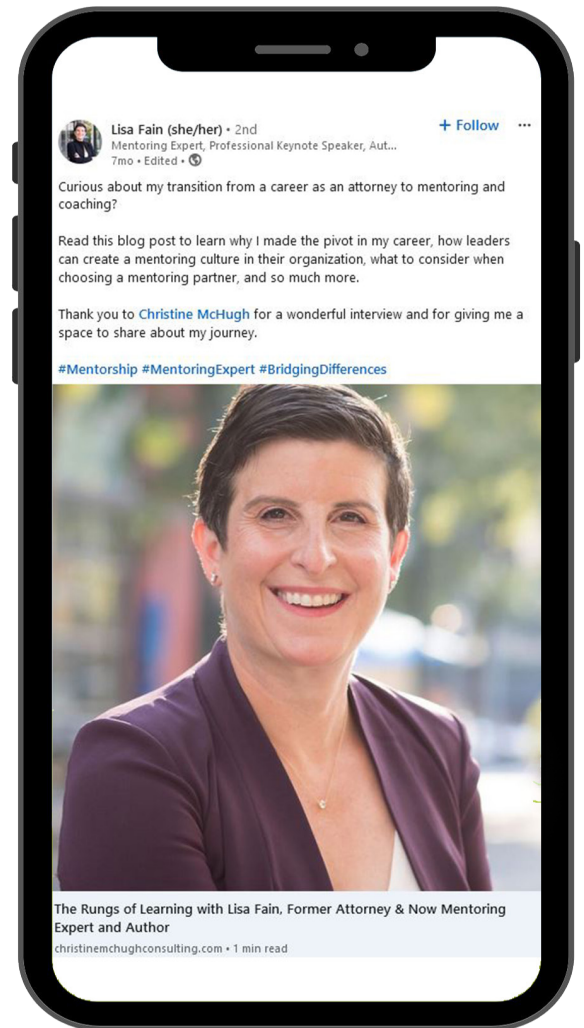
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Without my partnership with Weaving Influence, I wouldn't have either the discipline or the know-how to leverage social media, missing a big opportunity to connect with my audience and build awareness.”

CONSISTENCY

Be dependable in your ongoing online presence.

- Lisa is present on multiple channels, including LinkedIn and Instagram, where she regularly shares educational and informative content to help teach and coach her audiences. We additionally support Lisa in ensuring Center for Mentoring Excellence's LinkedIn page regularly shares content to help build the company's recognition and awareness.
- Recognizing the value of video, we partner with Lisa to consistently generate video content that repurposes appearances, interviews, and other speaking engagements to curate content that establishes her and her team as top experts in the field of mentoring. By repurposing existing, valuable video content, we have built a consistent approach to sharing video content and prioritize an optimized approach to video, including adding captions and ensuring sizes align with the channel's best practices.
- We work with Lisa's team to ensure our messaging on social aligns with their newsletters and other owned marketing initiatives. We productively communicate to create not only a consistency in presence but a consistency in messaging and brand tone.



By showing up consistently and tweaking my content approach according to the insights Weaving Influence gleans, I have been able to reach a much bigger audience and build recognition for my expertise. Many prospective clients say they have found me through social media.”



GIVEAWAYS



FREE EXPERT CONVOS



EDUCATIONAL VIDEOS

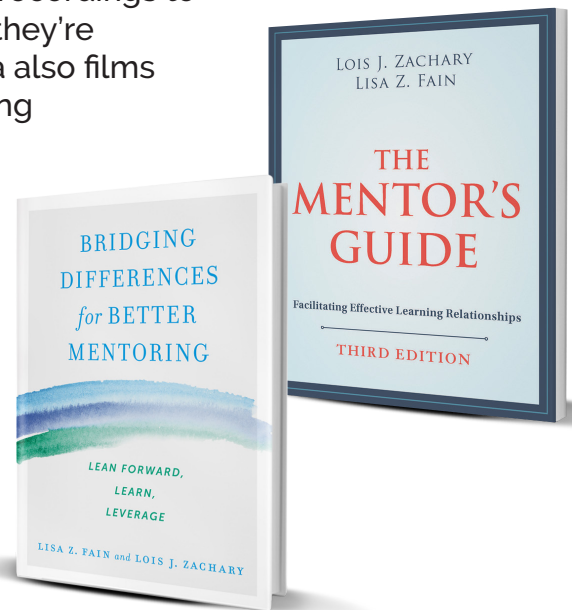


LINKEDIN ARTICLES

GENEROSITY ♥

Ensure that the value you create is accessible to others.
Give away as much as you can.

- Lisa hosts giveaways of her books, usually during National Mentoring Month, to share her impactful work with people in her industry.
- She hosts free, monthly Thought Leader Conversations with experts who can share their knowledge on mentoring and educate up-and-coming leaders.
- Every National Mentoring Month, Lisa hosts free weekly interviews with longstanding mentoring pairs that are open to all to attend.
- She uploads all of her interview recordings to her YouTube channel to ensure they're accessible to everyone, and Lisa also films her own YouTube videos providing mentoring tips and insights
- Lisa is consistently contributing to collaborative articles on LinkedIn to help educate and guide those in her industry with valuable insights and advice.



HOW CAN WEAVING INFLUENCE HELP YOU ACHIEVE REACH FOR YOUR THOUGHT LEADERSHIP?

Are you looking to enhance your online presence and expand the reach of your thought leadership? We'd love to help your message reach wider audiences by creating value, consistency, longevity, and generosity.

Email Becky Robinson, founder and CEO, at becky@weavinginfluence.com to start the conversation.

