muneeb / bilal | Navitas Safety

Navitas Safety / LinkedIn Growth & GTM

Case Study

An automated media team and an extended sales function for Navitas Safety, a UK food safety and compliance business.

Prepared by Muneeb Bilal · October 2026 · Engagement from March 2026

Summary

Executive Summary

Challenge

No media team, a stretched sales team and no presence on LinkedIn, X or search.

Solution

Seven automated pipelines covering content, web, prospect data and outreach, run as one system.

Engagement

From March 2026 over four to five months, rated 5.0 by the client.

2M+
LinkedIn views

15,000+
Engagements

8,000+
New connections

200+
Sales conversations

01

The Situation

Who Navitas Safety is, and what stood between the business and a working LinkedIn channel.

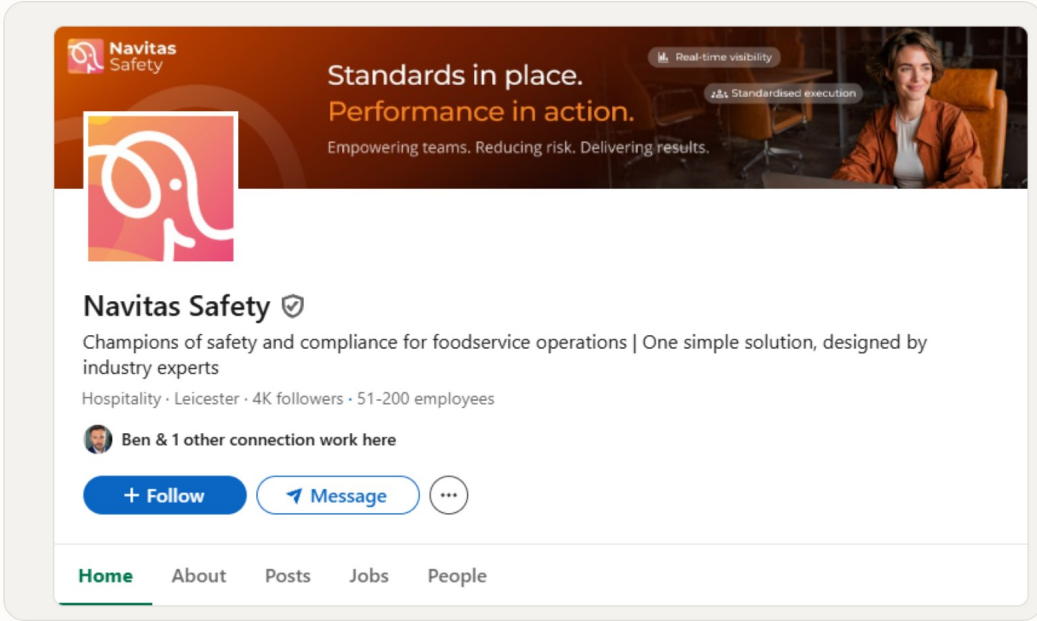
Overview

Client Overview

Navitas Safety

Navitas Safety helps foodservice operators stay safe and compliant, with software, consultancy and training used across thousands of UK sites.

Headquarters	Company size	Market
Leicester, UK	**51–200**	**Foodservice**



Overview

The Challenge

No media team

Founder-led content in several formats would have meant hiring writers, designers, video editors and SEO specialists.

A stretched sales team

Sales had no consistent way to reach senior buyers on LinkedIn or open conversations at volume.

An unused founder voice

Ben's profile was not yet working as a commercial asset for the business.

Navitas needed the output of a full media team and an extra layer of sales capacity, without adding headcount.

02

The Solution

An automated media team and an extended sales function, built as seven pipelines and run by a lead, specialist contractors and an automation stack.

Solution

Scope of Work

Replaced

An automated media team

A production system for founder-led content in six formats every week, plus new website copy, design and landing pages.

- Founder brand
- Copywriting
- Design
- Short-form video
- SEO blogs
- Scheduling
- Website copy
- Web design
- Landing pages

Supplemented

An extended sales team

Three coordinated LinkedIn profiles that find and qualify decision-makers, open conversations and hand interested buyers to Navitas sales.

- List building
- ICP enrichment
- Multi-profile outreach
- Conversations
- Handover
- Reporting

Solution

Pipeline Architecture

Inputs

- Market and ICP research
- Leadership expertise
- Product and customer stories
- LinkedIn and search data

Media pipelines

- Founder content
- Visual content
- Short-form video
- SEO blog
- Web and landing pages

Sales pipelines

- Prospect data
- Outreach

One reporting layer across all seven

Outputs

2M+
views

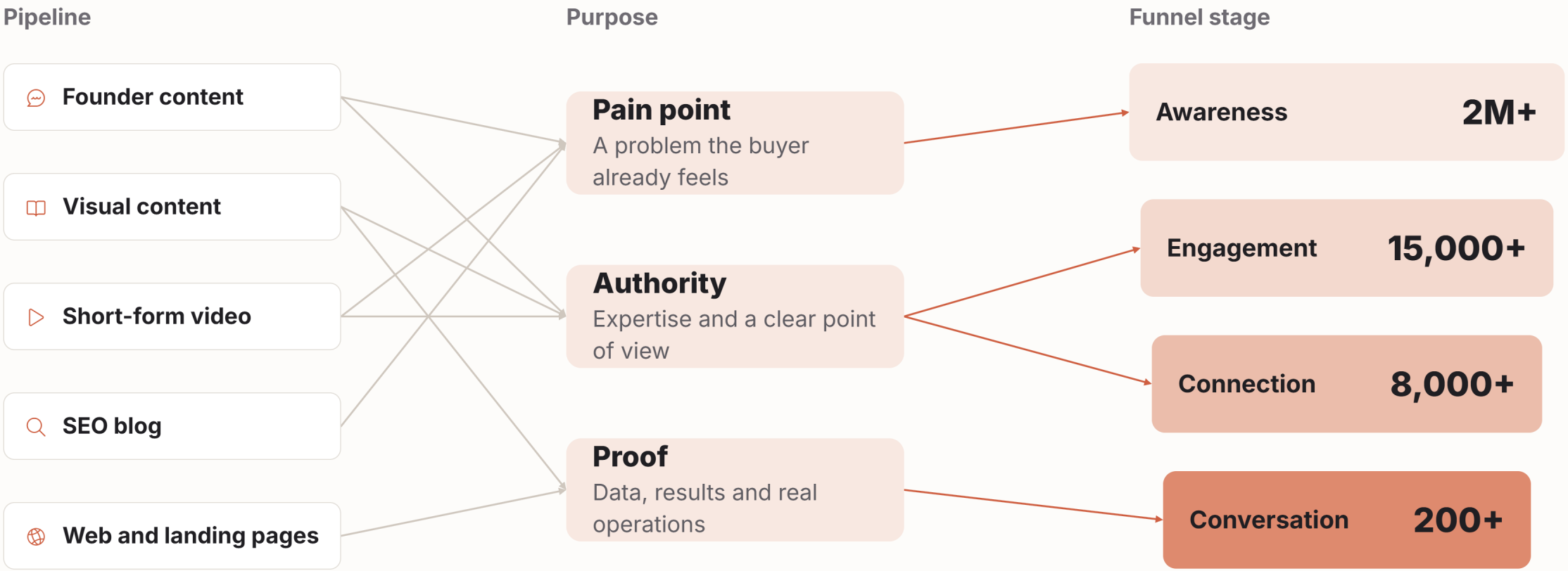
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Solution

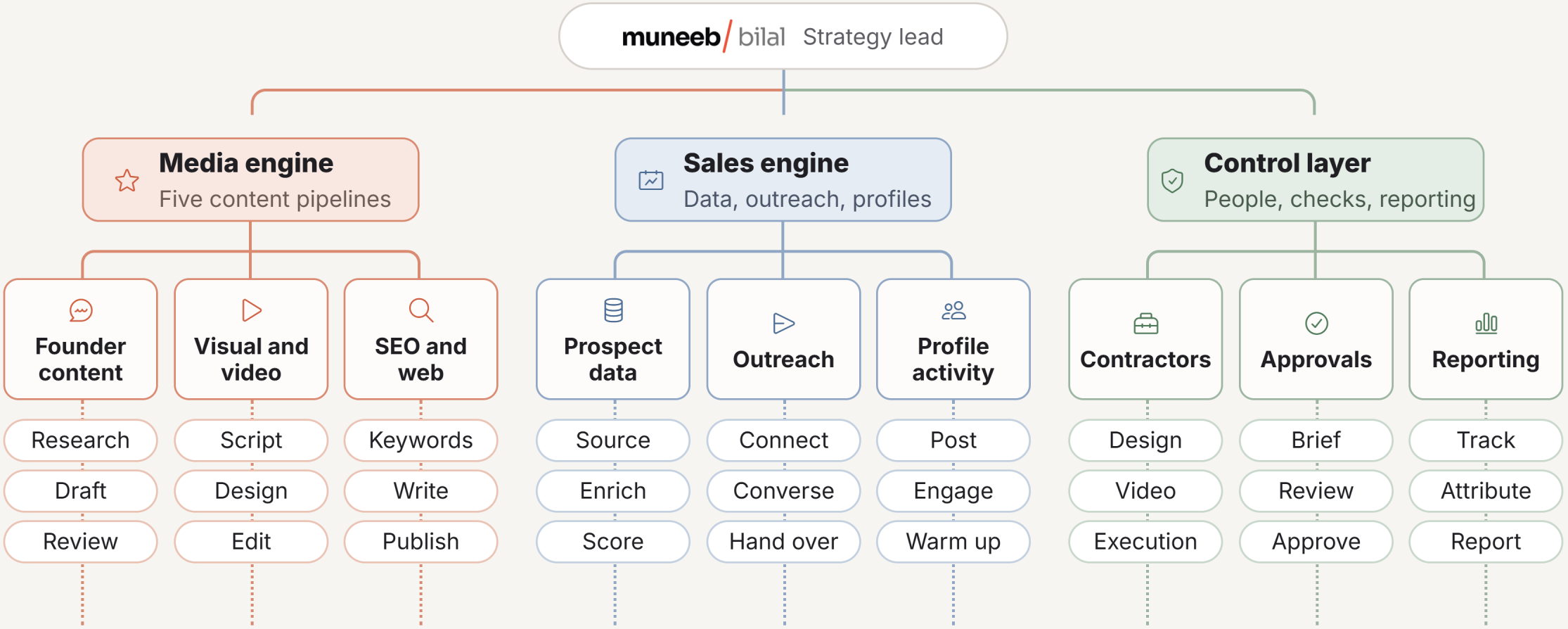
Content Strategy and Funnel Alignment



Solution

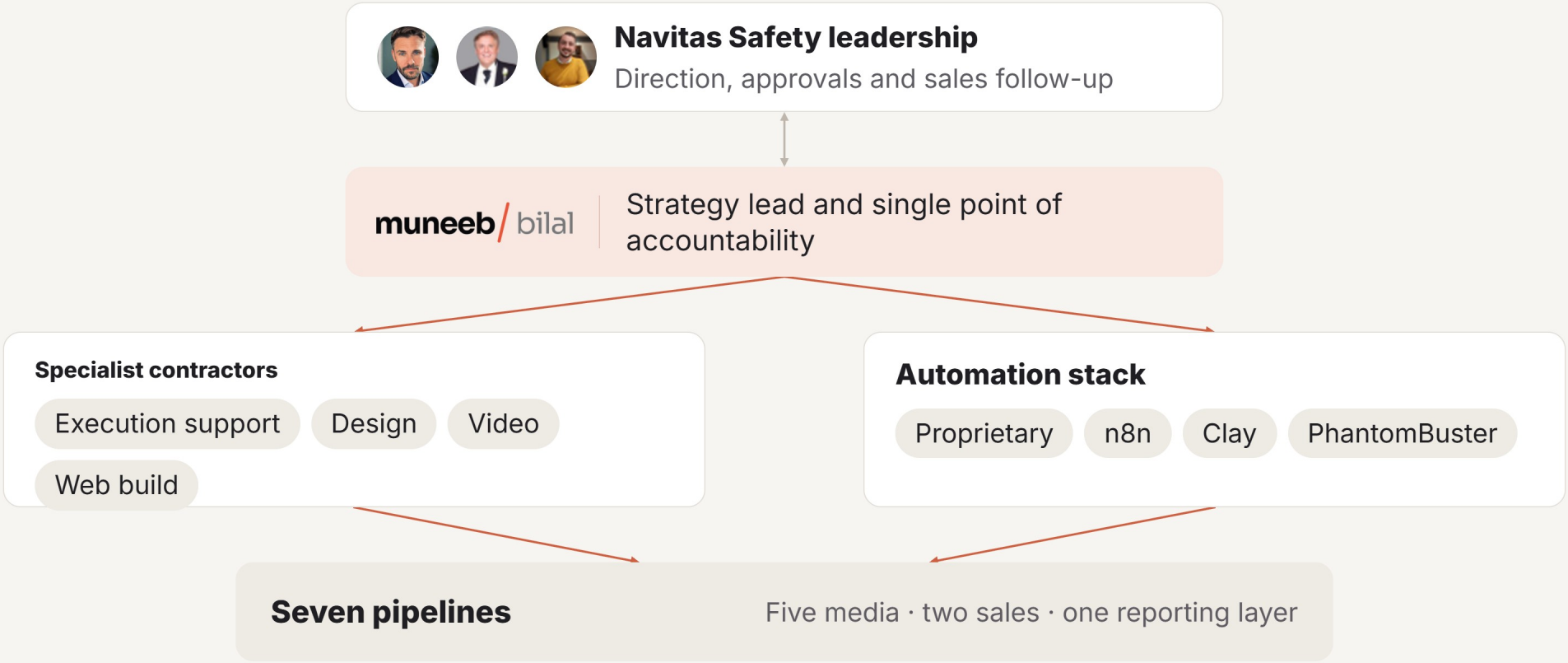
Operating Structure

Media Sales Control



Solution

Delivery Model



Solution

Technology Stack

Proprietary automation

Core engine

Custom workflows and agents built in-house that run the seven pipelines.

n8n

Orchestration

Moves data between every tool and triggers each step on schedule.

Clay

Enrichment

Builds and enriches prospect lists against the ideal customer profile.

PhantomBuster

LinkedIn automation

Runs prospecting, profile activity and connection requests across profiles.

Claude

AI layer

Research and first drafts, with every piece edited by a person.

LinkedIn Analytics

Measurement

The source for every view, engagement and connection figure in this report.

Solution

Functions Covered

Media team

- Content strategist
- Ghostwriter
- Graphic designer
- Video editor
- SEO writer
- Social media manager

Web team

- Website copywriter
- Web designer
- Landing page builder

Sales support

- Prospect researcher
- Outbound SDR
- Sales operations

12

functions covered across the engagement

Led by Muneeb Bilal with specialist contractors and an automation stack, with no new hires at Navitas.

Solution

Founder Brand: Ben Gardner



Ben Gardner

CEO, European Safety Bureau and Navitas Safety

We rebuilt Ben's LinkedIn presence around one position: a practical, experienced voice on food safety and compliance for multi-site operators.

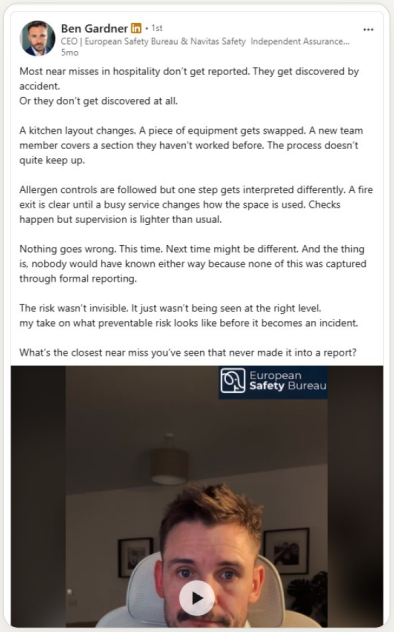
- ✓ Profile rebuilt end to end: headline, about, featured and banner
- ✓ Founder content published every week across six formats
- ✓ The authority the sales-team profiles build on

Solution

Content Samples

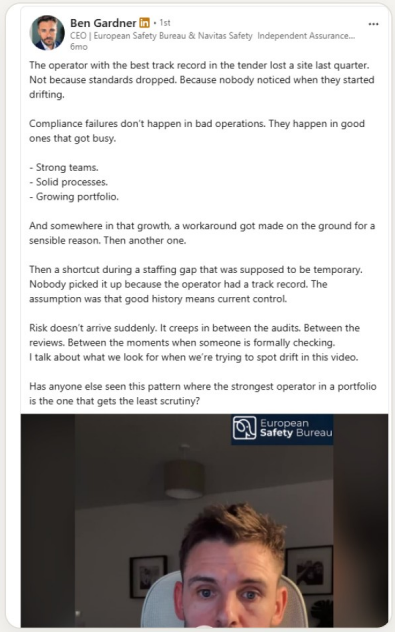
Samples from the media engine, published across Ben's two companies, Navitas Safety and European Safety Bureau.

- ✓ Written in each leader's own voice
- ✓ Video and graphics in the client's brand
- ✓ Each post ends on a question that opens comments



Story post with video

Ben Gardner on near misses



Insight post with video

Ben Gardner on compliance drift



Branded data graphic

Derek Gardner on staff turnover

Solution

Leadership and Sales Profiles



Ben Gardner
CEO, European Safety Bureau and Navitas Safety

Founder voice

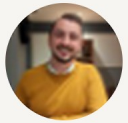
Authority content and senior-level conversations with operators and group leaders.



Derek Gardner
Founder, European Safety Bureau, 38 years in the field

Heritage voice

Industry data and long-view commentary that lend weight to the group's message.



Narcis Lungu
Head of Revenue, Navitas Safety

Revenue voice

Outreach and sales conversations with compliance and operations buyers.

Together, the profiles delivered

8,000+
new decision-maker connections

200+
sales conversations opened

Solution

Automation and Client Visibility

Runs automatically

- Prospect sourcing and list updates
- Data enrichment on every new record
- Connection requests and profile activity
- Content scheduling across all profiles
- Follow-ups and weekly reporting

Visible to the client

- A shared tracker of every prospect and conversation
- Content approved before it goes live
- Weekly results for each profile
- Interested buyers handed over with full context
- Every reply and every founder post written by a person

03

The Impact

What changed, how the funnel performed and what the client said.

Impact

Before and After the Engagement

Channel	Before	After
LinkedIn	No activity	**Three active profiles and 2M+ views**
X	No presence	**Active founder accounts**
SEO content	None published	**An ongoing blog programme**
Sales automation	None	**Sourcing, enrichment and outreach on autopilot**
Website	Existing site	**New copy, design and dedicated landing pages**
Sales conversations	None from social	**200+ opened through LinkedIn**

Impact

Funnel Performance

Views
Founder content · Short-form video · SEO blog
2,000,000+

Engagements
Founder content · Visual content
15,000+

Connections
Prospect data · Outreach
8,000+

Conversations
Outreach · Landing pages
200+

0.75%
engagement rate, one for every 133 views

2.5%
of new connections became conversations

~400
new decision-maker connections a week

~10
sales conversations opened a week

Funnel widths are illustrative. Weekly figures are averages over the engagement.

Impact

Client Feedback

★★★★★ 5.0 — May 2026

“Good work. Continuing the engagement!”

★★★★★ 5.0 — March 2026

“Continued great work and work ethic.”

Navitas Safety — Verified client reviews on Upwork

5.0
rating on every review

Extended
engagement renewed by the client

Next steps

Working Together

- ✓ Automated media pipelines behind your founder
- ✓ Sales-team profiles that open conversations with your buyers
- ✓ Weekly reporting and full visibility from the start

Talk to Muneeb Bilal

Book a call to discuss your pipeline

cal.com/muneebbilal

muneebbilal.com

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