Conversion copy | Storytelling | Purpose-led | LinkedIn organic

Wild Purpose CIC — Symbiosis programme

Organic LinkedIn campaign copy driving sign-ups for an intergenerational co-mentoring programme, delivered in collaboration with YouthTheGap CIC.

RESULTS

CTR	Engagement rate	Clicks	Reposts
40.91%	**48.3%**	**72**	**2**
vs 0.4-0.6% industry avg	organic, zero paid spend	from 176 impressions	+ 9 reactions, 2 comments

THE BRIEF

Wild Purpose CIC needed to fill limited spots on Symbiosis, an intergenerational co-mentoring programme run in collaboration with YouthTheGap CIC, built around guided park walks. The concept was emotionally rich but resistant to conventional marketing language. The challenge: make people feel it before they understood it.

THE APPROACH

The copy was built as a story, not a sales post. Setting: a park, rendered in sensory detail before a single feature was mentioned. Characters: two real participants, speaking in their own words. Tension: the reader's own unspoken questions about identity, direction, belonging. Resolution: an invitation to begin. The structure follows a narrative arc, compressed into a LinkedIn post.

THE COPY

Ever wondered what could happen if you shared your questions with someone from a different generation?

Grass under your feet. Leaves overhead. Birds chirping in the trees.

Questions about who you are. About what's next. About where you belong.

Maria reflects:
"I've loved the co-mentoring experience so far... both people have so much to learn from each other regardless of age or experience."

Lara adds:
"It's been hugely rewarding. Maria has been so supportive, and we've formed a great connection."

Across six guided park walks, you'll:
- Explore your questions
- Gain clarity
- Step into your next chapter

Two generations. Both learning. Both teaching.
Learning with, not from.

Your Symbiosis journey starts here.

WHY IT WORKED

Good conversion copy sells a product. Good storytelling makes the reader see themselves inside it. This post does the second thing. The sensory opening places the reader in the park before they have decided to care. The named voices create intimacy without performance. And "learning with, not from" reframes the entire concept in four words.

None of this required being inside the programme. It required understanding the emotional reality of it before writing a single word. That is empathy as strategy, not as afterthought.

Client	In collaboration with	Deliverable	Channel	Paid spend
Wild Purpose CIC	YouthTheGap CIC	LinkedIn campaign post	Organic LinkedIn	None

View live post: linkedin.com/feed/update/urn:li:activity:7445417255162560512