

SOFTWARE DEVELOPMENT

Polymorph

How Growth Experts built a CEO-led network that gives Polymorph direct access to South Africa's tech elite.



ICP CONNECTIONS

1,200+

ENGAGEMENT

2025 Campaign

OUTCOME

CEO Network Growth

01

THE GAP

Limited direct access to the right decision-makers

Polymorph had the product authority and a defined ICP, but lacked a direct line to the founders and CEOs who make the final call. They needed strategic proximity to South Africa's tech-forward decision-makers.

02

OUR APPROACH

- Built a CEO-led LinkedIn growth campaign focused on South African ICPs
- Started with founders and leaders of tech-forward companies in Cape Town
- Expanded into Johannesburg and larger SaaS/product-led businesses
- Targeted sectors including fintech, agriculture, energy, retail, and B2B technology
- Connected network growth to Polymorph's long-term CEO content strategy

03

THE OUTCOME

1,200+ ICP connections in South Africa.

Beyond the new connections, Polymorph now owns a high-signal distribution channel. The CEO's network is no longer a list, but a warmer audience of Tier-1 leaders ready to engage with their content and software expertise.

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Growth Experts helped us build a much stronger network around the people we actually want to speak to.

— CEO, POLYMORPH