

noticed.



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# The State Of LinkedIn Report **2026**

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# The State of LinkedIn Report 2026

LinkedIn has changed more in the last 12 months than ever before. Organic reach has collapsed. AI-generated content is flooding the feed. Buyer behaviour has shifted. The algorithm is rewarding entirely different signals than it did this time last year.

Yet so many companies are still running strategies from 2023 and wondering why they're not working.

Although the platform has evolved, there's never been a better opportunity to **adapt rather than dwell** on how engagement used to be.

We publish around 160 posts a month across our client base. **We've seen what works, what's stopped working and what's changing right now.** This report is crafted from our own experiences across our agency and our client base, alongside the patterns we've observed across hundreds of accounts in dozens of industries.

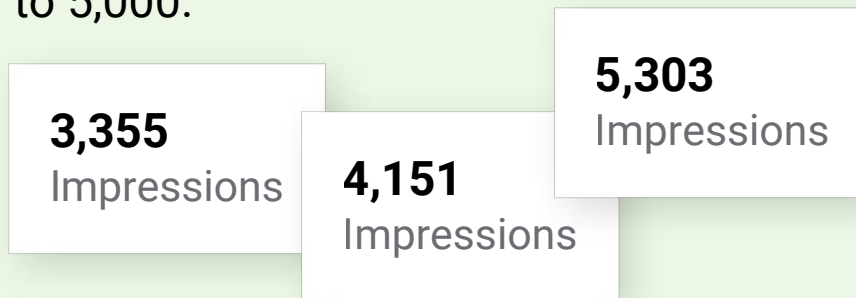
Not only that, but we sat down with 5 of the most respected industry voices on LinkedIn, including **Sophie Miller, Shlomo Genchin, Niall Ratcliffe, Lara Acosta and Ash Jones** to gather their expert insights and actionable advice for you to learn from and implement.

# INTRODUCTION

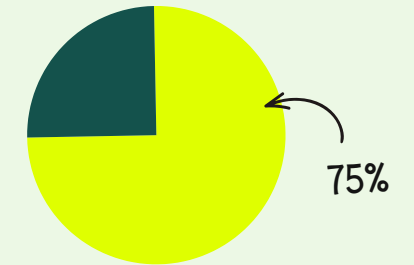
**LinkedIn is evolving.** The strategies that drove results 12-24 months ago are no longer working or creating the same impact they once did.

From our experience in 2026 so far:

- Organic reach has declined. The same content that once did 50,000 impressions last year now does closer to 5,000.



- 75% of decision makers say thought leadership content directly leads them to consider new vendors.



- Posts now have a 2-3 week shelf life up from 24-48 hours, the algorithm is redistributing differently.



We've packaged the full breakdown of what's working right now into the chapters of this report.

# INTRODUCTION

What you'll find in **The State of LinkedIn Report 2026**:

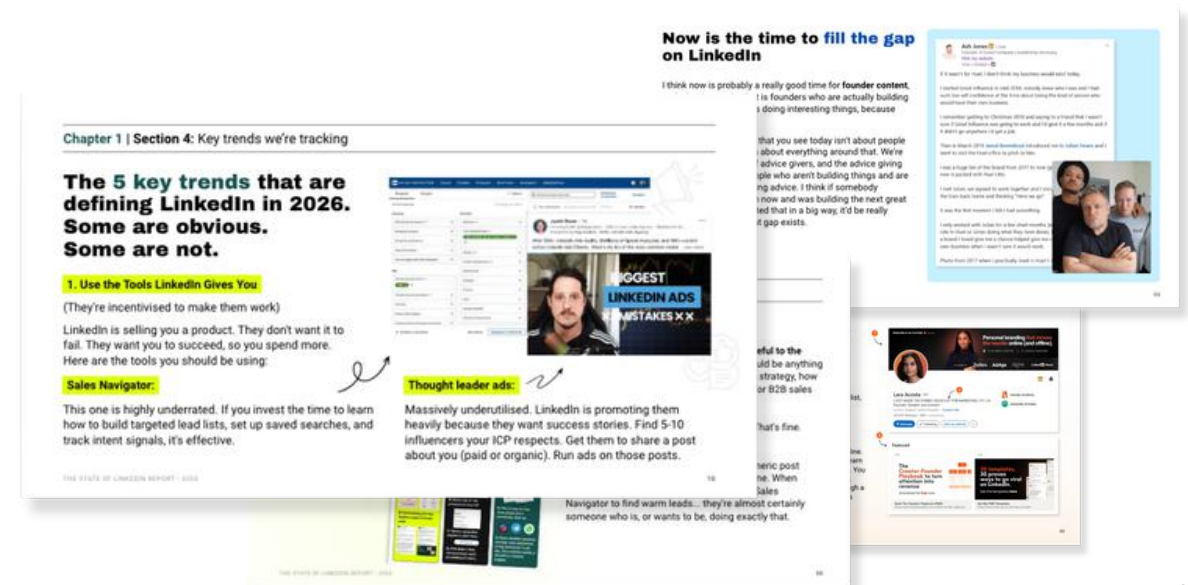
➤ **What's actually changed on LinkedIn in 2026**, from reach, the algorithm to buyer behaviour?

➤ **Expert insights and advice** from building communities, crafting a strong content strategy, navigating LinkedIn ads, creating a founder-led personal brand to high-converting outreach frameworks.

If you're looking for recycled advice, this isn't the report for you. But if you want a real, up-to-date view of how LinkedIn actually works in 2026, written by the people who use it for a living, read on.

➤ **A practical framework** for winning on LinkedIn in 2026 and what this means for your profile positioning, content, outreach and company pages.

➤ **The key trends** we're monitoring and tracking on LinkedIn right now.



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# Chapter 1

## The collapse of reach on LinkedIn

In 2021, you could post a selfie and gather 20,000 impressions. In 2023, you could share generic business lessons and get 50,000 views. In 2024, you could share a throw-together carousel and get 100,000 views.

### Then things changed.

In 2025, it became harder than ever to get impressions, to incrementally increase reach and get the same level of results. Then everyone started complaining.

Like many people right now, we are generating fewer impressions than we did in 2025.



## Chapter 1 | Section 1: Changes In Reach & Engagement

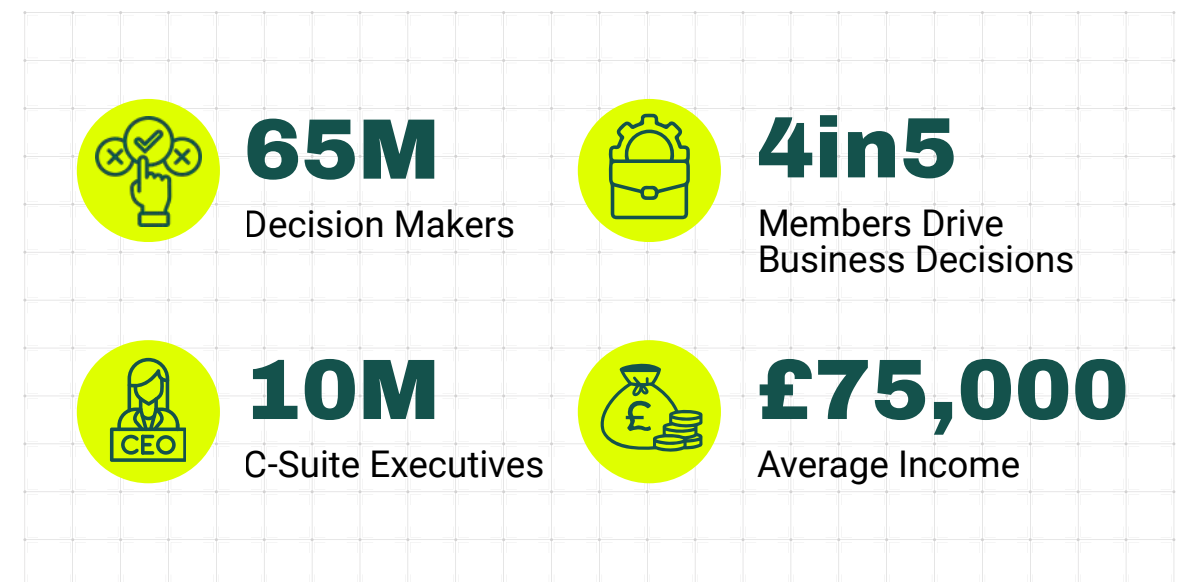
But here's what nobody stopped to ask: **why did LinkedIn make it so easy to get reach in the first place?**

The same thing happened on Facebook in 2013 and then on Instagram in 2016. Every platform, at a certain point of growth, floods organic reach to encourage creators onto the platform. It works, people come and they build audiences. They start to think of it as a content platform.

The thing is, vanity metrics can't be the only source of success anymore. A post that generated 50,000 impressions in 2024 might do 5000 today, and the 5000 impressions are often a more qualified audience than the original 50,000.

Engagement rates have compressed across every format. Follower growth has slowed sharply. In our own self-test, doubling posting cadence in Q1 2026 cut new follower acquisition from +4,023 to +1,778.

But the key to remember here is that **LinkedIn is not TikTok**. It was never meant to be a platform to share a silly post and go viral. It's a revenue platform, and even more so, a networking platform.



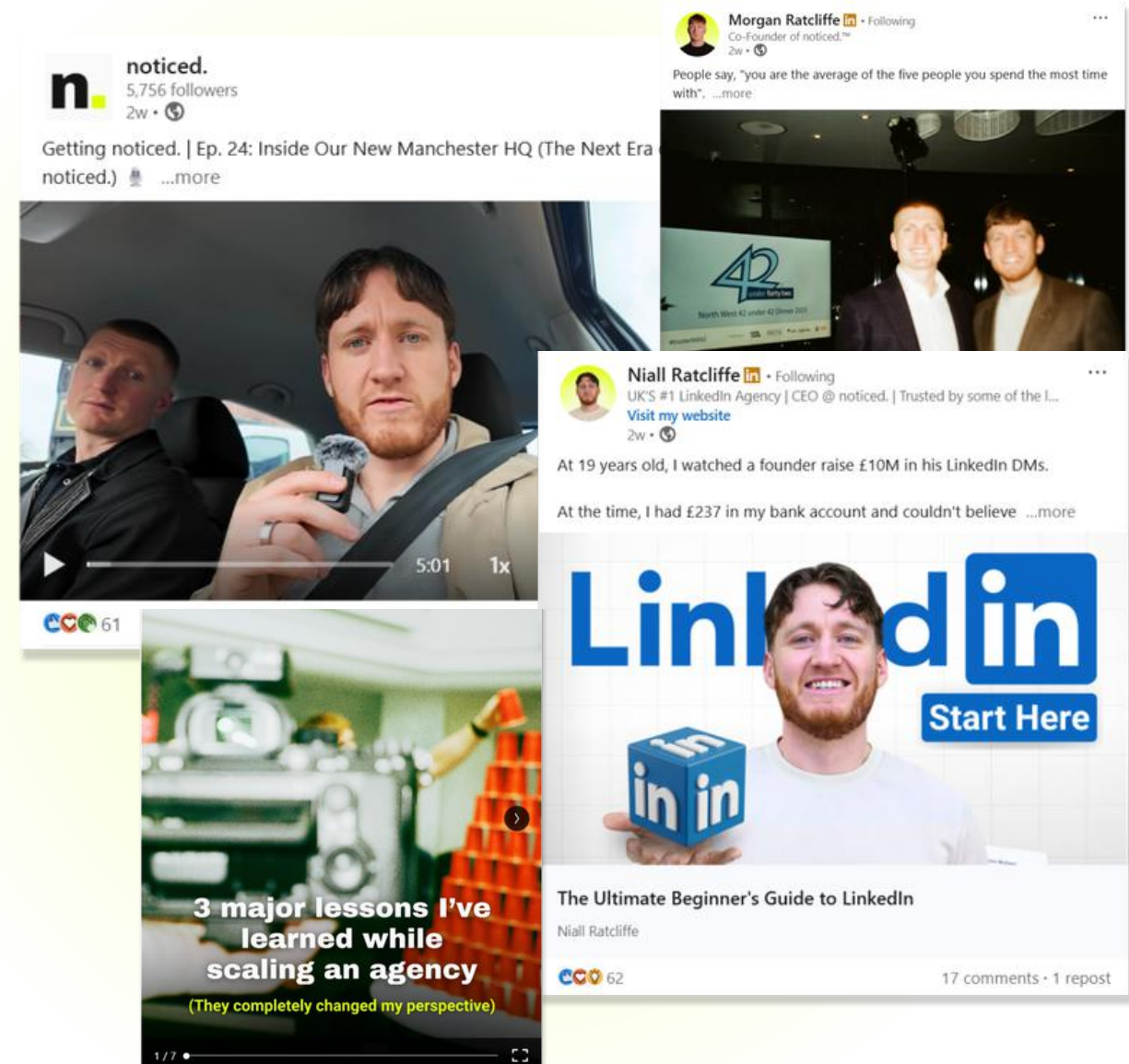
## Chapter 1 | Section 2: New Algorithm Update

LinkedIn was never a social platform. It was always built as a networking platform. Specifically, a platform designed to connect people with people. Professionals with professionals. Buyers with sellers. Decision makers with the people who can solve their problems.

Yes, content exists on LinkedIn. But content was never really the point. **Content is just the mechanism that gets you in front of the right people** so that a conversation can happen. That distinction sounds subtle... but it isn't.

When you treat LinkedIn as a social platform, you optimise for followers, impressions and engagement rates. You measure success by how many people liked your post.

When you treat LinkedIn as a networking platform, you optimise for one thing: **conversations started with people who can buy from you.**



## Chapter 1 | Section 2: New Algorithm Update

Every algorithm update in 2026 has reinforced this distinction. Here are 3 shifts that we've seen reshaping distribution across the hundreds of posts we publish each month:

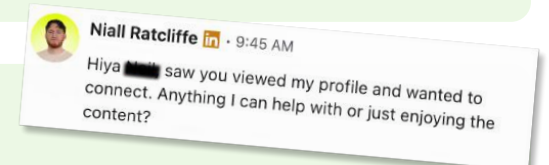
### 1 Content shelf life.

2 years ago, a post had a useful life of 24 to 48 hours. But today, posts surface in the feed up to 2-3 weeks after publication. The algorithm keeps redistributing content that holds attention.



### 2 Targeting has tightened.

Posts are served primarily to people who have engaged with similar content in the last 30 days, viewed your profile recently, or interact with you regularly. Initial reach is smaller, but the audience is far warmer. A 2,000-impression post in 2026 is 2,000 people who actually care.



### 3 Messaging activity now affects content distribution.

Accounts that send and receive DMs see better reach. Accounts that ignore the inbox get throttled. LinkedIn has made its priorities explicit: it wants conversations and active networking.

# The platform changed because the people on it changed first.

We've seen this shift happen gradually. The behaviours that defined LinkedIn 12 months ago, the formats people stopped scrolling for, the way decision makers actually used the platform, none of it really feels the same in 2026.

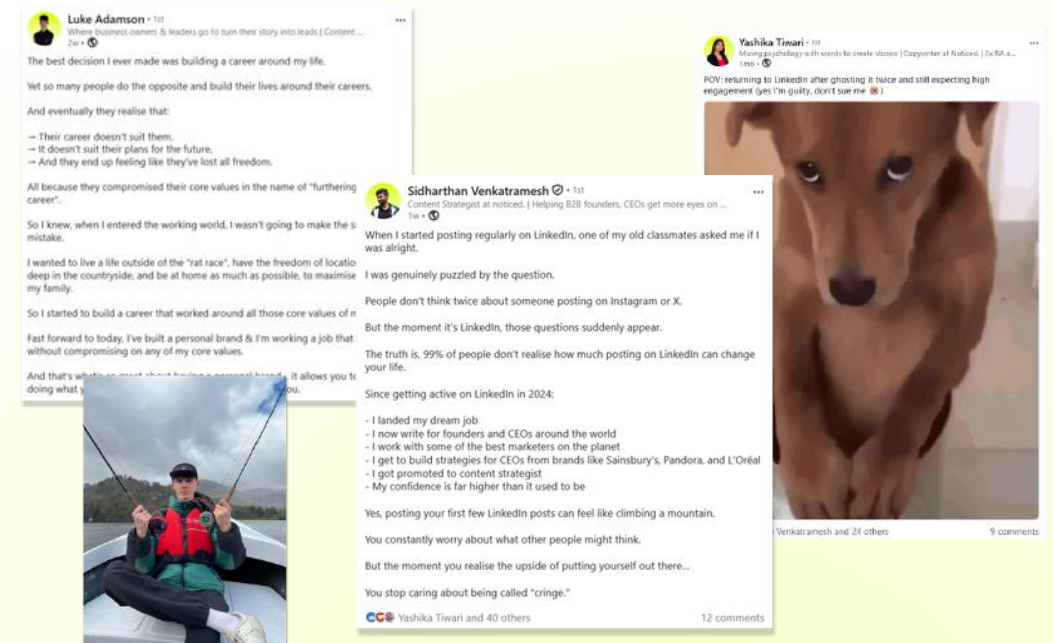
## 4 behavioural shifts matter most:

### 1 People scroll less and search more.

Senior buyers no longer just drift through their feed during a coffee break. **They arrive with intent**, looking for a specific person, company, or topic. Profile visits are up sharply across every account we manage. Feed-driven discovery is down. The first interaction with your brand is no longer your post. It is your profile.

### 2 Trust has migrated from brands to individuals.

Across our client base, employee-led posts consistently outperform company page posts. The B2B buyer in 2026 trusts a person they recognise far more than a logo. **75% of decision makers say thought leadership content leads them to consider new vendors.** They are watching the people in your business who speak about what they do.

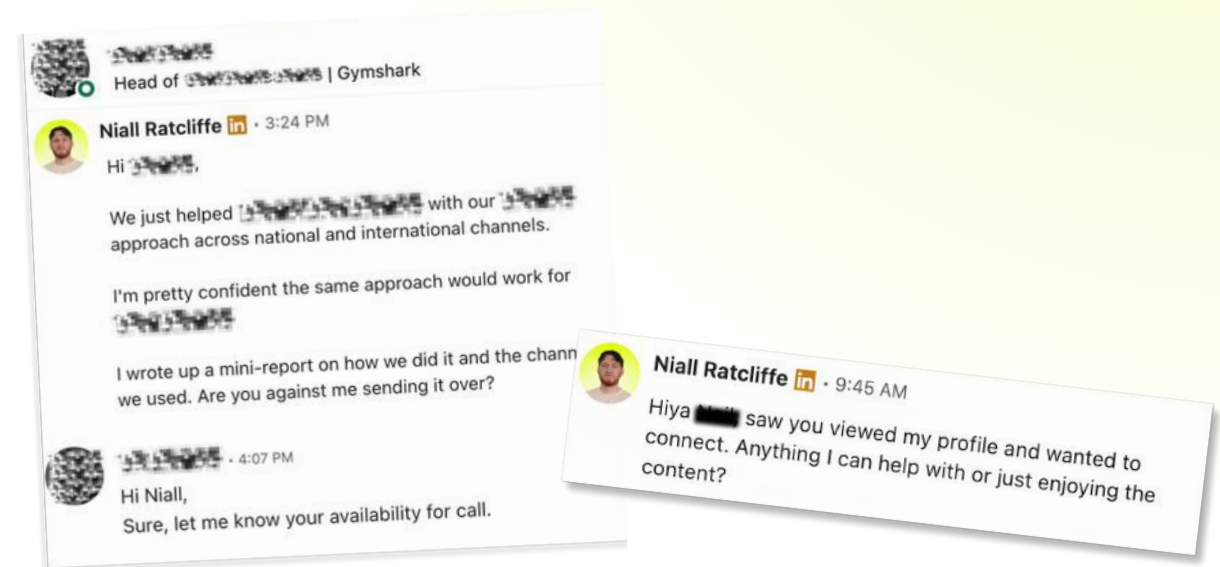
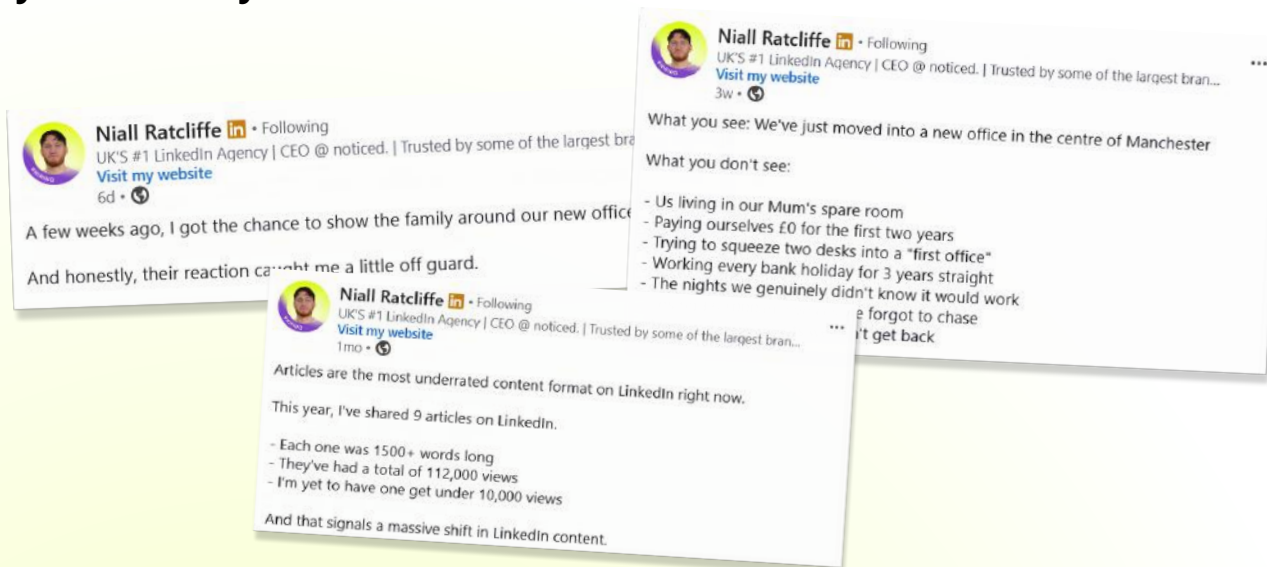


## Chapter 1 | Section 3: Behavioural changes

### 3 Tolerance for AI-generated content has collapsed.

It's something that readers spot instantly. The "Three things I learned from..." opener, the closing rhetorical question. We have watched previously high-performing accounts fall off a cliff after switching to AI-first production. The market can spot AI content from a mile away.

**The best content right now shares the aspects that only you can say.**



### 4 Conversations have moved into the DMs.

Public engagement is down, but private messaging is up. **The signal you want is no longer a like count.** It is whether your inbox fills after a post goes live. Clients with 2,000 impressions and 30 inbound DMs outperform clients with 50,000 impressions and silence.

If you are still optimising for likes and broadcast reach, you are reading the wrong scoreboard. The behaviour of your buyers has changed and your strategy needs to follow.

# The 5 key trends that are defining LinkedIn in 2026. Some are obvious. Some are not.

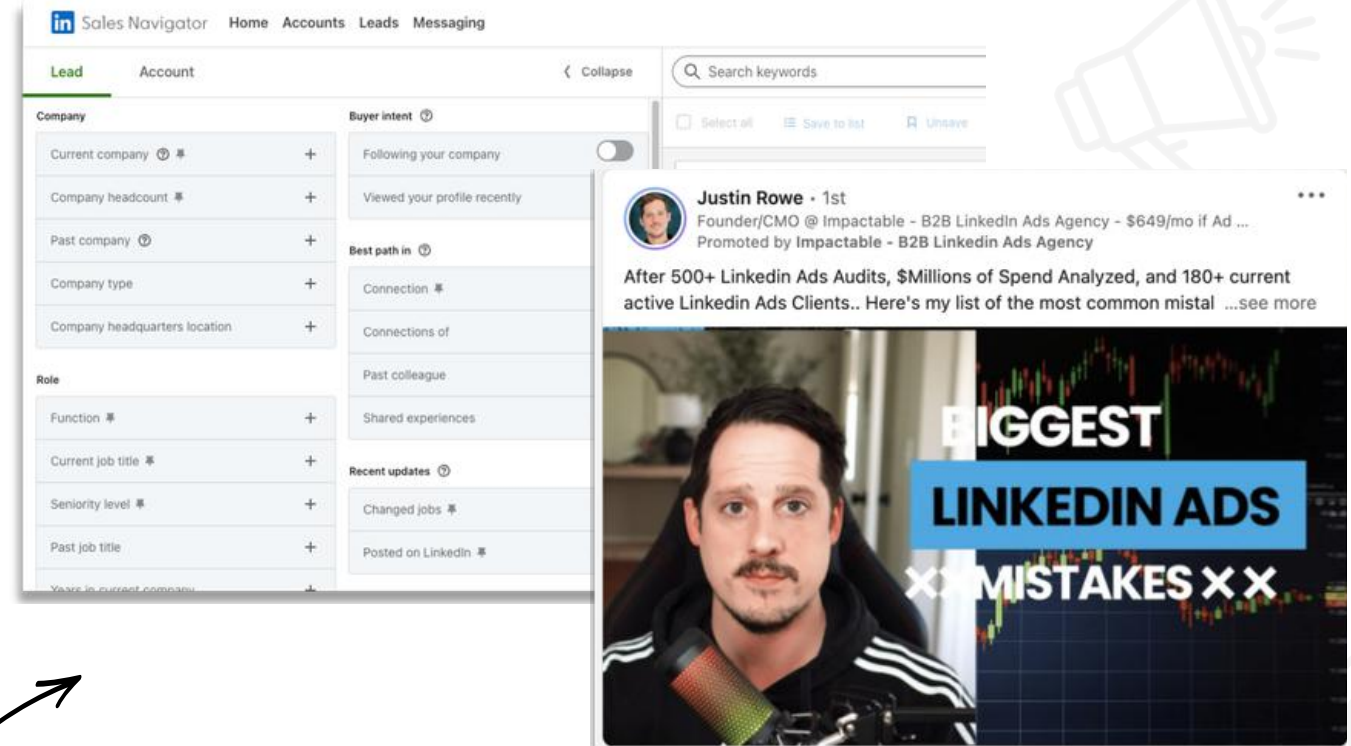
## 1. Use the Tools LinkedIn Gives You

(They're incentivised to make them work)

LinkedIn is selling you a product. They don't want it to fail. They want you to succeed, so you spend more. Here are the tools you should be using:

### Sales Navigator:

This one is highly underrated. If you invest the time to learn how to build targeted lead lists, set up saved searches, and track intent signals, it's effective.



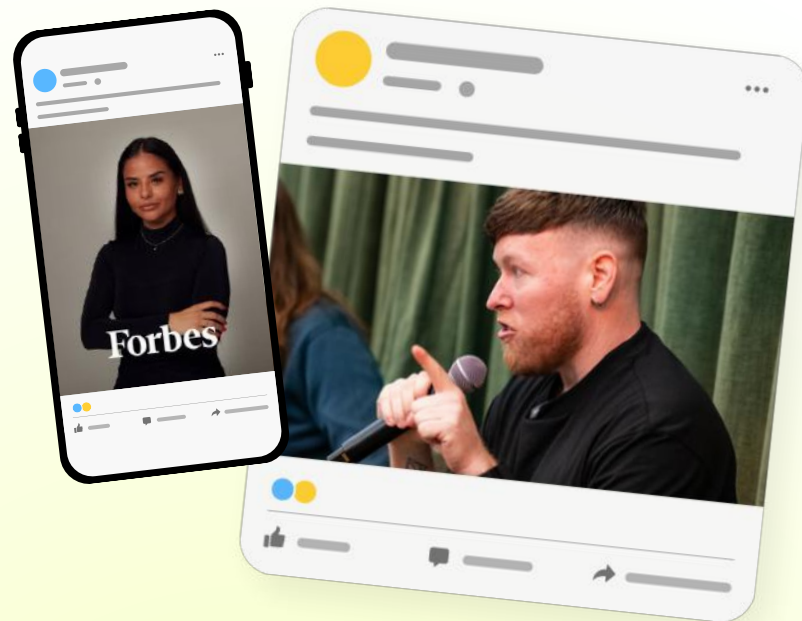
### Thought leader ads:

Massively underutilised. LinkedIn is promoting them heavily because they want success stories. Find 5-10 influencers your ICP respects. Get them to share a post about you (paid or organic). Run ads on those posts.

## Chapter 1 | Section 4: Key trends we're tracking

### 2. The rise of the operator-influencer.

B2B influencers are no longer an emerging category. The number of B2B creators on LinkedIn grew 20% in 2024, and today brands are paying upwards of £7,000 for credible voices in niche markets. Smart B2B brands are now allocating real budget to thought leader ads, partnerships, and creator-led campaigns.



### 3. Original, Non-Generic Content

A generic "5 lessons I learned about leadership" post in 2024 could clear thousands of impressions. The same post in 2026 sinks. What is working is the opposite: saying the things that only you can say. Sharing specific numbers from a specific test, named clients with named outcomes, screenshots of internal data, opinions that could only have come from someone who has actually done the work.

## Chapter 1 | Section 4: Key trends we're tracking

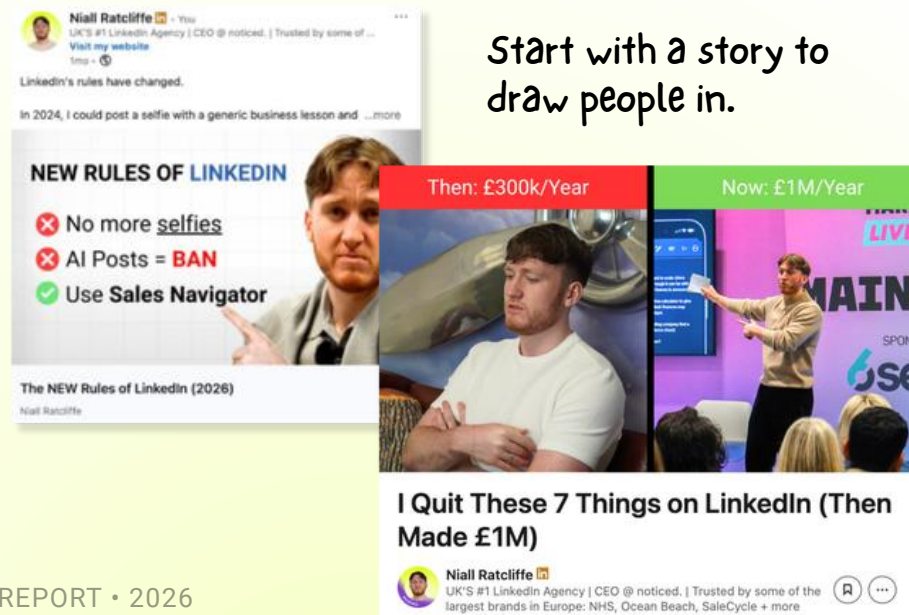
### 4. Articles As The Dominant Format

Years ago, the idea of posting 1500-word essays on LinkedIn and them performing well would have seemed crazy. Yet I think LinkedIn articles are the most underrated content format right now. Instead of sharing throwaway AI posts that mean nothing, focus on offering your audience depth and value.

From what I've analysed from the 9 articles I've shared:

*Treat the cover image like a Youtube thumbnail.*

*Treat the title like a standalone blog title.*



### 5. Pre-Validation (Stop Guessing What Works)

The barrier to entry has risen, which means guessing doesn't work anymore. Pre-validation is the crucial way to overcome this:

**Pre-validate the topic** - What is already working well? Study the top-performing posts in your niche. What topics are getting engagement? What questions are people asking? What problems are they complaining about? Use the data that's already online to make an informed decision about what to create.

**Pre-validate the format** - Then do the same thing for the format. No matter how great your idea or your content is, the format is the vehicle you're using to deliver it. If carousels are performing, use carousels. If short-form videos are performing, hold up your phone and talk through the info you were going to post.

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# Chapter 2

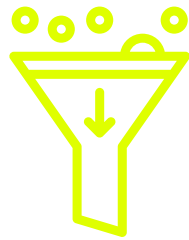
Chapter 2: Expert Insights

# You're Being Lied To About Generating Leads On LinkedIn

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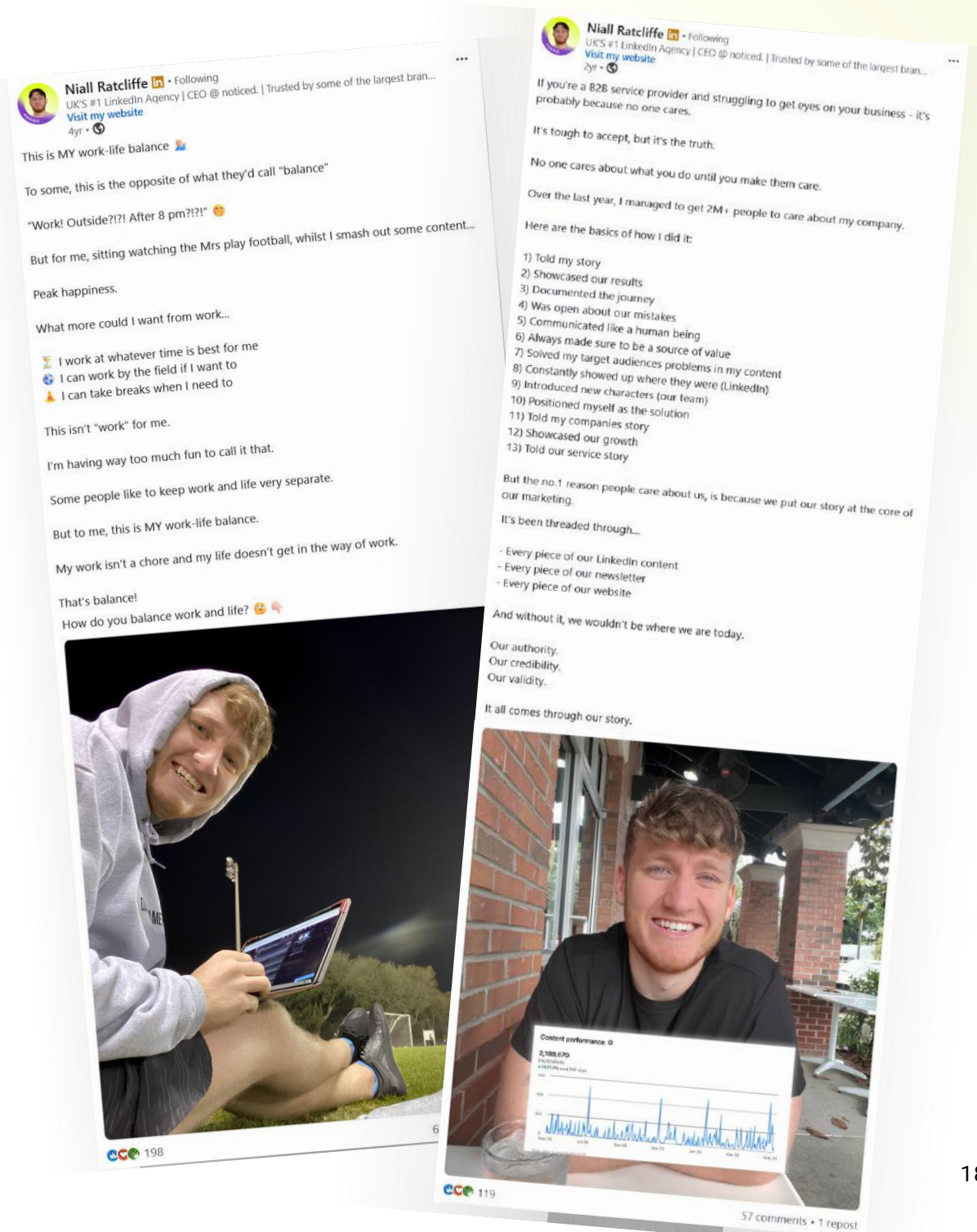
# You're Being Lied To About Generating Leads On LinkedIn

There is a particular lie that has dominated the platform for the last three years.

Just post content. Be consistent. Then you'll be flooded with inbound leads.

I should know. I built my agency on the back of doing just that. For three years it was true for me. It made me a lot of money. And it is the same advice I now watch a generation of gurus repeat to audiences for whom it will not work.

**Because here is the part nobody tells you. That playbook works for about 1% of companies on LinkedIn.**



The ones with massive existing recognition had this before they ever opened the app. The ones whose founders were already on podcast banners and conference stages before LinkedIn became their distribution channel. The ones who built six-figure follower counts during the gold rush of 2020 to 2023.

For those brands, organic content is a lead generation engine. Their inboxes fill on their own. The pipeline shows up.

For the other 99%, it does not work like that.



If your brand is well-known to your industry but not yet a category-defining household name, which describes most B2B businesses, organic content alone will not fill your pipeline. It will generate familiarity, it will support your sales team, it might produce a handful of inbound leads a month. But it will not be the lead generation engine that you need.

**So if content is not the silver bullet, then what is?**

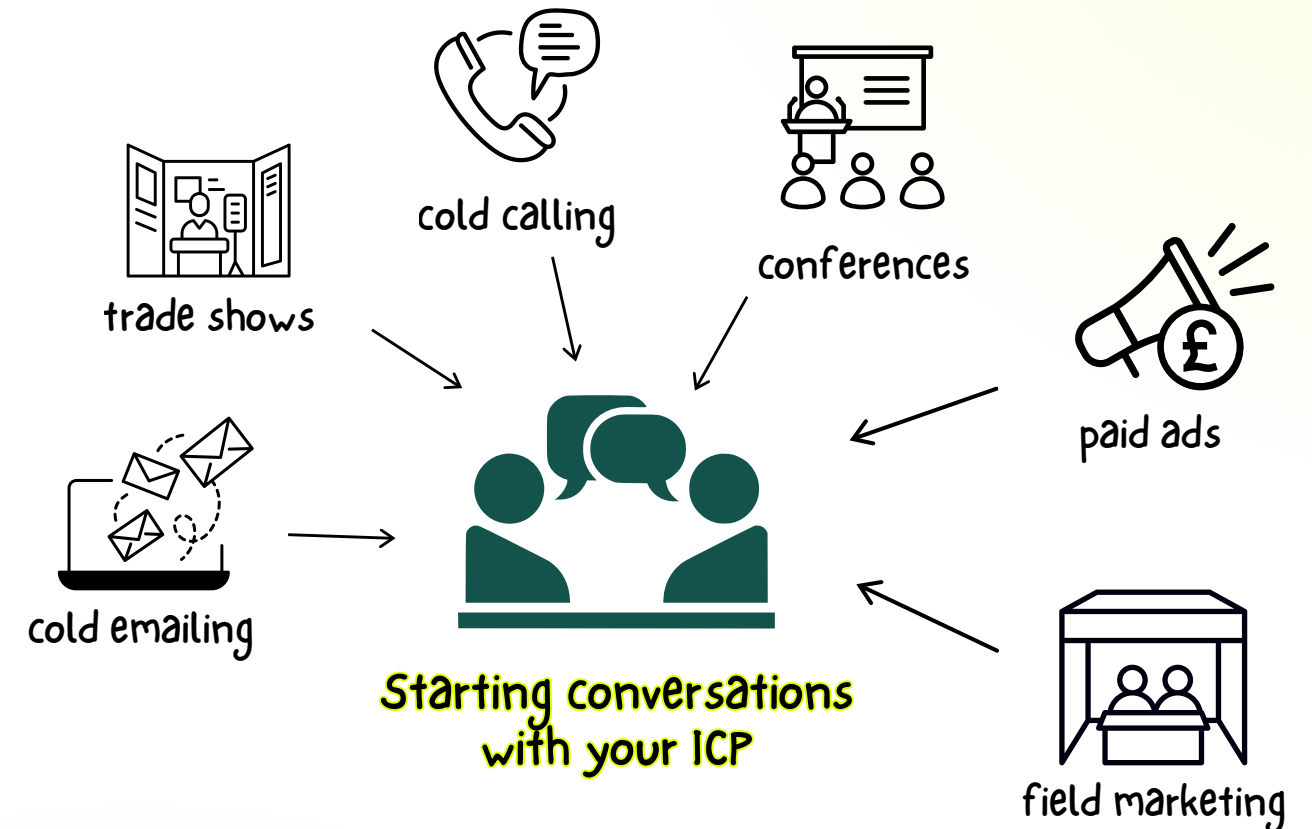
# All marketing has always been about **one thing**

Strip every form of lead generation back to first principles and you find the same thing underneath all of it.

Cold calling. Cold emailing. Trade shows. Conferences. Paid ads. SEO. ABM programmes. Field marketing. Direct mail. Every single one of them is just a different method for doing the same job: **Starting conversations with our ICP.**

That is the whole game. Everything else is decoration.

Most B2B organisations have lost sight of this. They have replaced "start more conversations" with "post more content", "run more ads", "score more leads", "build more funnels". Those things can support the work. But they are not the work.



When you remember that the actual job is starting conversations, the question of where to invest your channel budget stops being a question about formats. It becomes a question about which channel starts the most qualified conversations at the lowest cost per conversation.

And right now, the answer to that question is **LinkedIn**.

# Why LinkedIn is the biggest lead gen opportunity in the market right now.

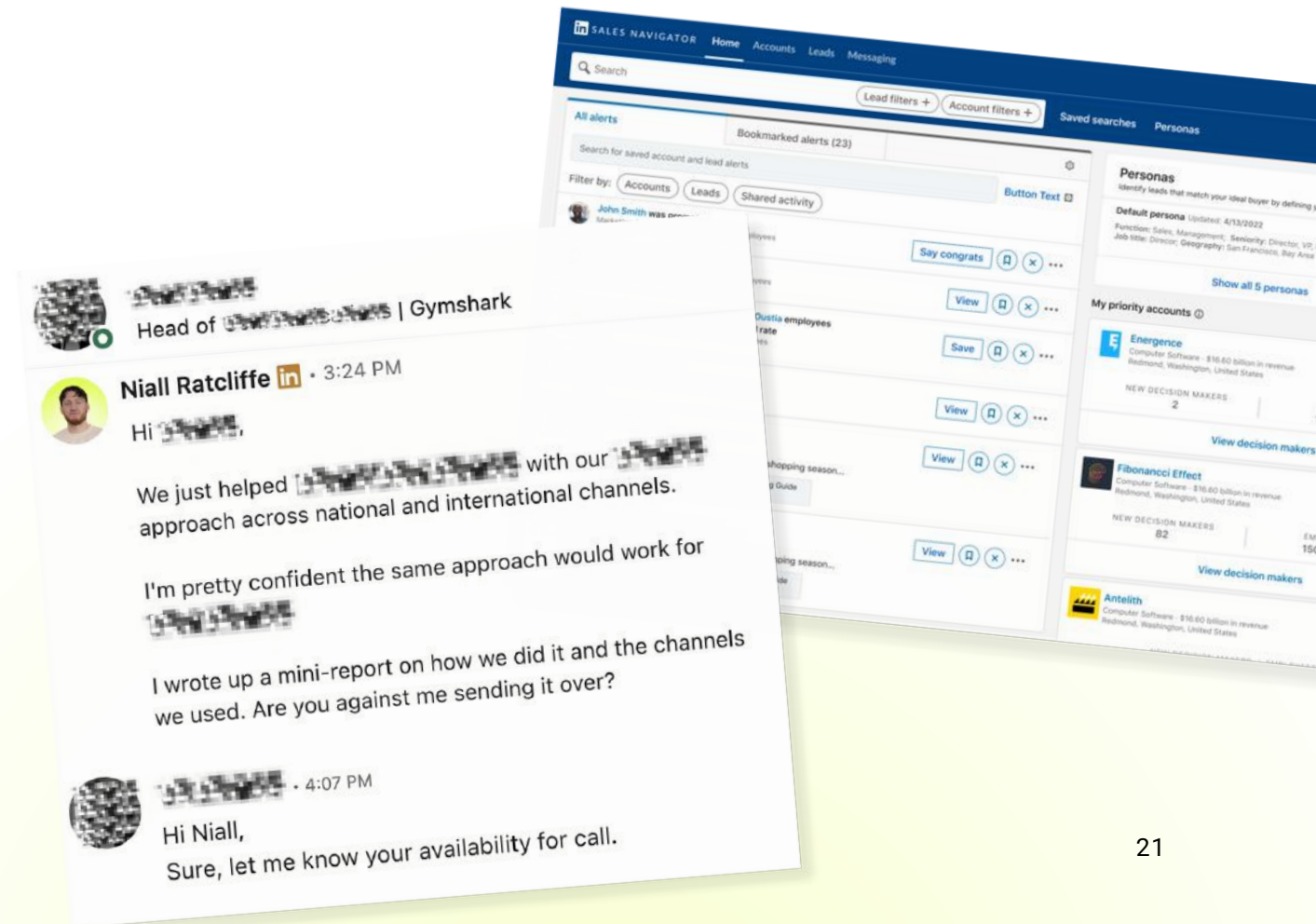
Before I make the case for LinkedIn specifically, let me make the case for what a channel needs to do at all. For a channel to be a real lead generation channel, it has to do three key things.

**1. Access.** It has to put your team in front of the people who can actually buy from you. Not their assistants or their lookalikes. The actual buyers and the buying committee around them.

**2. Identification.** It has to let you find them and qualify them by role, company, seniority, and context. A channel that delivers eyeballs in bulk is an advertising channel. A channel that lets you identify specific buyers inside specific accounts is a lead gen channel.

**3. Intent.** It has to give you signal on when those buyers are warm. When they are paying attention to your category or when they are in-market.

Most channels do one or two of these things. Almost none do all of them. **LinkedIn does all of this better than any platform that has ever existed.**



# Access

## DID YOU KNOW?

LinkedIn has **65 million decision-makers** on it. **10 million C-suite executives**. Four out of five members make business decisions at their organisation. The average user earns over **£75,000** a year.

That last number matters more than people realise. The average. Not the top 10%. The average. There is no other platform on earth with that demographic concentration. Facebook has scale but no buyer signal. Instagram has attention but no buying authority. TikTok has reach but no commercial intent. Twitter has neither at any meaningful concentration anymore.

**LinkedIn is the only platform where, by default, you are operating inside a population of buyers.** Now consider what your organisation is currently paying for the same access elsewhere.

**A booth at a major B2B conference:** £30,000 to £100,000 for three days of access to a handful of decision-makers.

**An enterprise ABM platform subscription:** £80,000 to £250,000 a year for the ability to identify and target accounts.

**A senior SDR team of five:** £400,000 a year in fully loaded cost, generating an average of 150 to 200 qualified conversations per rep per quarter.

**A B2B intent data subscription from Bombora or 6sense:** £60,000 to £150,000 a year.



**LinkedIn gives you the same access, to the same people, for free.**

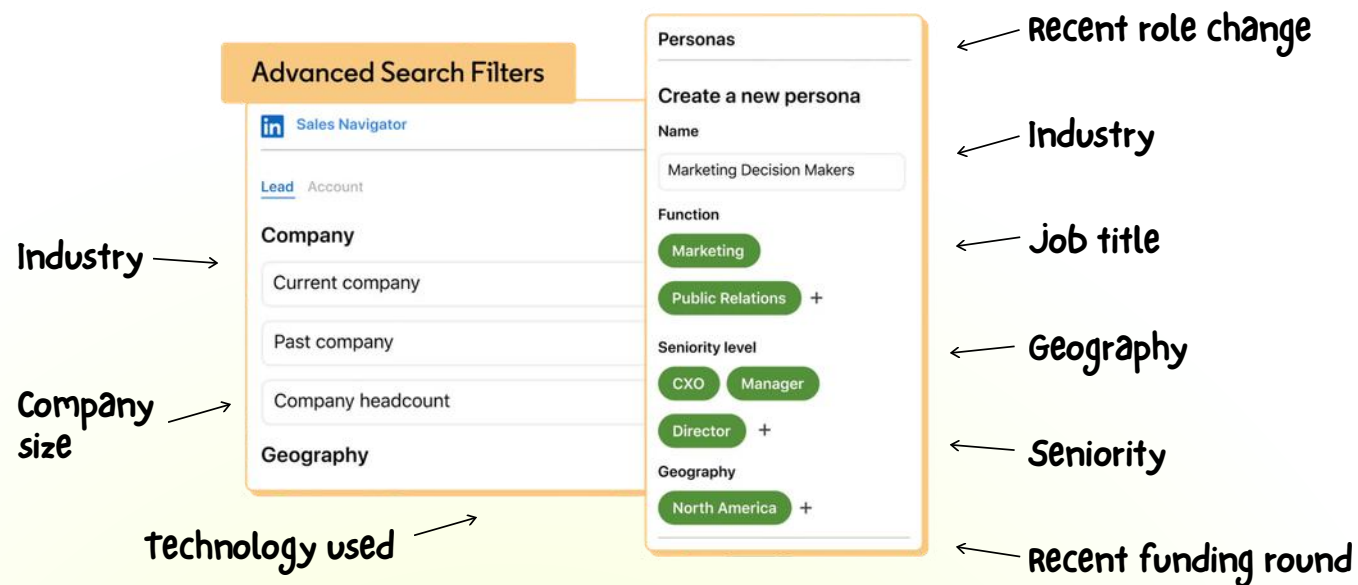
The question is not whether LinkedIn deserves a budget line. The question is why it does not have a bigger one than every channel I just listed.

# Identification

Access is worthless if you cannot find the right person inside the access.

**This is where LinkedIn outperforms any database your team can buy.**

Sales Navigator lets your SDR or marketing team filter the 65 million decision-makers by:



You can build a list of "VP-level marketing leaders at UK SaaS companies between 200 and 1,000 employees who have posted about pipeline in the last 30 days" in about four minutes.

There is not another data source on Earth that gets you that specificity, that fresh, at that price. A comparable list from a B2B data provider would cost five figures, be six months stale by the time it arrived, and not include the intent signal you got for free from Sales Navigator.

For an ABM-led marketing team, this changes the economics of every target account list you build. Identification used to be the most expensive part of B2B lead generation. LinkedIn has effectively made it free.

# Intent

This is the pillar most marketing organisations completely miss. And it is the one with the biggest economic upside.

Every other channel forces your team to guess. Did the person who downloaded your white paper actually have buying intent, or was it a junior researcher pulling background? Did the account that clicked your ad bounce in five seconds or read the whole page? You build lead scoring models, you triangulate, you guess.

**LinkedIn does not make you guess. It tells you. Directly. In real time. For free.**

80

Search appearances

Social engagement

Who's viewed your profile

Past 90 days

Every time a buyer views your profile, LinkedIn tells you. Every time someone from a target account engages with one of your employees' posts, LinkedIn tells you. Every time someone visits your company page. Every time a buyer accepts a connection request without prompting. Every time someone follows your team without connecting.

These are not random behaviours. They are hand-raises. **Someone inside your buying committee saw your name somewhere, was curious enough to click, and now LinkedIn is showing you their name, role, and company on a plate.**

Compare that to what your team currently pays Bombora, 6sense, or any other intent data provider to give you a synthetic, third-party approximation of the same signal. LinkedIn is giving you the real thing, attached to a name, with the click-through to a direct conversation built in.

# Compared To Other Channels

But if you still don't believe in LinkedIn, just let the stats talk:

➤ Instantly (Email platform) recently leaked that the current positive response rate on cold emails from their billions of emails sent per month is 0.1%. That means you have to send **1000+ emails to get 1 positive response.**

And yet most B2B organisations still run cold email as the primary outbound motion and treat LinkedIn as an awareness afterthought.

They pour budget into channels where the unit cost gets worse every quarter and ignore the one channel where it is improving.

All the stats point to one channel... **LinkedIn.**

➤ At noticed., we currently have two outreach campaigns running on LinkedIn right now with a **32% response rate.** Our internal average is 12% response rate.

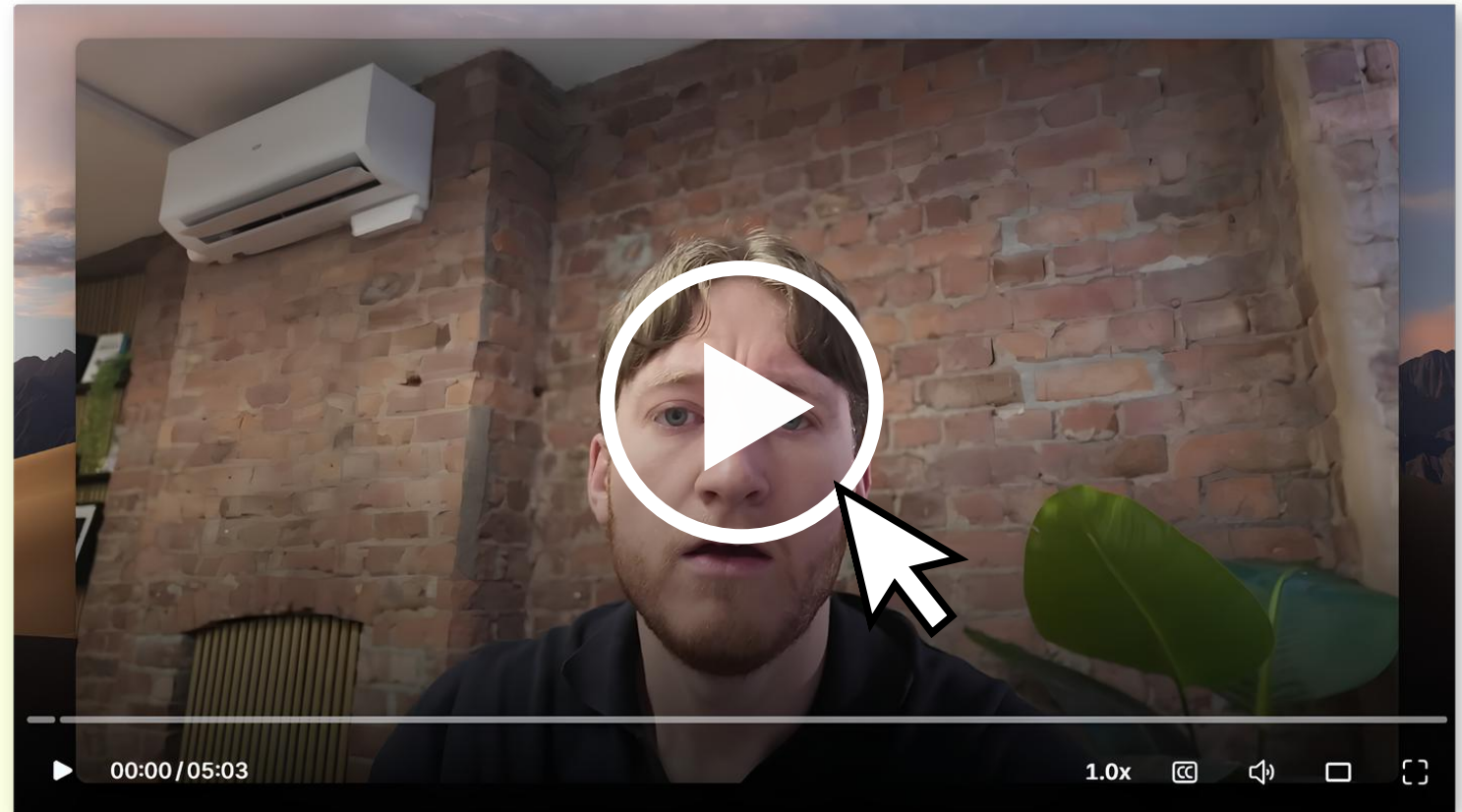




## What does **great Lead Gen** look like on LinkedIn?

Well, it would be easier to just show you.

So we're giving all readers of our 2026 LinkedIn Report an **exclusive look at our systems behind the scenes**. All you need to do is hit the image on the right of the page and you'll get a **full demo on how we're creating a lead gen strategy** right now.



*(CLICK TO PLAY)*

Chapter 2: Expert Insights

# The Secrets Behind Founder-led Personal Branding

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ASH JONES



# This used to work, but now... it **holds you back.**

A few years ago, you could get away with saying something broad and generic. But right now, there are so many people trying to build a personal brand or become known as a thought leader that the internet is becoming a sea of generic takes.

Just generally contributing isn't enough anymore. What you do has to be great. I think the bar's getting higher because **it's getting noisier, and because the volume is increasing, it's making it easier if you hold a high bar.**

If you focus on building a great personal brand, you'll do well. If you focus on just building one, I think it's harder now. Beforehand, just turning up was enough to get you into the party, whereas now it's a bit different.



in good company. Get started

## Your Leaders Are The Future Of Your Brand

We build leadership advocacy programmes that turn leadership teams into influential brand ambassadors.

[Register Your Interest](#)



# Why chasing **virality** no longer works

You can't just lean into what's going viral. For example, if you're deep in the LinkedIn community, you'll know of a tool called **Kleo**, and the main beneficiary of Kleo would be:



- You could go to someone's LinkedIn profile.
- See the content they've posted which has performed well or gone viral.

There was a school of thought that you could just copy what other people have done that's reached virality, and you'll get the same payoff. But I think that pyramid scheme is now over. You can't just approach your personal brand by looking at what other people were doing and riding that same wave. It's much more about trying to be unique and stand out.

There aren't that many people who are building businesses in public on LinkedIn. The people who are grabbing the most attention on the platform aren't really the ones that are building businesses, they're more like creators and influencers. So **if you're actually building a business that's really compelling and interesting, it stands out a mile.**

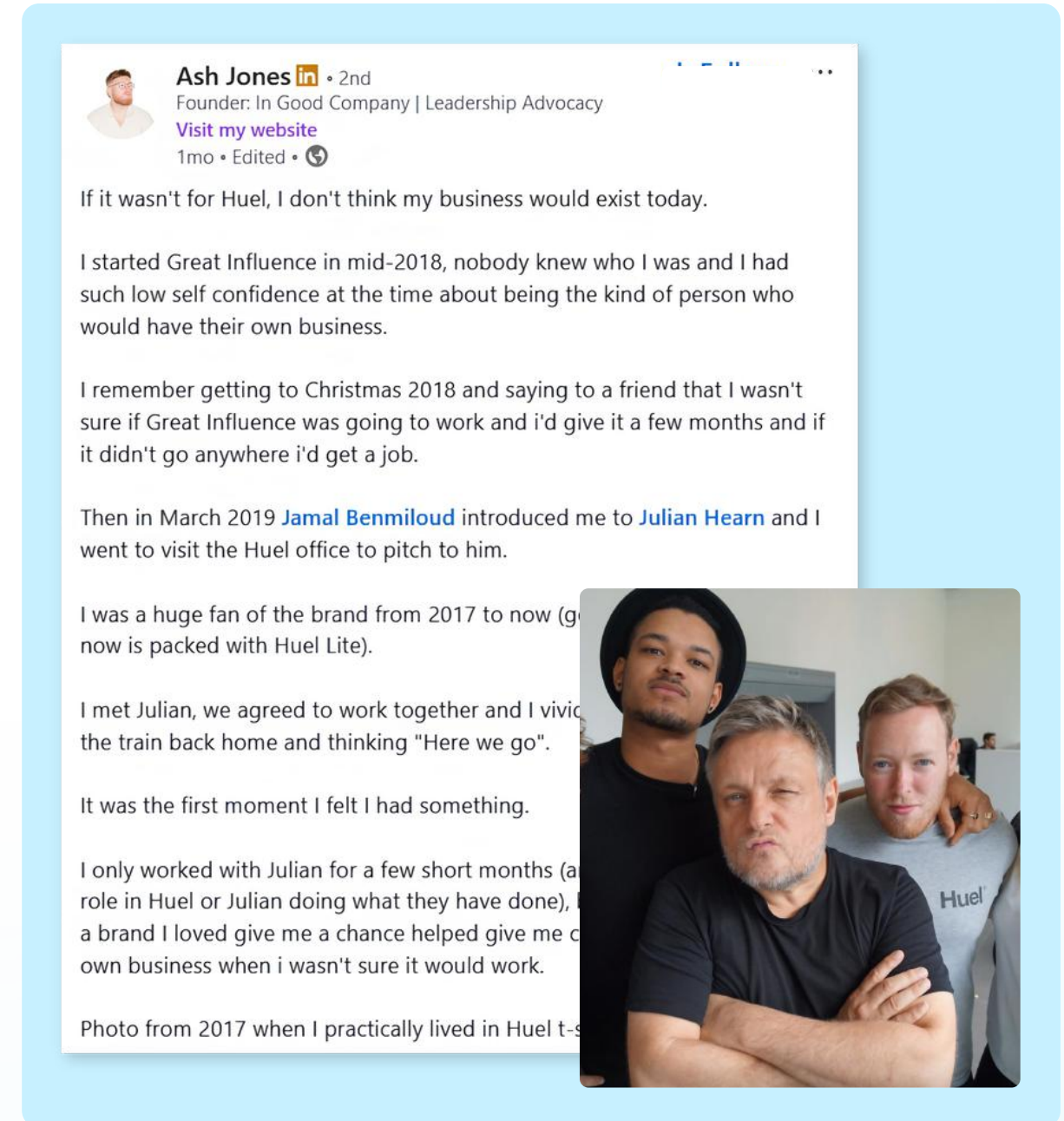
Five years ago on LinkedIn, a lot of the people that were making the most noise and grabbing the attention were the ones building the interesting businesses.





# Now is the time to fill the gap on LinkedIn

I think now is a really good time for **founder content**, and what I mean by that is founders who are actually building businesses are the ones doing interesting things, because **there's just a real gap**.

The majority of content that you see today isn't about people creating businesses, it's about everything around that. We're starting to see an era of advice givers, and the advice giving tends to come from people who aren't building things. I think if somebody genuinely came through now and was building the next great business and documented that in an exciting way, it'd be really compelling because that gap exists.



Ash Jones  • 2nd  
Founder: In Good Company | Leadership Advocacy  
[Visit my website](#)  
1mo • Edited • 

If it wasn't for Huel, I don't think my business would exist today.

I started Great Influence in mid-2018, nobody knew who I was and I had such low self confidence at the time about being the kind of person who would have their own business.

I remember getting to Christmas 2018 and saying to a friend that I wasn't sure if Great Influence was going to work and i'd give it a few months and if it didn't go anywhere i'd get a job.

Then in March 2019 [Jamal Benmiloud](#) introduced me to [Julian Hearn](#) and I went to visit the Huel office to pitch to him.


I was a huge fan of the brand from 2017 to now (and now is packed with Huel Lite).

I met Julian, we agreed to work together and I vividly remember the train back home and thinking "Here we go".

It was the first moment I felt I had something.

I only worked with Julian for a few short months (a part-time role in Huel or Julian doing what they have done), but a brand I loved give me a chance helped give me confidence to start my own business when i wasn't sure it would work.

Photo from 2017 when I practically lived in Huel t-s



# We've never been so **compelled** by other people

I think personal branding is the founder's and leadership team's responsibility:

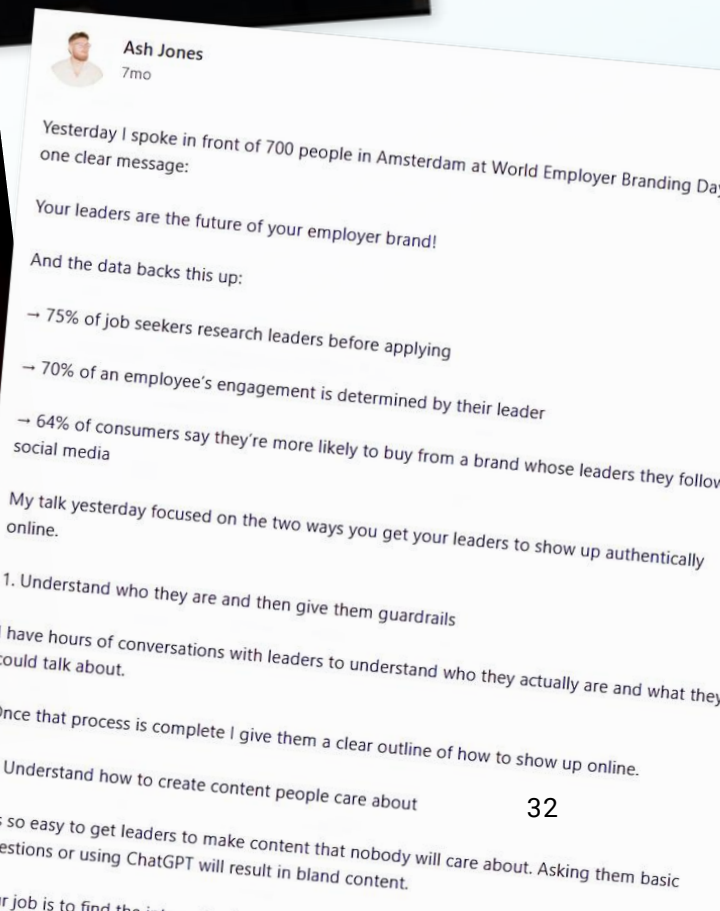
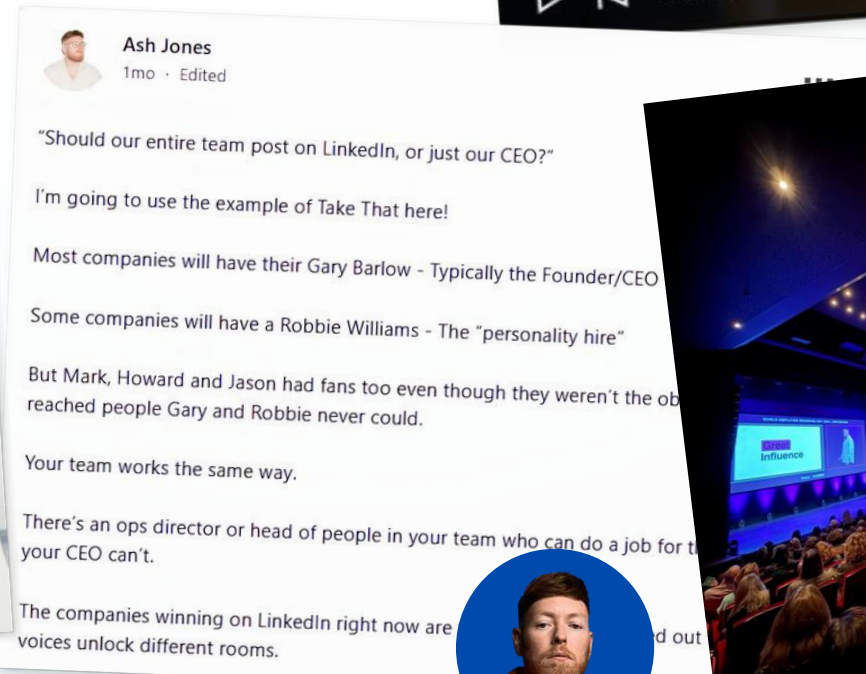
- If they are incentivised for the growth of the company, then it should be their responsibility to have a personal brand.
- If they're not incentivised by the growth of the company, then I think it's something they can support.

I see it less as a personal brand and more as brand marketing. We're in a creator era now, and that means as consumers, we're infinitely more interested and compelled by people. When you think of **brands trying to gain attention** for what they're doing, whether that's to gain market share with customers, or from an employer brand point of view and hiring for the company, they're **massively supported by the leadership team being more vocal online** and having more of a presence to try to become part of the flywheel of the brand marketing.



We're at a stage of personal branding as an industry where it's maturing, changing and evolving. I don't think that what leadership teams should be doing is personal branding.

I think what founders should be doing is personal branding, but **what leadership teams should be doing is posting more on social media as part of this ecosystem** of supporting the brand's strategic objectives, while at the same time, it's helping their careers.



# Audiences are more **sceptical** than ever.

To build genuine trust as a founder and an authority, avoid gaining your ideas and your storytelling from an LLM at all costs. There's too much content and ideation that starts in ChatGPT and there's too much content being created from a source, which means the person sharing it isn't the person who actually thought it, and audiences can feel that disconnect.



How you build **genuine trust** as a founder is when the things you're saying online actually come from you.



Remember: Everyone wants a shortcut and that's your **biggest opportunity**.

Everybody wants to go viral without putting in the hard work. Whereas, if you're willing to put in the hard work of actually figuring out what you think and what you're trying to say in the story that you're trying to tell, and put great work into the content that you're putting out there, it's going to stand out by a country mile.

I don't think I've seen a moment in the last 10 years of being in this game that's as generic, bland, and uninteresting as it is right now. That presents a massive opportunity for somebody who's willing to challenge themselves to create great content and create a great personal brand.



Put great work into the content that you're putting out there, it's going to stand out by a country mile.

Chapter 2: Expert Insights

# The New Way To Approach LinkedIn Content

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LARA  
ACOSTA



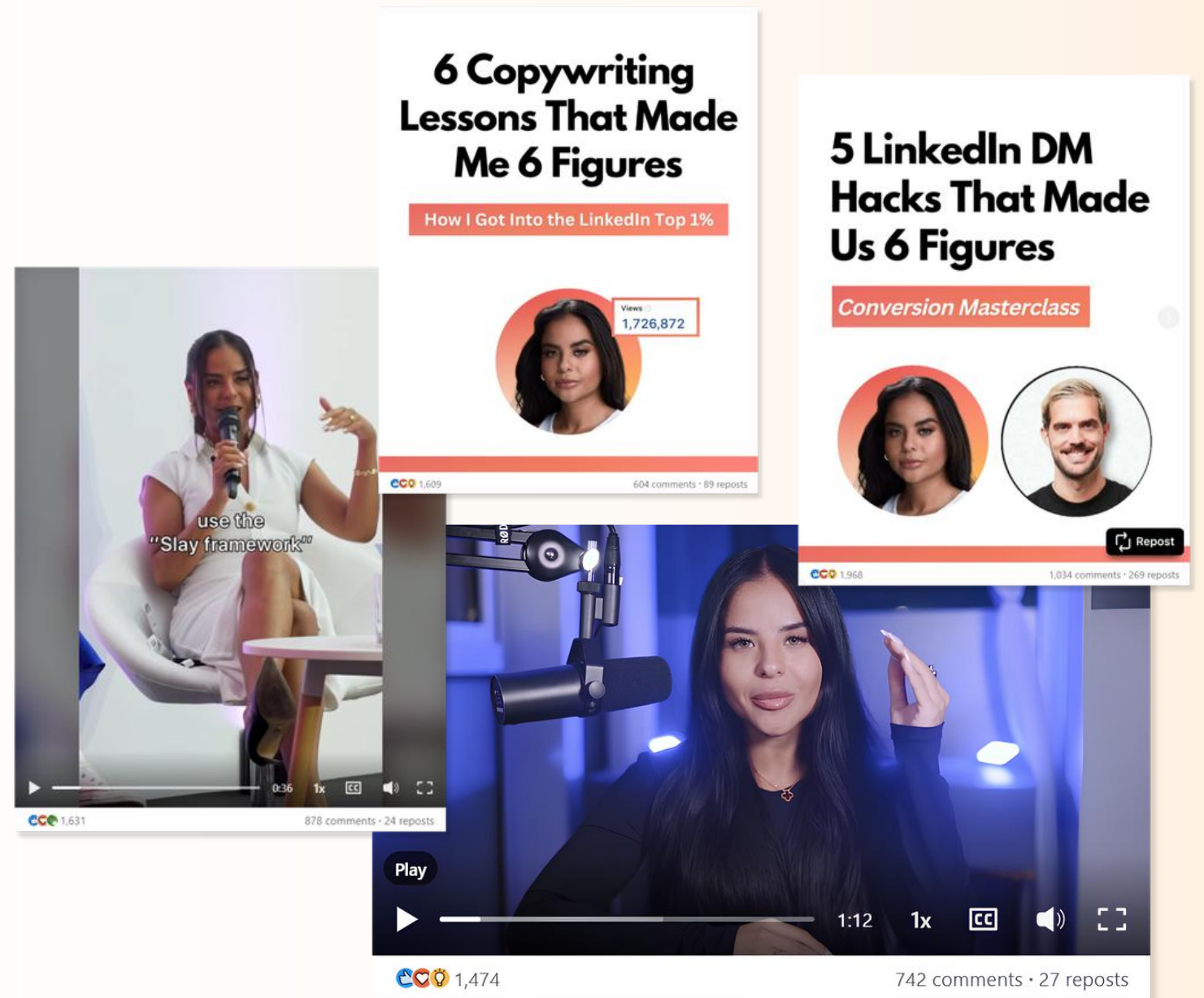
# The LinkedIn algorithm has **shifted**, but it's not very clear.

From what I've observed, there has been a shift, but it's not entirely clear.

There are noticeably fewer impressions across most posts. The gap between average posts and those hitting 100k–300k impressions is much bigger than in 2024. That's the **only visible shift**.

But beyond that, there's been no clear shift in the type of content being promoted.

In 2024, carousels performed best. In 2025, it was video. Now, performance seems less about format and more dependent on the market.



We're still seeing strong results across multiple formats:

- Announcements perform well
- Well-executed meme content can gain up to 100k–200k impressions (based on my little pool of 3000 people that we test and iterate on content, and we see the results)
- Text posts, storytelling, and educational content all perform well

**Lara Acosta** • Following  
Entrepreneur and speaker building businesses online | Forbes 30u30  
Visit my website  
2w • 🌐

I JUST MADE IT TO FORBES 30 UNDER 30!  
This is your reminder that no goal is ever too "BIG". ...more

**How to get leads on LinkedIn:**  
Use this 7-Step System:

1. Write above-average posts
2. Use LinkedIn premium
3. Look at who views your profile
4. Send 10/15 connection requests
5. Start a 'casual' conversation
6. Build a real relationship
7. Pitch if appropriate

Do this daily and you will win.

**How to Dominate on LinkedIn in 2026**  
Master the New Algorithm in 4 Steps

1 Focus on Your Expertise	2 Use Proof-First Framework
<b>Focus on one micro-niche</b> <ul style="list-style-type: none"><li>Pick a specific audience + problem</li><li>Avoid broad topics like "marketing"</li><li>Build authority and trust by being the go-to expert</li></ul>	<b>Show proof of results</b> <ul style="list-style-type: none"><li>Post actual evidence from your work</li><li>Use metrics, screenshots, or step-by-step frameworks</li></ul>
<b>Publish tactical + specific insights</b> <ul style="list-style-type: none"><li>Share case studies</li><li>Draw maps your audience can apply</li><li>Show frameworks, or guides</li><li>Make it specific to your micro-niche</li></ul>	<b>Stay hyper-niche</b> <ul style="list-style-type: none"><li>Focus on 3-8 recurring topics that showcase your expertise</li><li>Use a content calendar to stay focused on your micro-niche</li><li>Test which topics resonate most</li></ul>
<b>Use LinkedIn Video</b> LinkedIn is officially entering its "video era." Here is HOW TO dominate using LinkedIn's new video push + algorithm changes: <ul style="list-style-type: none"><li>1. Learn fully into educational short-form video</li><li>2. Repurpose your top performing posts into scripts</li><li>3. Master the hook (paradox, bold, counterintuitive, emotional, numbered)</li><li>4. Teach ONE insight per video</li><li>5. End with a viewer-centered CTA</li><li>6. Keep production simple + human</li><li>7. Use strong captions with spaced formatting</li><li>8. Be early to BroadLink monetization</li><li>9. Post consistently (3-5 videos weekly)</li><li>10. Combine video + expert-led written content for maximum dominance</li></ul>	<b>The Blueprint: How to Win</b> <ul style="list-style-type: none"><li><b>Go Hyper-Specific</b> (Who you help, what you do)</li><li><b>Rewrite Your Headline</b> (Proof → Promise → Mechanism → CTA)</li><li><b>Publish Proof-First Content</b> (Show screenshots, results, frameworks, client rates, before/after)</li><li><b>Expert-Level Engagement</b> (Spend 1-2 hours daily commenting with insights and sharing micro-case studies)</li></ul>

Follow Lara Acosta for more frameworks | Repost & Help others grow

3,825 likes | 1,500 comments · 77 reposts

The main shift isn't algorithmic but about how effective each post is. It comes down to:

- The **context**
- Current state of the market**
- Emotional state of the market**
- The **effectiveness** of the post or how well you were able to **deliver** your message.

# The 3 types of content that drive consistent results:

At all times, in any year, content that drives conversion is the one that speaks to someone's problem. It's not about saying: "I just launched this agency, buy now" but more so about tapping into core, fundamental emotions that your customer has.

For example, one post generated me around \$50,000 in lead generation. It wasn't salesy, but it told a story about investing heavily into my network and the impact of that.

I didn't position this as "buy now." It was more so: "If you want to join this, you should do it because it solves this problem that I'm speaking about."

In my opinion, the content that consistently drives results is:

Storytelling that reflects your ideal customer's problems

Case studies told through your lens or theirs

Well-executed posts (strong writing + strong packaging like visuals/video)

The image shows two screenshots of LinkedIn posts by Lara Acosta. The left post is a long-form text post starting with "pov: you stopped spending 10+ hrs writing content a businesses with content." and discussing her experience with content creation. The right post is a shorter post titled "I JUST MADE THE FORBES 30030 LIST FOR MARKETING!!!! | 3x Founder, Spe..." and includes a checklist of 4 points for writing viral content. Below the posts is a video thumbnail featuring a man (Timo) with a "Multi-millionaire founder" label and a "Timo" signature. The video player shows a play button and a progress bar.

# LinkedIn has doubled down on what's always worked: **positioning.**

The core hasn't changed. If anything, LinkedIn has doubled down on what's always worked: positioning. Your profile acting as a landing page isn't new, it's just clearer now. With updates like LinkedIn's 360 approach, your profile helps determine who sees your content.

Good content is still the same. LinkedIn has always been visual and infographics still perform strongly:

- Videos still perform well if you do them well.
- Memes perform well if you do them well.
- Storytelling posts do well if you do them well.
- Educational content does well if you do them well.



## What has changed:

→ Bad content has got worse (largely due to AI and people using single prompts) while good content is still the same.  
→ LinkedIn users' understanding of what good content looks like and therefore they're not allocating their likes to bad content, they're giving it to better content because they understand it better. It's almost like when Instagram came out, we used to like everything because that's all we knew, but now the market has become more sophisticated on LinkedIn.

LinkedIn hasn't had a fundamental change but more of an evolution.

**Better audience → higher standards → better content required.**

# Here's the fastest way to **improve the quality** of your LinkedIn content today.

**1** If you want to win on LinkedIn, you have to do three things.

**How to Dominate on LinkedIn in 2026**  
Master the New Algorithm in 4 Steps

- 1 Focus on Your Expertise**
  - Focus on one micro-niche
    - Pick a specific audience + problem
    - Avoid broad topics like "marketing"
    - Build authority and trust by being the go-to expert
  - Show proof of results
    - Post actual outcomes from your work
    - Use metrics, screenshots, or step-by-step frameworks
  - Publish tactical + specific insights
    - Show case studies
    - Give steps your audience can apply
    - Show frameworks, or guides
    - Make it specific to your micro-niche
  - Stay hyper-niche
    - Focus on 3-5 recurring topics that showcases your expertise
    - Use a content calendar to stay focused on your micro-niche
    - Test which topics resonate most
- 2 Use Proof-First Framework**
  - Tactical insights
    - Share actionable, step-by-step strategies from your experience
    - Include metrics, frameworks, screenshots
    - Make every post actionable
  - Behind-the-scenes
    - Show context or your process
    - Photo/video of you on stage, in meetings, or reviewing results
- 3 Use LinkedIn Video**
  - LinkedIn is officially entering its "video era." Here is HOW TO dominate using LinkedIn's new video push + algorithm changes.
  - 1. Lean fully into educational short-form video
  - 2. Repurpose your top performing posts into scripts
  - 3. Master the hook (paradox, bold, counterintuitive, emotional, numbered)
  - 4. Teach ONE insight per video
  - 5. End with a viewer-centered CTA
  - 6. Keep production simple + human
  - 7. Use strong captions with spaced formatting
  - 8. Be early to BroadLink monetization
  - 9. Post consistently (3-5 videos weekly)
  - 10. Combine video + expert-led written content for maximum dominance
- 4 The Blueprint: How to Win**
  - Go Hyper-Specific (Who you help, what you do)
  - Rewrite Your Headline (Proof → Promise → Mechanism → CTA)
  - Publish Proof-First Content (Show screenshots, results, frameworks, client wins, before/after)
  - Expert-Level Engagement (Spend 1-2 hours daily commenting with insights and sharing mini-case studies)

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Lara Acosta  
Literally Academy • 327K followers  
1mo

I built my first business by doing everything "wrong". Turns out... most successful entrepreneurs do this too.

Start with no idea what "conversion" posts were. Not knowing what a "funnel" looked like.

But... not knowing anything became our advantage.

You try different things.  
You use random approaches.  
You try more times than "needed".

And for me... It turned out to be the best thing I could've done. logos or pitch decks.

I used Stan to build my first website.

One link. One landing page. One platform to sell on. Affordable for a beginner with no clients. Easy to use.

Made my first \$1 with it, which I'll never forget. Added my first "paid" resource... connected it to stan...

One person viewing my content clicked on it. And bought, instantly - my first online \$1...

Lara Acosta  
Literally Academy • 327K followers  
3mo

pov: you're about to launch a tech startup in London with friends in your 20s (bts of a \$1M biz).

there's something so surreal about this business.

it wouldn't even be a reality without linkedin.

jake and i met on linkedin.  
broke into the top 0.1% in less than a year.

we built businesses all through organic content.  
made millions of dollars along the way.

today we're running the same playbook for our startup.

getting leads without spending a single dollar on ads.  
converting customers through our personal brands.  
getting insane opportunities because we do it publicly.

most people overcomplicate growth - we didn't.

to build a profitable business you need 3 things:

Most people try to do all three in one post but that's where quality drops.

Instead, focus on **one goal per post**. One idea, one angle, one framework.



**1) Educational**  
(Build authority)

**2) Storytelling content**  
(To gain trust)

**3) Sales-related content** that actually promotes your business because most people forget about that.

## 2 Leverage AI in the right way.

In my opinion, tools like Kleo are the best to use. You share your idea with a single topic and some of your own context. It writes the post for you, you then edit it, and it actually skips through that overwhelming process of learning how to write on LinkedIn.

## 3 Understand your market.

Different audiences consume content differently. Study what works in your niche, look at top-performing posts, break down why they worked (copy, visuals, structure) and replicate the format.

Don't try to be original too early. Start by modelling what already works, then test your own ideas over time. That's how you grow faster, and then it'll become easier, especially if you leverage AI.

**Building an audience vs building a pipeline...  
can the same content do both?**

I see them as both doing the same. LinkedIn ultimately is a funnel. Your content should do both, depending on how you structure it across the week. For example, if you post four times:

- Some posts should be broad to attract new audiences
- Others should be niche to build trust and authority

A broad post might hook with a wide topic (e.g. AI), then narrow into your expertise. This brings new people in while still positioning you.

Then you layer in deeper content (like in-depth educational breakdowns or lead magnets) to build trust.

But content alone isn't enough, your profile needs to be optimised to capture as many leads as possible which includes your:

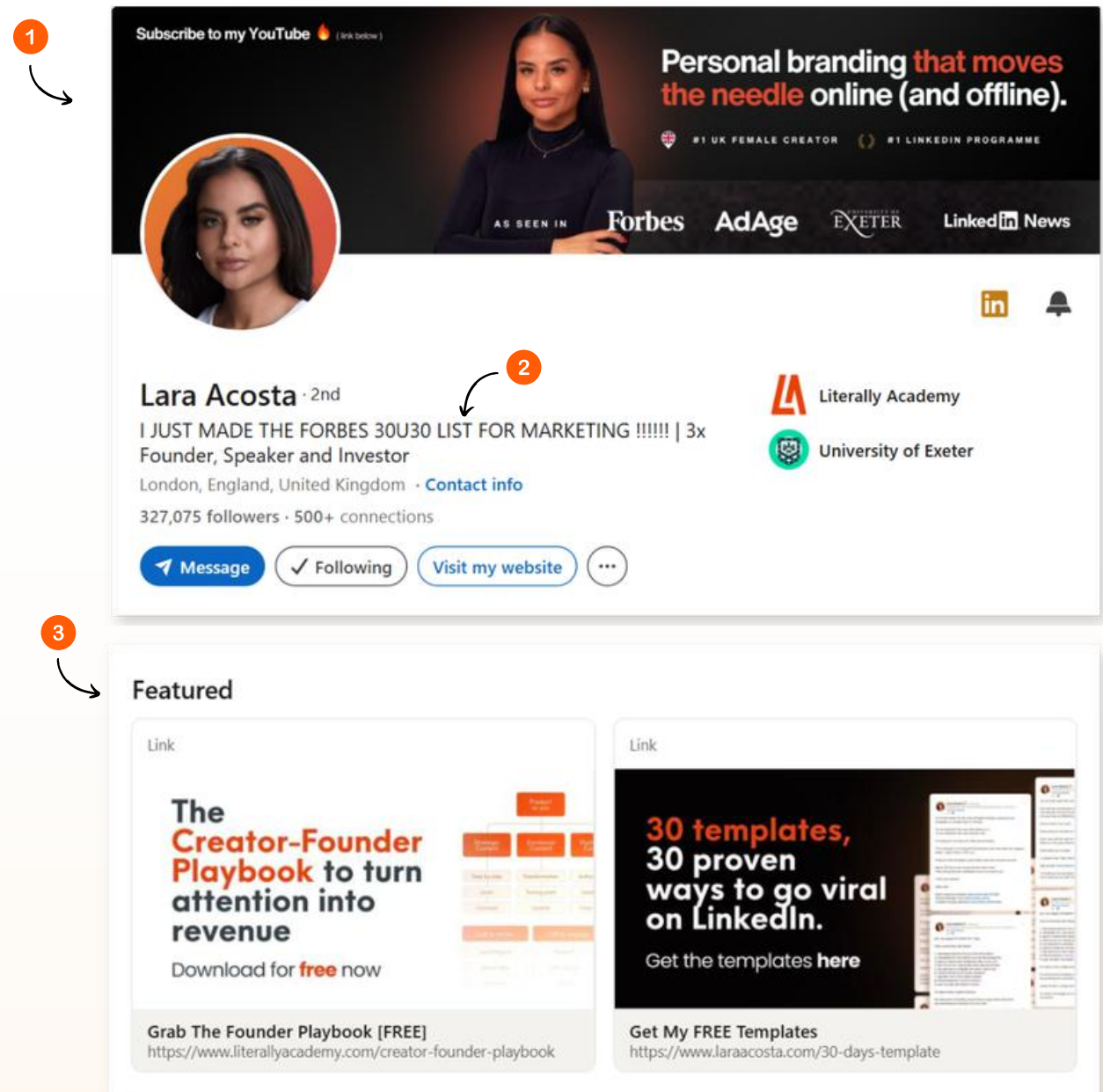
- 1 Banner
- 2 Headline
- 3 Featured section

All should guide people to the next step (like an email list, waitlist or offer).

It's a full system:

**Content → Profile → Owned platform → Conversion**

It's a whole system, not just one thing that creates pipeline. It's a combination of many things, and people need to learn that this is a patience game as well as a strategy game. You can't expect someone to just buy something right away, especially if it's high ticket. You need to take them through a journey. Most people need around 11 to 20 touchpoints before making a purchase decision.



Chapter 2: Expert Insights

# Building Your Dream Community on LinkedIn

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SOPHIE  
MILLER



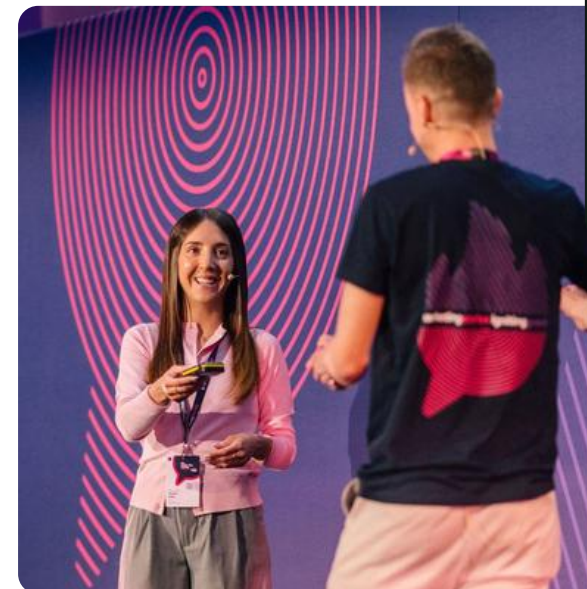
## Building the PLM community:

From the very beginning, **Pretty Little Marketer** was all about sharing the stage rather than standing on it alone. In the early days, that looked like Marketer Monday, a series where I'd DM followers or people I'd spotted online, ask them a few questions, and feature them on our stories. It was simple, but it set the tone for everything that came after it - **this is a space we build together**, not something I broadcast at people. That's still the whole point.

**pretty little marketer.**



2023  
Highlights



2025  
Highlights

2024  
Highlights



## Relevance over engagement is the new shift

LinkedIn has shifted towards rewarding relevance and genuine connection over pure engagement, and if your content was already built around that, you've probably barely noticed. But if your strategy was already volume and visibility, it's been a harder ride. The creators I see struggling most are the ones who were relying on the algorithm to do the work for them, rather than building something people actually wanted to come back to.

## Community isn't a feature... it's a feeling

Community is all about people connecting over something shared, then connecting to you, and eventually connecting to each other, and no native feature is going to manufacture that for you.

A LinkedIn newsletter can be a useful touchpoint, but it doesn't build community on its own. What actually builds it is:

- ✔ Being **generous** with your platform
- ✔ **Collaborating** rather than just creating
- ✔ Consistently **bringing other people** into the conversation
- ✔ Acting as a **facilitator** rather than a broadcaster



When your audience starts forming peer-to-peer relationships with each other, that's when you know you've built something real. That doesn't come from a feature; it comes from a strategy built around making people feel involved!

# The secret to strengthening your community on LinkedIn

Give people a reason to get involved rather than just consume. That could look like:

- Collaborating with someone in your audience
- Featuring a follower's perspective in your content
- Simply asking a question and actually responding to every single person who answers



The accounts that build the strongest communities on LinkedIn aren't the ones with the best content, they're the ones where people feel like they have a role to play. When someone feels seen or featured or heard, they stop being a follower and start being part of something.

# The feed matters less and direct relationships matter more

LinkedIn has been building out the infrastructure for direct relationships and I think we'll see more emphasis on smaller, higher-trust touchpoints rather than broadcasting to a mass audience.

The creators who are going to be "ahead of the curve" are the ones building something off-platform in parallel right now, whether that's a newsletter, a community, or a membership, because LinkedIn can amplify you, but it shouldn't be the only place your audience lives.



Chapter 2: Expert Insights

# Are LinkedIn and B2B Paid Ads Overrated?

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SHLOMO  
GENCHIN



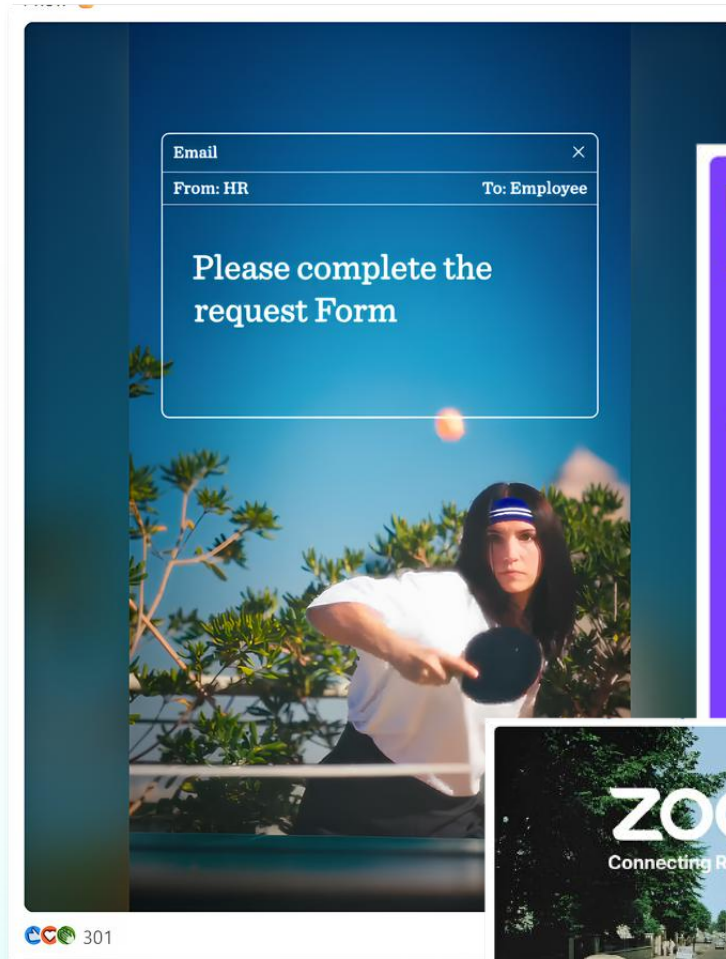
## B2B paid ads on LinkedIn 3 years ago vs today

Right now on LinkedIn, there's so much more AI slop and most people don't want to watch something that is 100% AI-generated unless it's a very unique concept.

But this creates a great opportunity to double down on creativity and produce **ads that people share**, not skip.

Most companies are still making the same kind of ads that they've been making for years. But I think there is still a very big opportunity there from the creative aspect. I also think **thought leader ads are still very much underrated**, especially for people who can write good long-form copy.

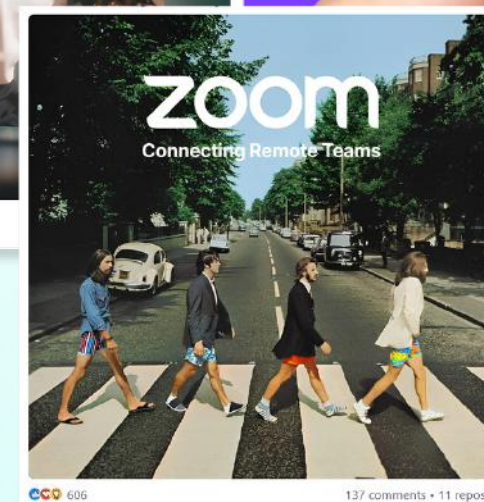
This ad I created for my client, HiBob, has the highest retention rate on their Meta account.



My new ad for ScreensAI – an AI that identifies contract loopholes and red flags.



I tried creating some B2B ads using Photoshop AI.



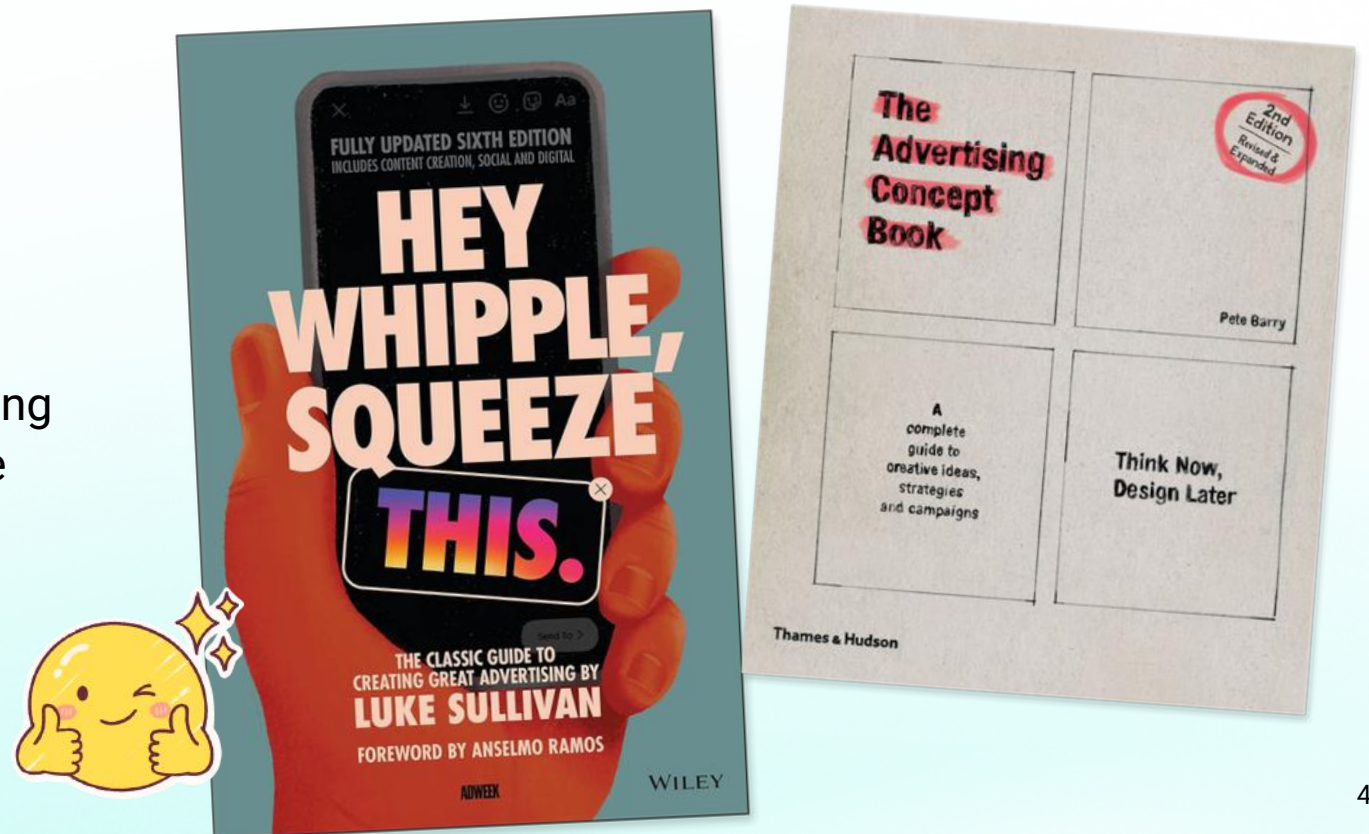
# Ads for “boring” industries

No matter how boring something looks, there's always a human aspect to it. There will always be something it provides to improve someone's job or day to day life and it's about connecting to the person who will see the ad.

Another way to make something boring more interesting is to picture the enemy. Define the enemy your product or service is fighting against, conflict is the core of every great story. I think that once you're clear on the person you're helping and once you define an enemy, then you have way better stories and you're able to grab attention no matter what the product is.

## Learn timeless creative advertising techniques

The most effective way to improve the quality and performance of your B2B paid ads today is to keep learning what's proven to work. Books like "Hey, Whipple, Squeeze This" and "The Advertising Concept Book" can teach you way more than any B2B guru.



# Design your ad set like a conversation

One of the biggest mistakes I keep seeing people make with their B2B paid ads is that they try to squeeze too much into a single ad.

Design your ad set like a conversation, where each ad is one sentence, not the entire pitch.

Here are 3 things that make a highly effective ad:

## ① Conflict

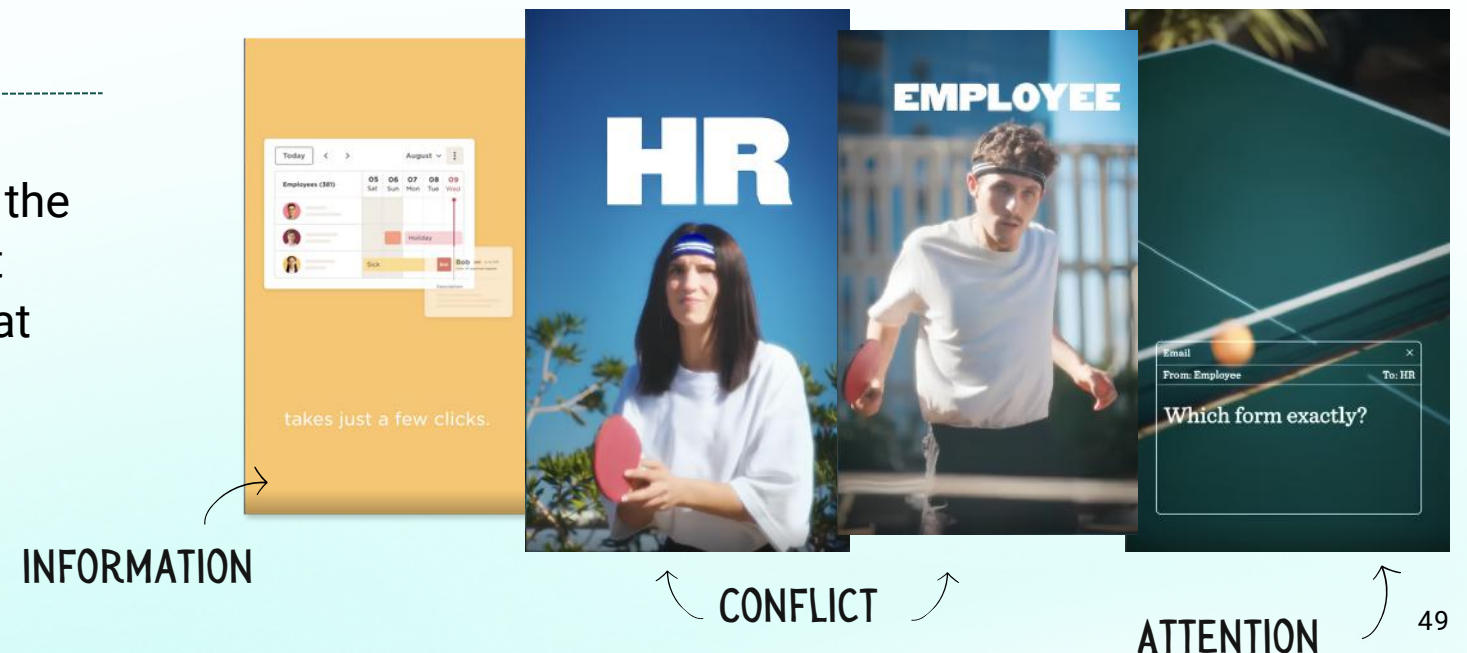
You can't have a story without conflict. Write down all the pain points that are relatable situations that the target audience and ICP experiences. What is the conflict that stands in their way?

## ② Grab Attention

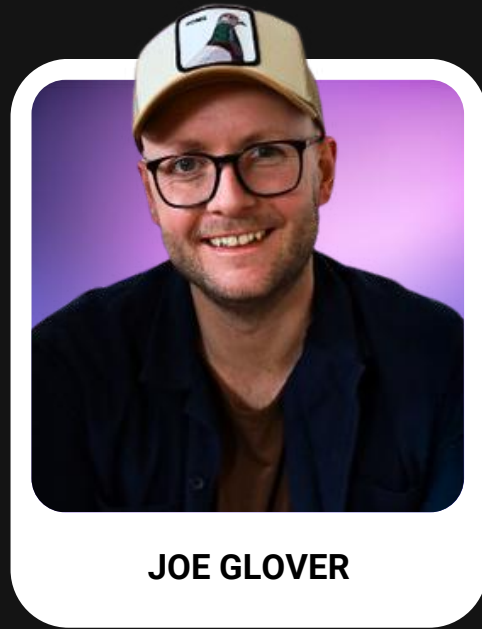
This is what makes someone stop the scroll and hooks them into the ad.

## ③ Share Information

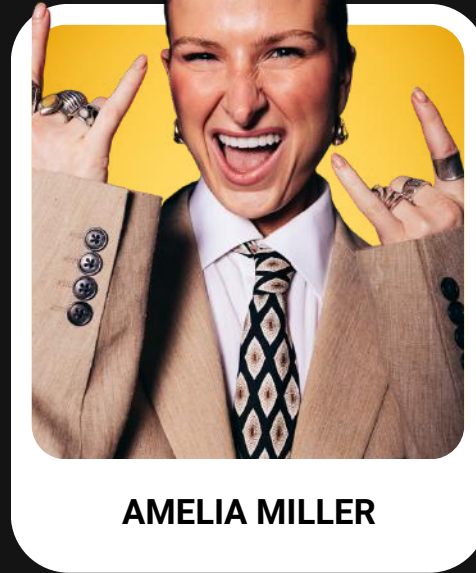
Give real clarity about the product or service and what it does. You can't just be funny or clever all the time, that's the importance of helping the end user to understand how you help them in order to convert.



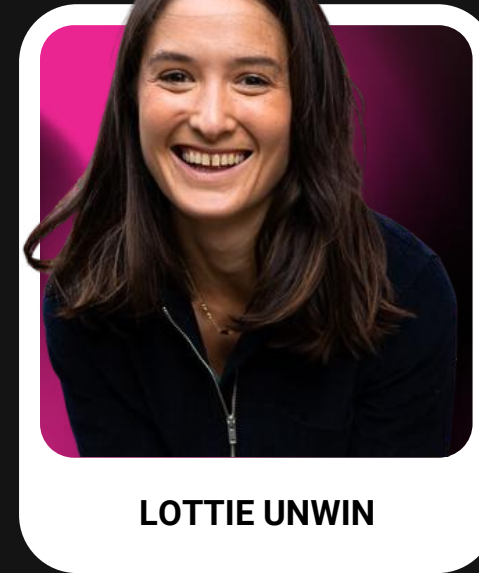
**noticed.**



**JOE GLOVER**



**AMELIA MILLER**



**LOTTIE UNWIN**



**SAM WINSBURY**

CHAPTER 2:


# Quick Fire Expert Insights

## We asked: “What’s your LinkedIn strategy summarised in one sentence?”





**Joe Glover**  
Co-Founder of The Marketing Meetup

**“Chill”**





**Amelia Miller**  
Co-founder of ivee

**“Authenticity wins”**



**Lottie Unwin**  
Founder of Brand Hackers and Up World

**“Show up consistently”**



**Sam Winsbury**  
Founder at Kurogo

**“Utility”**

## Advice for beginners: Stop chasing virality, focus on new relationships that matter

Most businesses don't need millions of impressions. They need a small number of relationships that genuinely can change the trajectory of the business.

- ✅ Instead of worrying about the number of likes, think: **this one person engaging might be the one that matters.**
- ✅ Focus on what matters, and do it for that reason. At this stage your time is valuable.

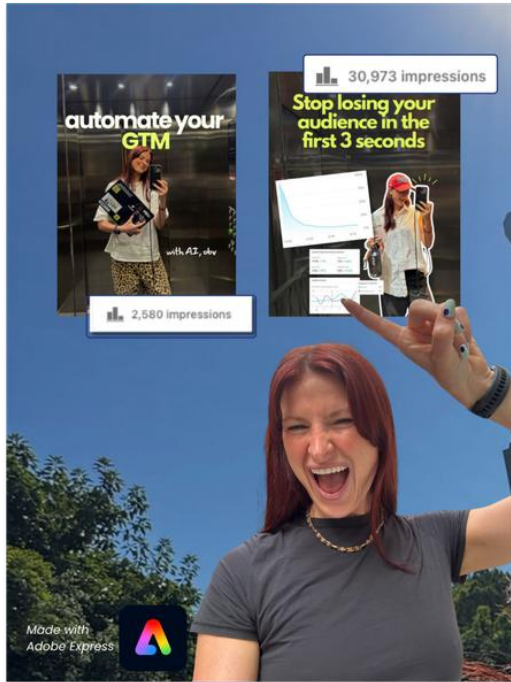


JOE GLOVER



# Don't neglect creating your **brand pillars**

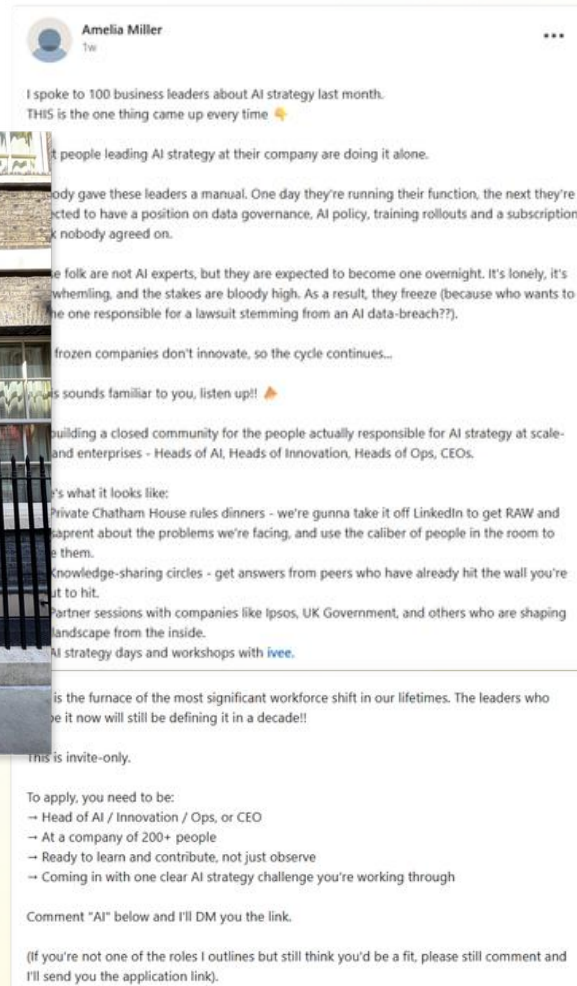
The first thing anyone should do on LinkedIn is have clear brand pillars that you stick to and don't stray away from. Mine are:



**1** Building out loud as a founder.



**2** AI and recruitment



**3** Gender pay gap

## Chapter 2 | Quick Fire Expert Insights | Amelia Miller

Brand pillars can change, but if you don't have any at all, it might become spray and pray, random content. It really helps me to compartmentalise and never stray away from those things.

**But the main thing is having authenticity and making your followers feel like they are on this journey with you and it's so powerful because people really feel like they're along for the ride.**

They're so much more willing to be a champion of your company, turn up to your events when they've never met you before and even speak to strangers in the street about your company.

AMELIA MILLER



## Should **D2C start-up founders** and **brands** be using LinkedIn?

The algorithm is still very friendly and there's a lot of people on LinkedIn with high disposable income on the platform. **It's a really good way of reaching commercial opportunities like investors, buyers or someone who's not just your consumer.**

I also think LinkedIn is a really good way of warming up founders for founder-led content for other forums. We're posting a lot of founder-led ads and storytelling on landing pages and across channels as a way of getting the founder's story out there and LinkedIn is a really great way of flexing those muscles.



LOTTIE UNWIN



## Optimise content for **utility**

Everyone always tells you to “share value” but it’s never really clear on what that looks like. I think we’re moving towards a world on LinkedIn where utility is going to be rewarded. What I mean by utility is how useful is the thing you’re sharing, is it the kind of post someone would save and come back to later?



When you provide that level, it sets you apart from everyone who’s giving “surface level value” and **makes you much more memorable.**

I believe that saves are going to be the number 1 predictor of account growth in 2026. I’m always producing content that someone could read and think “that’s useful, let me come back to that later”. I think that’s a lot more powerful than someone just thinking “that’s interesting”.

SAM  
WINSBURY



**noticed.**

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# Chapter 3

# How To Win on LinkedIn in 2026

When most people decide to take LinkedIn seriously, they jump straight to posting content, sending connection requests, or running ads.

**They start halfway up the ladder and skip the foundations** that determine whether any of it actually works. That's why most LinkedIn strategies quietly fail.



Every LinkedIn strategy worth running has four levels, and they have to be built in order:



## Level 4: Ads

Only once the first three levels are working do you turn on ads. Ads are an accelerator, not a starting point. They'll either scale a working system or burn money on a broken one, depending on what you're feeding them.

## Level 3: Outreach

This is where revenue is made. While content fishes, outreach reels in. Skip this, and you're just hoping inbound shows up. This is the place where conversations are created and nurtured with your ICP.

## Level 2: Content

Once positioning is strong, content gets your name in front of the right people and identifies who's paying attention. The aim here is to create familiarity and trust, not to close random sales.

## Level 1: Positioning

This is your foundation for everything you do. If decision-makers can't tell within five seconds of landing on your profile what you do, who you do it for, and what outcome they get, nothing above this level will work.



## Chapter 3 | Section 2: The New Way To Position Your Profile

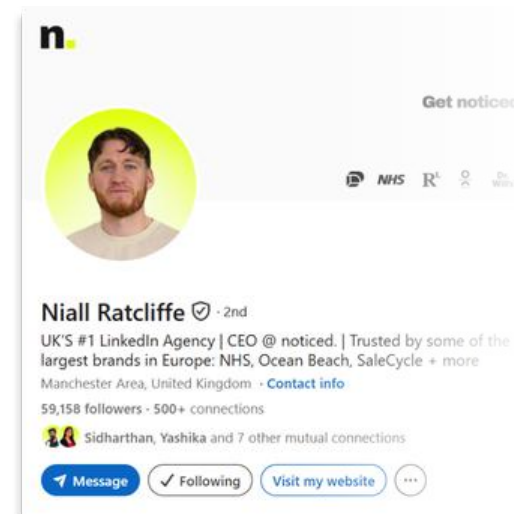
Every single post you publish, every message you send, every comment you leave funnels traffic back to your profile, and like any landing page, it has one job: **convert a visitor into someone who takes the next step.**

Most profiles fail this completely. They list job titles in reverse chronological order, describe the company in vague terms, and bury anything useful below the fold.

In 2026, a profile that converts does three things well:

### ① It looks the part.

A professional headshot, a banner that communicates what you do and your value proposition, and visible social proof. **You've got to look the part for people to see you as the part.** This is the online world.



Anyone can do what you do, so why are you worth listening to? Lean into any credibility you have from: logos of brands you've worked with, publications you've been featured in and results you've delivered. First impressions take seconds.

### ② It articulates a transformation, not a title.

Your headline shouldn't just be "Senior Marketing Consultant." **It should focus on a specific outcome that a buyer can purchase from you**, ideally with social proof baked in. Something like: "Where boring B2B brands go to become famous in their niche | Trusted by Salesforce, HubSpot, Peloton." Then your About section tells the real story, the journey, the lows, the lessons to combine credibility and relatability.

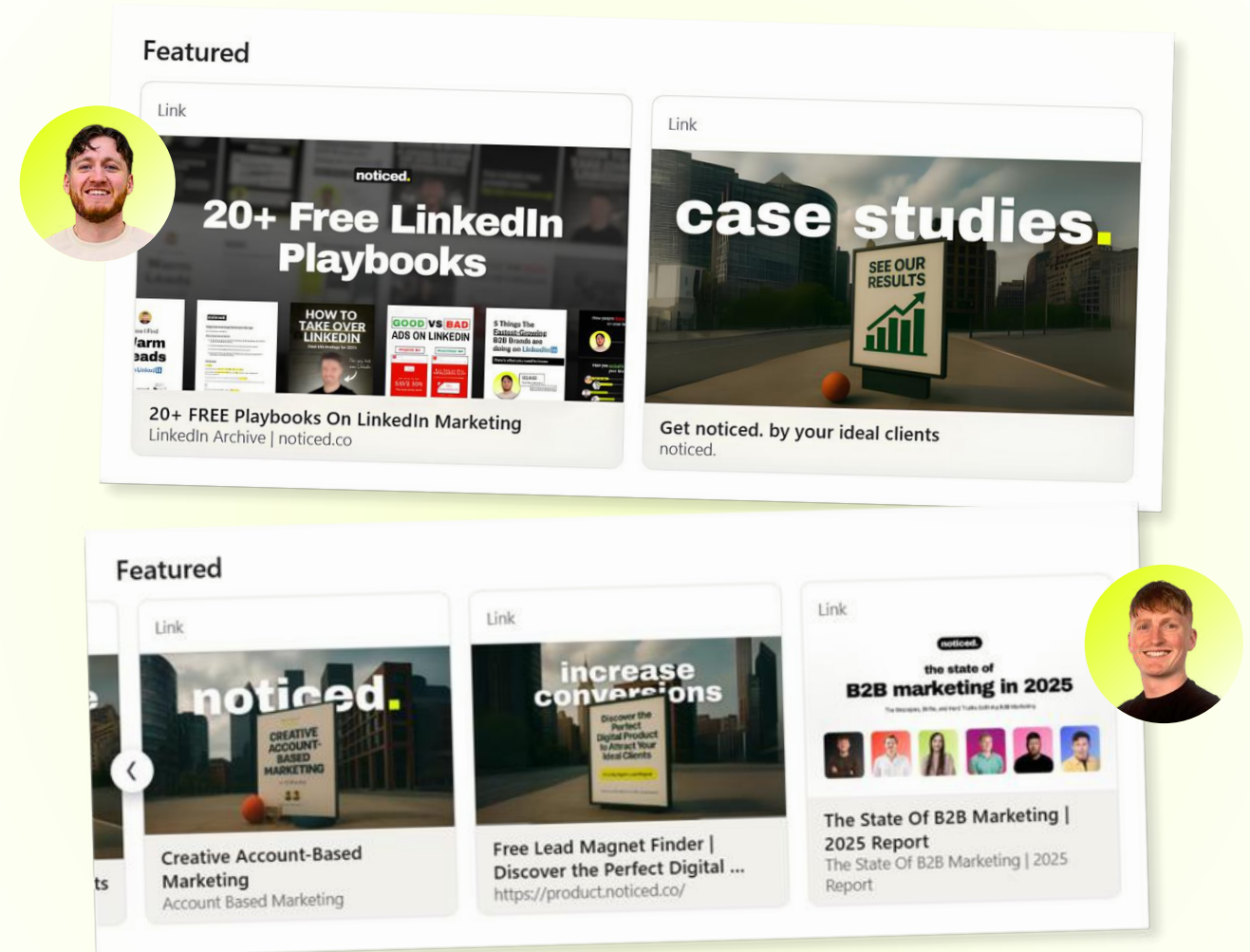
## Chapter 3 | Section 2: The New Way To Position Your Profile

### 3 It includes a sales asset in the Featured section.

This is the part almost everyone ignores, and it's a **free lead magnet sitting directly under your headline**. Put a gated resource there, this could be anything from a free guide, a case study or a benchmarking report. Something genuinely useful that solves a specific problem your ideal client has.

**It works while you sleep.** Someone finds your profile at 11pm, downloads the guide, enters your ecosystem. Done properly, this single section can mop up dozens of warm leads a month with zero ongoing effort.

Get this right before you write a single post. Weak positioning means every pound and every hour you spend further up the pyramid is leaking through cracks at the bottom.



## Chapter 3 | Section 3: 2026 Company Page Strategies

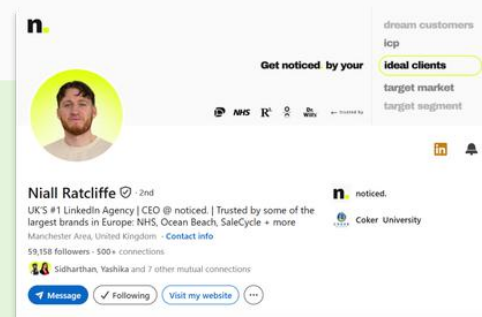
**Company pages used to be a dumping ground full of random announcements and visited by precisely no one.** In 2026, that's no longer good enough. Buyers researching you will land there, and the page either reinforces what your founder's profile says or quietly undermines it. The shift is treating the company page as a credibility hub rather than a broadcast channel.

**3 things that matter the most right now:**

### 1. Tighten The Basics.

Just like your personal profile, the Banner, Headline, and About section should all answer the same three positioning questions:

**What do you do?**  
**Who do you do it for?**  
**What outcome can you give them?**



### 2. Leverage Your Team.

The single highest-leverage thing a company page can do in 2026 is to amplify employee generated content. Posts from people consistently outperform posts from logos, and when your team posts about the company or work, the company page benefits in trust, reach, and search visibility.

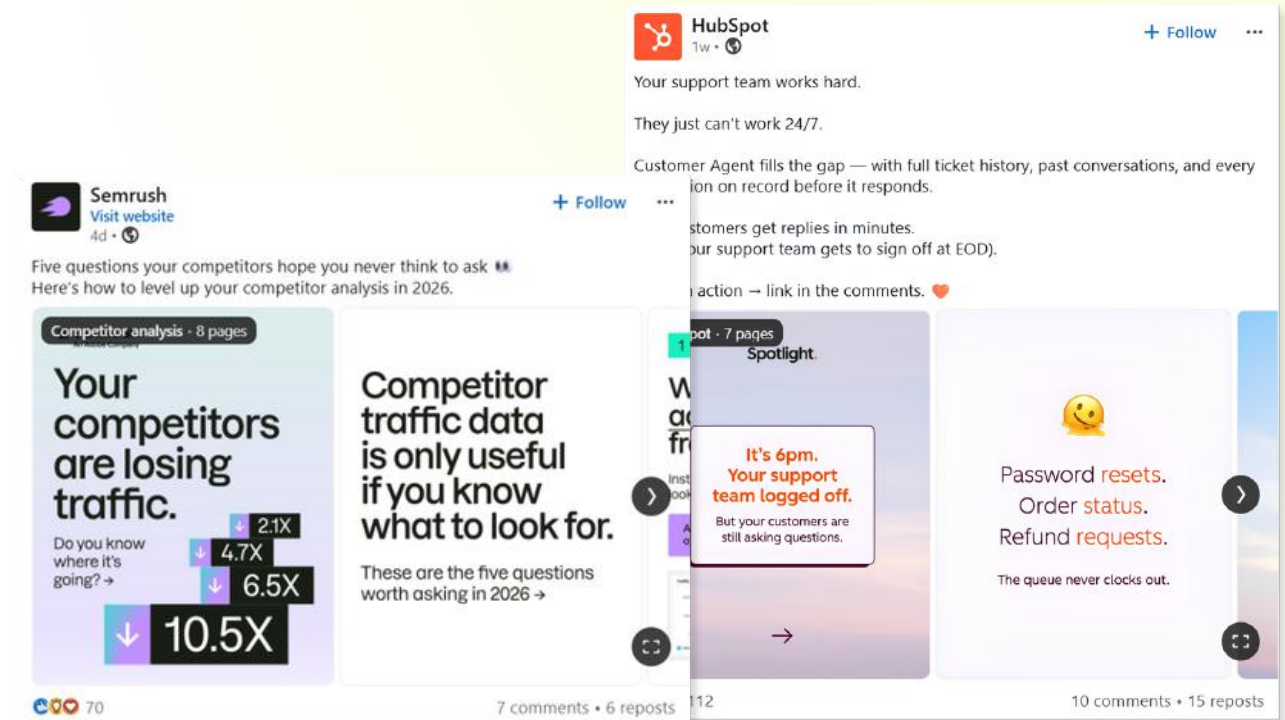
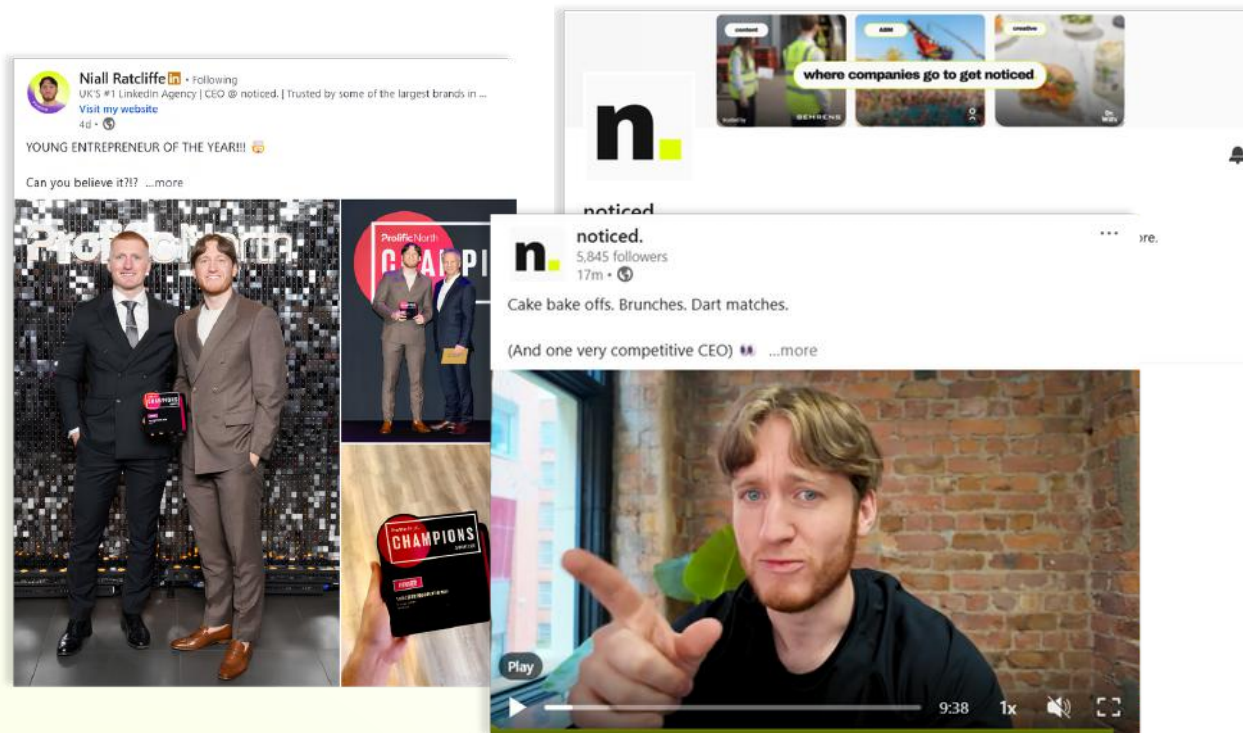
**Start by your founder posting first.** Then your sales team. Then anyone client-facing. Make sure their profiles all link to a properly built-out company page so the click-through has somewhere worthwhile to land.

You can also offer incentives and guidance to make this worthwhile to your team as well. (We've generated 17M+ impressions across 12 months through employee generated content at noticed.)

## Chapter 3 | Section 3: 2026 Company Page Strategies

### 3. Proof and Trust Building.

Share real-life proof to build trust with anyone who lands on the company page. Customer wins. Case study breakdowns. Behind-the-scenes posts about the team. Numbers from real client work.



The company page is where a buyer or lead goes to verify whether the founder's personal brand is backed by an actual business and make sure what they find there does the job. A page full of generic motivational quotes tells them nothing, yet a page full of **specific outcomes for specific clients** tells them everything.

## Chapter 3 | Section 4: 2026 Content Strategies

### The content game on LinkedIn has fundamentally changed.

ChatGPT means anyone can produce a month's worth of generic posts in 45 seconds, and the feed is now drowning in AI-generated, repetitive content. The algorithm has responded by **burying anything that looks templated**. With 10,000 followers, the average user now typically gets under 1,000 impressions per post.

That's where the power sits in sharing the things that only you can say, such as:

Learning and results of internal data



Opinions and stories that can only come from you & your experience

Here's the data + my thoughts on what worked & what didn't 📊

📅 Q4 2025

Posts: 60

Stats:

- Impressions: 232,604
- Engagements: 5,025
- Followers: +4,023

📅 Q1 2026 (so far)

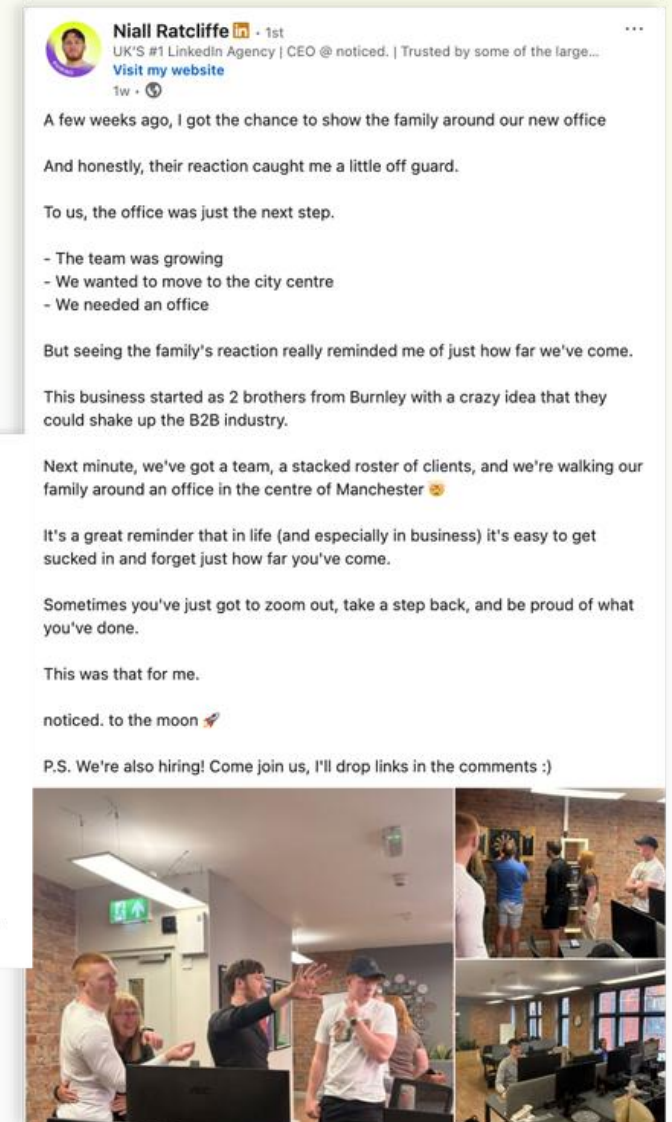
Posts: 80

- Impressions: 291,340
- Engagements: 5,078
- Followers: +1,778

My thoughts:

1/ Posting more led to more impressions - by the end of March, I'll probably do 100,000+ more impressions than Q4 last year

Sharing specific numbers from a specific test



**Niall Ratcliffe** · 1st  
UK'S #1 LinkedIn Agency | CEO @ noticed. | Trusted by some of the large...  
[Visit my website](#)  
1w · 🌐

A few weeks ago, I got the chance to show the family around our new office

And honestly, their reaction caught me a little off guard.

To us, the office was just the next step.

- The team was growing
- We wanted to move to the city centre
- We needed an office

But seeing the family's reaction really reminded me of just how far we've come.

This business started as 2 brothers from Burnley with a crazy idea that they could shake up the B2B industry.

Next minute, we've got a team, a stacked roster of clients, and we're walking our family around an office in the centre of Manchester 🥰

It's a great reminder that in life (and especially in business) it's easy to get sucked in and forget just how far you've come.

Sometimes you've just got to zoom out, take a step back, and be proud of what you've done.

This was that for me.

noticed. to the moon 🚀

P.S. We're also hiring! Come join us, I'll drop links in the comments :)

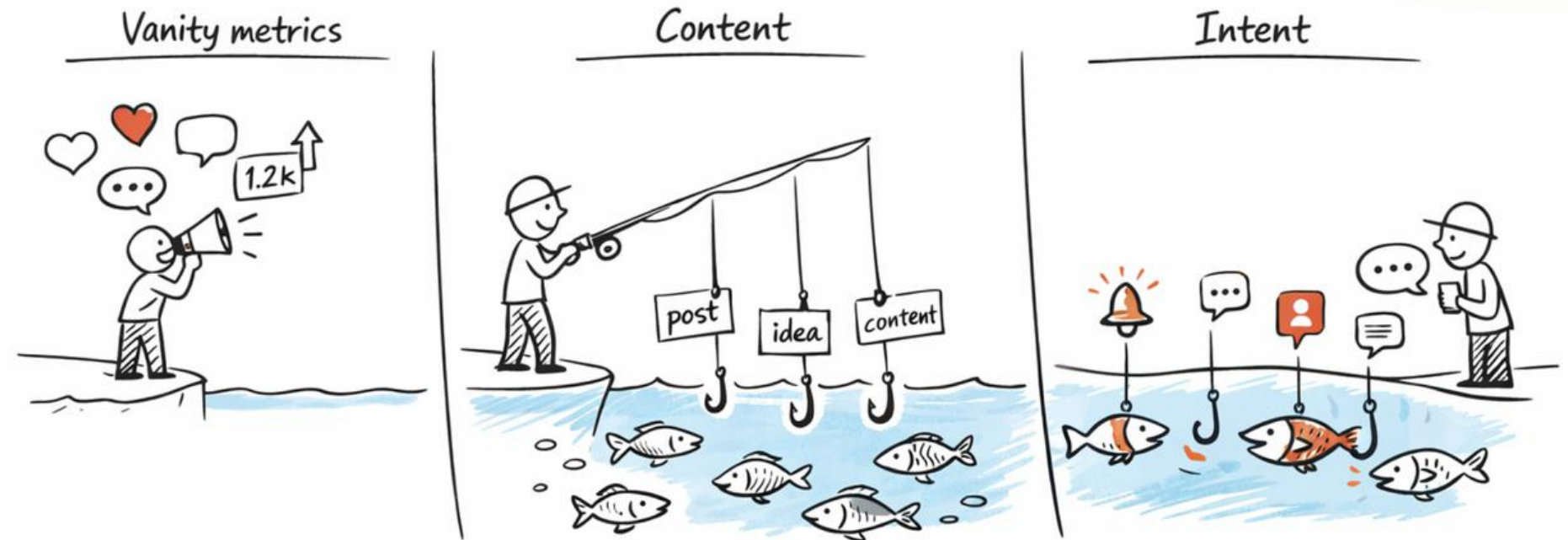
## Chapter 3 | Section 4: 2026 Content Strategies

### Think of content like fishing.

Right now, most people treat content as a lead gen tool. They think that they can just throw up a few posts on LinkedIn and be flooded with inbound leads, but that's not the case anymore. Content is a brand awareness tool. It's what builds familiarity, keeps you top of mind and gives someone a reason to take your call when you reach out. This is why we think of content like fishing.

You cast the line, you wait, and occasionally something bites. But the fish don't jump into the boat themselves. You still have to reel them in. Content gets your name in front of the right people. What you do after is what closes deals.

**Content casts the line.  
Intent signals tell you when  
something's on the hook.**



## Chapter 3 | Section 4: 2026 Content Strategies

**That's the real point of content. Not to go viral, but to surface the people who are interested in what you do.**

I run two types of content with two very different jobs:

### Type 1: Growth Content

These posts typically focus on broader topics (such as: business, marketing, leadership) and are **designed to pull new people into my ecosystem**. Someone who's never heard of me scrolls past a post, finds it useful and then follows me. Growth content is about reach, and if you want more reach, you go broader.

Example of growth content:



**Niall Ratcliffe** • Following  
UK'S #1 LinkedIn Agency | CEO @ noticed. | Trusted by some of the largest bran...  
Visit my website  
1yr •

Betty Crocker ran one of the most famous marketing tests of all time.

And it taught us a lot about human psychology.

In the 1950s, they launched a ready-made cake mix.

All you had to do was add water, stick it in the oven, and boom - cake.

But it didn't sell.

- They ran ads.
- They added flavours.
- They changed packaging.

Still, people weren't buying it.

So they brought in a psychologist.

His recommendation?  
↳ Make it harder.

So they changed the instructions from "Just Add Water" to "Just Add an Egg".

Same cake. Same mix. Just one extra step...

Why?

Because people wanted to feel like they were involved.

That they were involved. That they were doing it.

Adding friction didn't hurt the product. It made people care more.

Ironically, the same thing often works in B2B marketing.

At the end of last year we launched a waitlist to work with us in 2025.

But instead of giving instant access, we added a step: you had to answer 6 questions before you could get in.

Takes less than 2 minutes, but it made people put effort in. It made them committed.

And the result?

We added an extra 18 brands to our waitlist.

Lesson: Not all resistance is bad.

Everyone thinks the goal of marketing is to remove all friction. But sometimes, friction is what makes people take things seriously.

Follow me for more B2B marketing [Niall Ratcliffe](#)

### The Betty Crocker Egg Test

**Just Add Water**  
No effort, no satisfaction. Sales flopped.

**Just Add an Egg**  
One small step made people feel involved. Sales soared.

Step 1: Turn employees into influencers.

Instead of paying celebrities to promote them, Runna put their own team at the front of the marketing. Their coaches and team documented their own running journeys.

is the perfect example. Shares content. Talks about Runna. Built her own following. It's an app built by runners for runners (unlike their competitors).

long-term creator arcs.

influencer strategy: Big creator + lots of money = 1 inauthentic post.

and this and embedded themselves into the full journey of the creator. With the creators sharing how they went from 0 to their first 10K.

the app's user experience and made every piece of content feel like a part of an ad.

relatable faces over elite athletes.

fitness brands chase Olympians and world champions, Runna deliberately recruited runners. People training for their first marathon. People juggling work and life. It made the brand feel inclusive and accessible - not out of touch.

Step 4: Build a share loop that actually loops.

Runna designed their experience to create natural sharing. Every major user milestone (a first 10K, a race finish, a PB) unlocked a personalised shareable asset. No pushy sales tactics, just "Look what I achieved" moments that subtly promoted the brand.

Step 5: Quiz funnel entry point.

through a quiz about their goals and their running journey from the start while they were still in the planning phase.

marketing strategy. A strategy that

## Chapter 3 | Section 4: 2026 Content Strategies



### Type 2: Nurture Content

These posts are deliberate, specific and useful to the exact people we want to work with. This could be anything from posts educating someone on LinkedIn strategy, how to build pipeline or what's actually working for B2B sales teams right now.

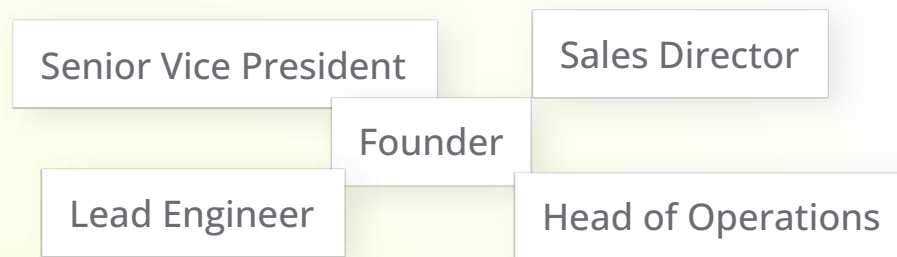
They likely won't get 100,000 impressions. That's fine. That's not the point.

Because when someone engages with a generic post about business lessons, they could be anyone. When someone engages with a post about using Sales Navigator to find warm leads... they're almost certainly someone who is, or wants to be, doing exactly that.

## The system underneath the message

Most teams approach LinkedIn outreach the wrong way around. They start with the message. They obsess over the opener, the hook, the call-to-action. **They forget that the message is the last step, not the first.** Everything in this section assumes the foundation underneath is built. If it is not, no playbook will save the campaign.

What follows is how we actually run LinkedIn outreach, no matter what stage you are at...



## Who you send from matters more than what you send

The single biggest determinant of reply rate is not the message. **It is who sends it.** This is the thing most teams get wrong, and the one with the biggest upside when corrected.

There is a clear hierarchy of sender seniority on LinkedIn, and it correlates directly with reply rate.

- A founder's profile typically clears 50-60% on tightly-targeted outreach.
- A senior commercial leader (VP, CRO, Head of) typically clears 35-45%.
- An SDR profile typically sits at 15-25%.

## Chapter 3 | Section 5: 2026 Outreach Strategies

It's the same message. Same prospect. Different sender. The reply rate triples between the bottom and top.

Most B2B teams route all outreach through SDR profiles and wonder why their numbers are mediocre. The fix is not to retrain the SDRs but to match the sender to the account.

The split looks roughly like this:

- The founder sends 30-50 high-leverage messages a week against strategic and named accounts.
- Senior commercial leaders send 100-150 against tier-1 ICP fit.
- SDRs run the volume layer against tier-2 and tier-3, because their capacity is what scales.

The screenshot shows a LinkedIn search results page for 'Diagnostic Medical Sonographer'. At the top, it displays '170 Total results' and '1 Changed jobs in past 90 days'. Below the search bar, there are several rows of results, each with a profile picture, name, account name, geography, and a 'Notes' column with an 'Add note' button.

Name	Account	Geography	Notes
Adedoyin Olugbode - 2nd Diagnostic Medical Sonographer	Oshawa Ultrasound Diagnostic Services	Canada	Add note
Tayyaba Ahsan - 2nd Diagnostic Medical Sonographer	Midland-Ellesmere X-Ray and Ultrasound & Cardiac Testing	Toronto, Ontario, Canada	Add note
Patricia Faneite - 3rd Co-Founder	A Date With Baby 3D/4D Ultrasound Studio	Vaughan, Ontario, Canada	Add note
shaghayegh hagshe... - 2nd Sonographer	+ Add Account	Greater Toronto Area, Canada	Add note
SAYDA RAHMAN - 2nd Diagnostic Medical Sonographer	Medcan	North York, Ontario, Canada	Add note
Fatema Bente Rafique - 3rd Diagnostic Medical Sonographer	Michael Garron Hospital	Scarborough, Ontario, Canada	Add note
Meredith Presley - CR... - 3rd Diagnostic Medical Sonographer	Brockville General Hospital	Perth, Ontario, Canada	Add note
Syeda Munazza Huss... - 2nd Sonographer			

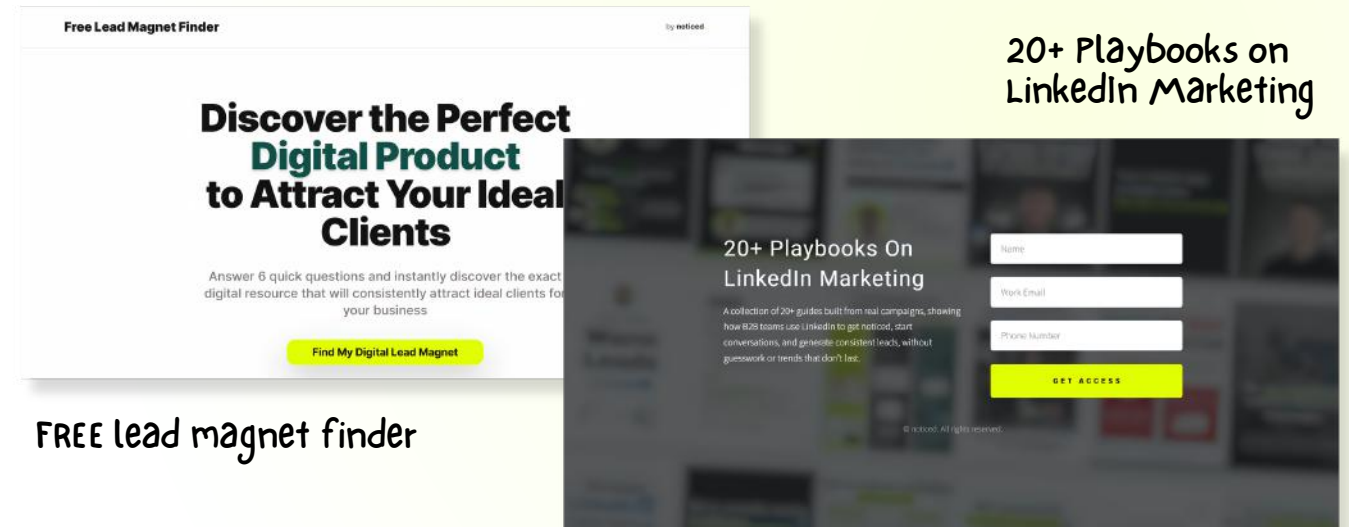
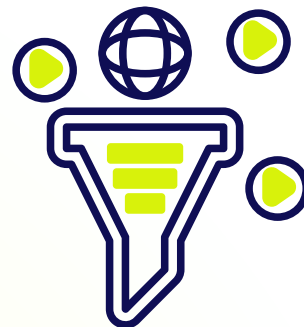
**All three layers run as one coordinated motion** for outreach, so the buyer experiences a coherent brand rather than three disconnected attempts.

## The three principles

Underneath every message that converts, 3 principles do the work. Apply all three, every time, and reply rates take care of themselves.

### ① Flip the funnel.

Most outreach fails before a word is written because the team built the message before understanding the buyer. Companies with tightly defined ICPs see win rates 60-70% higher than those without. Most outreach fails not because of bad writing, but good writing aimed at the wrong person.



### ② Never show up empty-handed.

Include a useful asset upfront, this could be a relevant case study, benchmark report, or free audit, and this increases positive reply rates two to three times vs pitch-led outreach. The asset earns the right to ask for the meeting later in the sequence, not in message one.

## Chapter 3 | Section 5: 2026 Outreach Strategies

### ③ Use cold-ready offers.

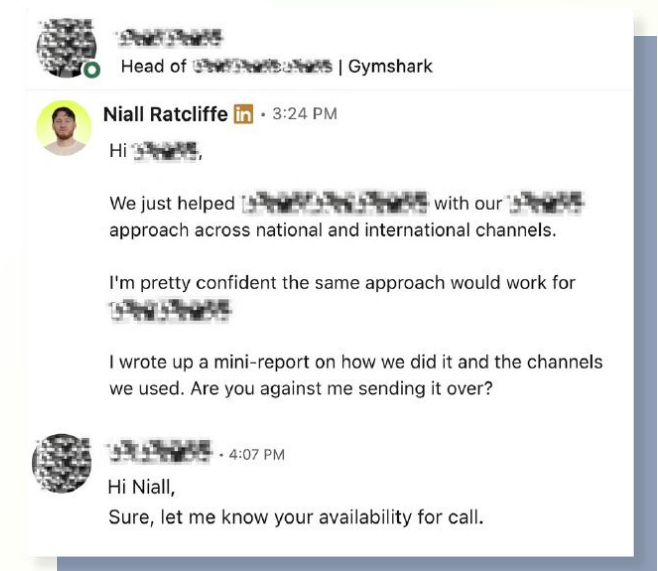
This is the principle most B2B teams skip and the one that quietly accounts for the largest share of failed outreach.

**A cold-ready offer is not your product or a demo.** Those are warm-ready offers, appropriate once the prospect has decided you are worth their time, but completely inappropriate as the first ask of someone who has never heard of you.

**A cold-ready offer is something a stranger would actually say yes to.** It is calibrated to the temperature of the relationship: small, low-commitment, and genuinely useful in its own right. A benchmark report. A free audit. An industry briefing. Access to proprietary data they cannot get elsewhere.

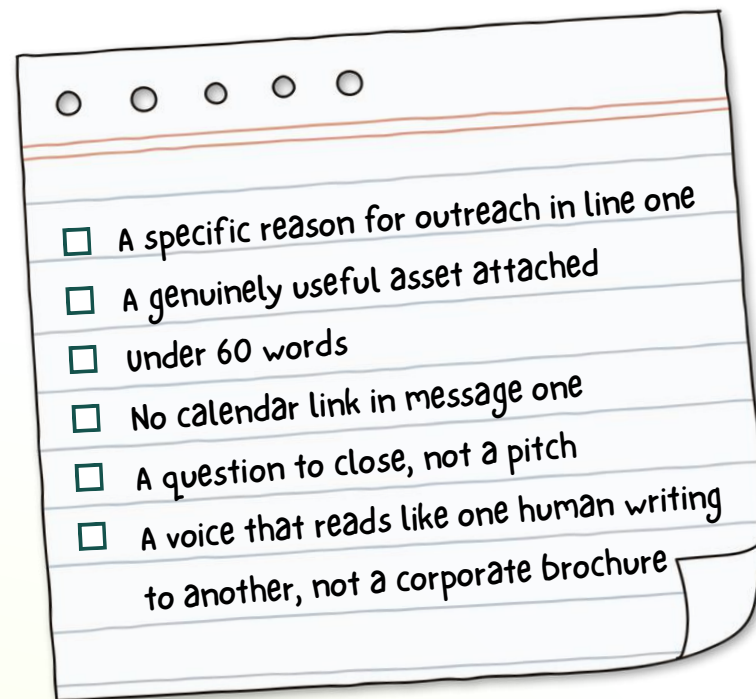
The point is not that it disguises the sale. It replaces the early-sequence pitch entirely with something the prospect would value even if they never bought anything. Most B2B outbound dies because the team is offering a warm-ready product at the cold-ready stage.

The teams running this well design their cold-ready offer with the same care as their core proposition. It is its own piece of strategic work, not an afterthought. It is **the single biggest lever** in early-stage outreach.



## Standards for the copy

The principles govern the thinking. The copy itself should be measured against six standards, and any team running LinkedIn outreach should be able to audit any outgoing message against this list:



The single biggest issue across every B2B outbound campaign we audit is length.

### Too long (160 words):

Hi [Name], I hope this message finds you well. I came across your profile recently and was really impressed by your background and what you've achieved at [Company]. I lead growth at [Our Co], where we specialise in helping B2B SaaS companies scale their outbound sales motion through a combination of intent-based prospecting, multi-channel sequences, and tailored asset-led outreach. Over the past 18 months we've worked with companies like [Logo], [Logo], and [Logo] to dramatically improve their reply rates, pipeline velocity, and overall demand-gen efficiency. I'd love to find some time in your calendar over the next two to three weeks to walk you through some of the work we've been doing and explore whether there might be a fit.

### Ideal length:

#### Short (32 words):

Hi [Name], saw your team's hiring three more SDRs. Just shipped a 2-pager on cutting ramp from 90 days to 30. Worth a look?

Reason, asset, question. 40 seconds to read, 4 seconds to reply. Same offer, different result.

## The three strategies

The principles and standards are universal. The strategy you wrap them in depends on the size of your team and your goal. There are 3 approaches we run for every client at noticed., and the right one depends on what you are trying to achieve.

### Strategy 1: Starter (Sales Navigator)

The approach to start with. Best for teams building the foundation, teams that need pipeline this month, and teams without dedicated SDR infrastructure.

#### Set the targeting.

Filter and segment to find your ideal customer. The most common mistake is keeping the list too broad. A list of 500 perfectly-fit prospects outperforms 5,000 loosely-fit prospects every time.

#### Cap the volume.

200 names per sender profile per week is non-negotiable. Tighter lists produce higher reply rates because they let the team reference what is actually happening at the prospect's company. Scale past 200 a week per sender and personalisation collapses into templated noise.

#### Work the list.

Open the profile, read the last three posts, look at the company page, identify the specific reason, then write the message: reason, asset, question. SDRs working a list of 200 a week this way generate 60-100 positive replies a month per profile.

This approach works in weeks rather than quarters. It needs Sales Navigator licences, defined ICP filters, and discipline on volume. Nothing else.

### Strategy 2: Intent-Based (Native LinkedIn Signals)

The approach that converts the warmest leads on the platform. Best for teams with enough content presence to generate signals across employee profiles and the company page.

LinkedIn surfaces, for free, who is paying attention to your business. Every profile view, every post engagement, and every company page visit is a hand-raise from someone inside your potential buying audience.

Three signals matter most:



**Post engagement** is the clearest opener because the engagement is public and the prospect has actively associated themselves with the content. If a Head of RevOps likes a post about SDR ramp, the topic is likely on their desk this quarter.



**Profile views** are a private hand-raise, and the window is short enough that outreach within 24 hours of the view converts at multiples of outreach a week later.



**Company page visits** are the hottest of the three because they signal active evaluation rather than casual browsing, which is why they should go to senior commercial leaders the day they happen rather than into the SDR queue.

A well-performing account generates 50-200 signals a week, and the signals decay in hours rather than days. No human can manually qualify, enrich, and route that volume in real time without missing the window on the ones that matter, which is why the tech stack does the heavy lifting in any serious intent-based motion.

### Strategy 3: ABM-Style (Clay + Sales Navigator)

The approach for going after named accounts. Best for teams pursuing strategic logos, expansion plays, and enterprise deal sizes, where the timeline is months rather than days and one conversation with the right buyer at the right account is worth fifty messages to the wrong ones.

#### Build the target account list

20-50 dream companies, by name. Use Clay to construct it: pull from your CRM, layer in third-party firmographic data, score against your ICP criteria, and rank by fit. If a logo would not make a slide in the next board update, it does not belong on the list.



Go to market with unique data  
— and the ability to act on it

Bring AI agents, enrichment, and intent data together  
and turn insights into relevant, timely action.

#### Map the buying committee inside each account.

This is where Clay earns its place at the centre of the stack. For every account, Clay surfaces the people who would influence the decision, mapped by role, seniority, and function, and keeps the data fresh as people join, leave, or change roles. For most B2B deals you are looking for three to seven people per account: the buyer, the budget holder, the technical evaluator, and any senior stakeholders who would need to bless the purchase.

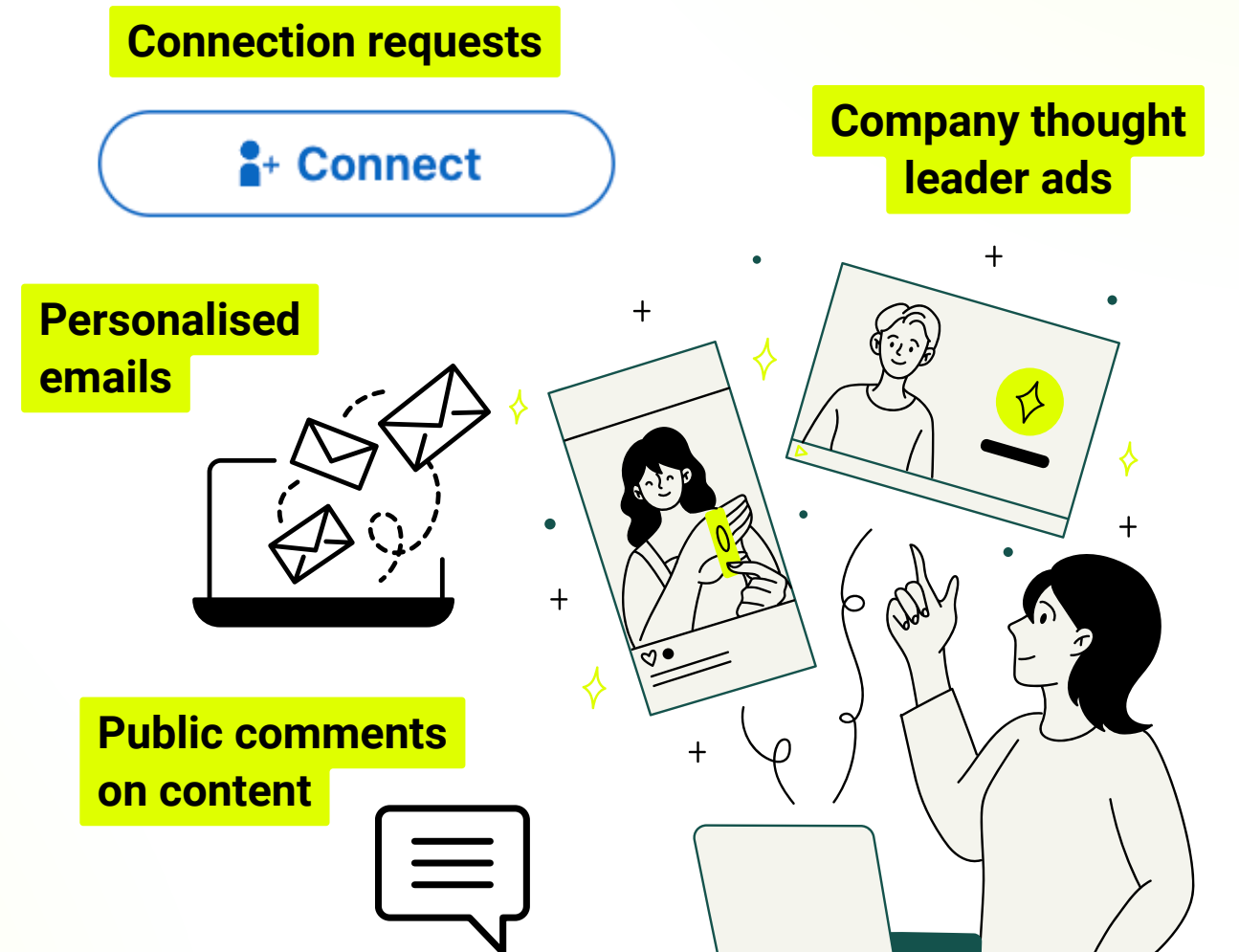


## Chapter 3 | Section 5: 2026 Outreach Strategies

### Sequence them across channels and senders.

A connection request from the founder, a DM from the senior commercial leader, an email follow-up referencing the LinkedIn attempt, a thought leader ad surfaced into their feed, a public comment on their recent post. The sequence runs across weeks, and touchpoints compound so that by the fifth touch the brand is familiar, the senders are recognised, and the conversation is no longer cold.

We run this for clients targeting six and seven-figure deals, where **deal sizes justify the setup cost**. Reply rates on the right accounts with the right sequence regularly clear 70%.

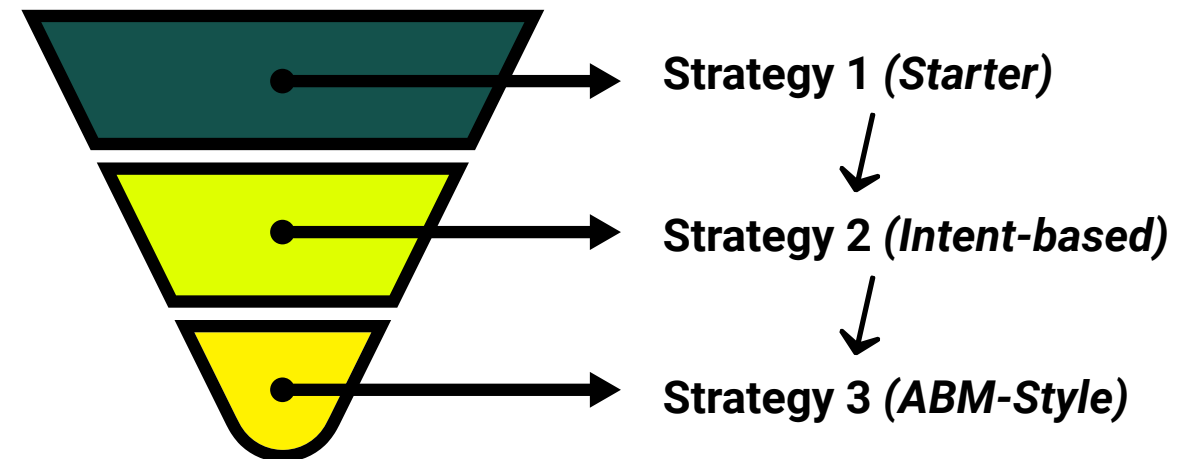


### Strategy 3: ABM-Style (Clay + Sales Navigator)

#### Picking the right one

Most teams should run more than one of these in parallel. Starter is the entry point because it produces pipeline in weeks and requires no infrastructure beyond Sales Navigator licences. Intent-Based gets layered in once content presence is generating enough signals to be worth processing. ABM-Style sits on top and is reserved for accounts that justify running it properly.

**The most common mistake** is skipping straight to ABM before the foundation underneath is built. The three approaches stack: get Starter working first, layer in Intent-Based once content presence supports it, and reserve ABM for the strategic accounts where one win changes your year.



## Multi-channel layering

LinkedIn alone is good. LinkedIn plus multi-channel is unbeatable. Same human, different channel, single thread of context. **The buyer should feel that one consistent person is trying to reach them**, not three disconnected campaigns. Email follow-up after LinkedIn references the prior attempt without re-pitching. Phone follow-up after email references both. Persistence across three channels reads as professional, not pushy.



## What this adds up to

None of this works in isolation. The senders, the principles, the standards, the strategies, and the multi-channel layering are all part of the same thing.

**The brands winning on LinkedIn in 2026 are not the ones writing cleverer messages but are the ones who have built the foundation, sorted out who sends what, applied the principles consistently, and run all three strategies in parallel.**

If you want to know where your team currently sits against this, where the foundation is strong and where the playbook is being skipped, the audit on page 81 will tell you in 90 seconds.

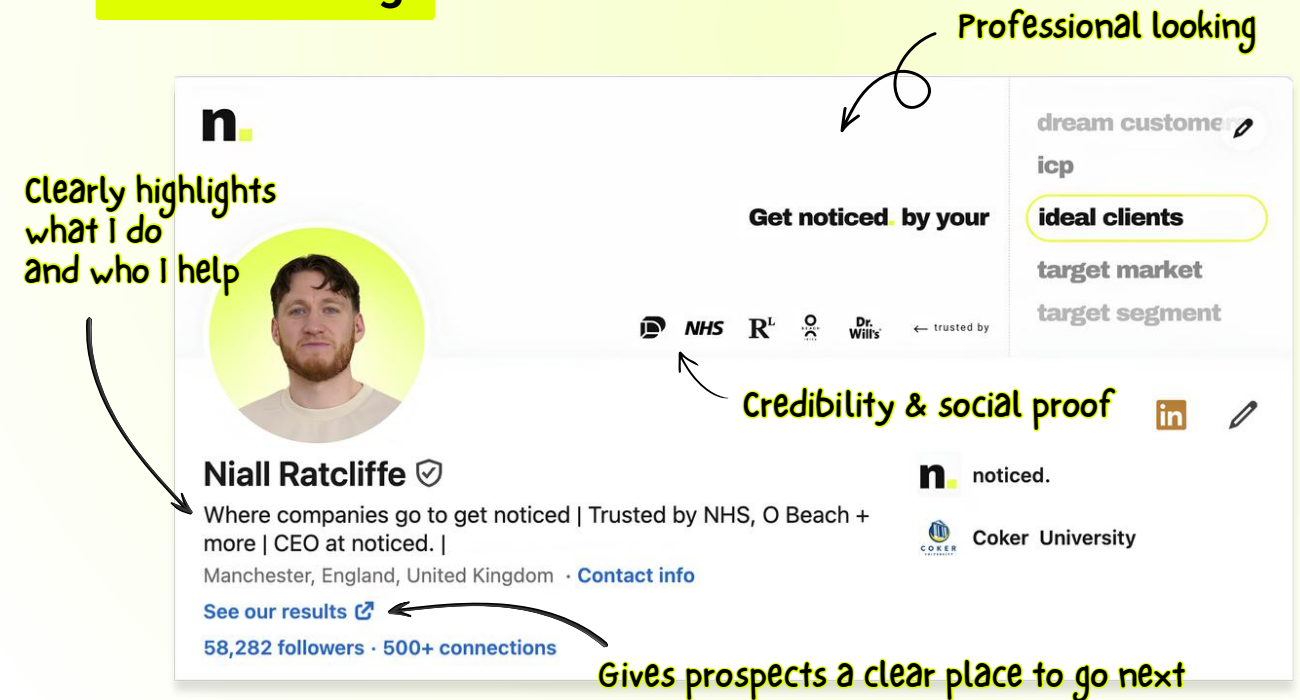
# CONCLUSION

If you leave this report with anything, I hope it's that LinkedIn in 2026 looks nothing like it did 12 months ago.

LinkedIn is a **networking platform and every shift in 2026 has reinforced this**. The brands that are still chasing likes and impressions are quietly losing ground to the ones focused on starting real conversations with the right people.

We've spent the last year testing and identifying what actually works on the platform. To summarise, here are **5 things you should do from today** if you want to turn your LinkedIn into a visibility and revenue driving channel for your brand.

## 1. Positioning

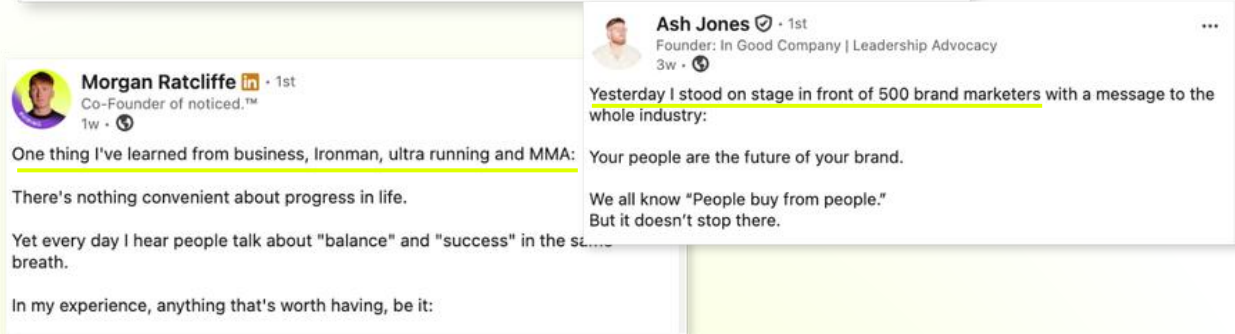
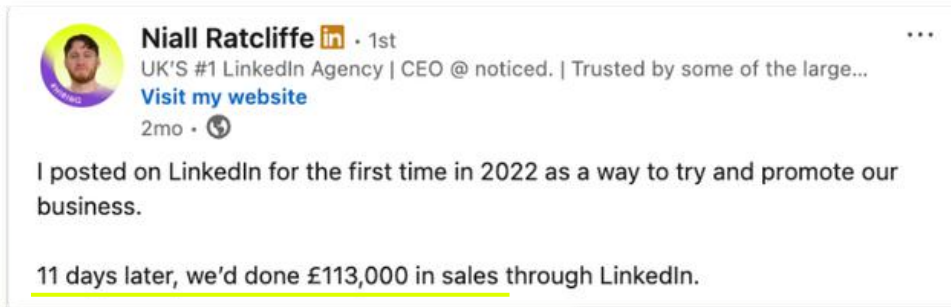


The highest-performing profiles speak directly to the problems of the person reading them. They make the right buyer feel immediately understood. They answer the "so what?" before the reader even has to ask it. Your positioning is the foundation of everything.

# CONCLUSION

## 2. Share what only you can say

The best way to stand out right now is by sharing only the things that only you can say. Specific numbers from a test you ran. A case study of a client and what outcome you helped them achieve. Results you've generated. This is what makes you different.



**How To Master LinkedIn In 2026**

- Brand Awareness
- Drive Sales
- Start Conversations

**LinkedIn Tactics:**

- OVERRATED:** Trying to get 1000s of followers
- UNDERRATED:** Optimising for conversations started
- OVERRATED:** Copying "viral" post templates
- UNDERRATED:** Becoming a trusted thought leader in your industry
- OVERRATED:** "Hacking" your way to more views
- UNDERRATED:** Documenting your journey and sharing honest lessons
- OVERRATED:** Spamming 1000s of people with sales pitches
- UNDERRATED:** Using Sales Navigator to build high-intent lead lists
- OVERRATED:** Posting every single day to "beat" the algorithm
- UNDERRATED:** Sharing high-level insights that are valuable to your ICP

**Content Vs Campaigns**

Content	Campaigns
577 LinkedIn Posts	Campaigns Launched: 5
12,600,000 Views	319,000 Views
% of leads generated: 27%	% of leads generated: 73%

**Client Signed**

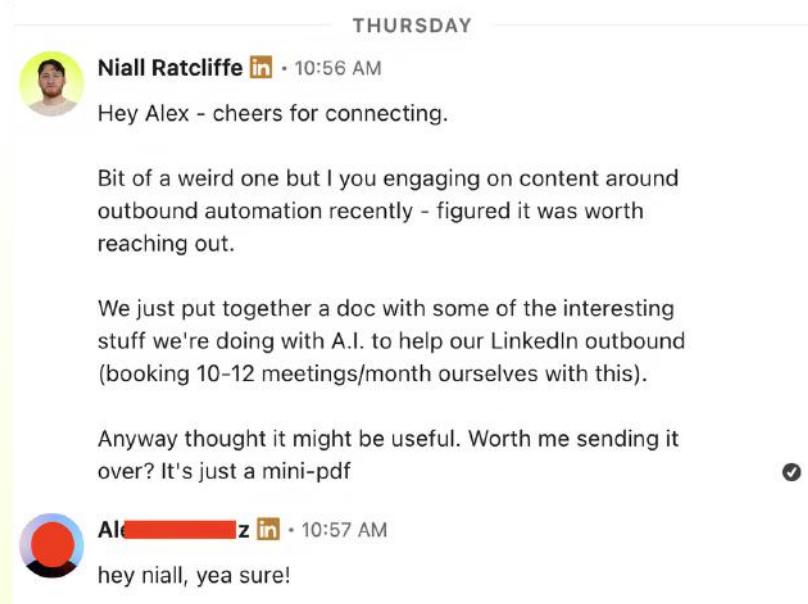
## 3. Treat your content like a fishing rod.

Content acts as your bait. You're not trying to reach and speak to every single person, but you're trying to surface the people that are already interested. Share content on your LinkedIn and then pay attention to who's engaging. Those people are your outreach list for the week.

# CONCLUSION

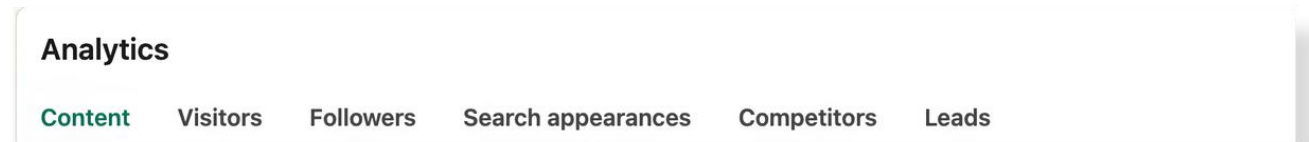
## 4. Your inbox matters more than your feed

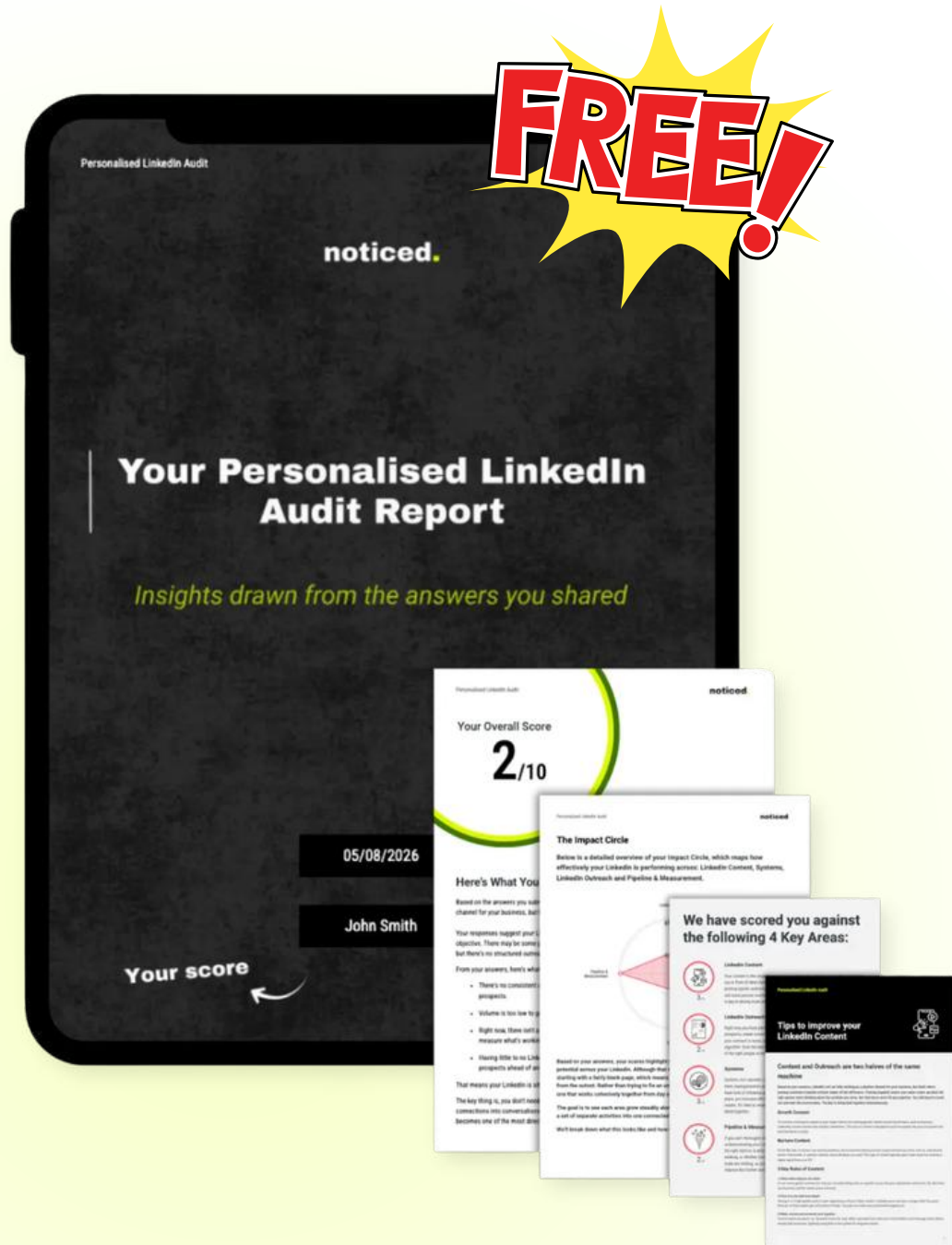
LinkedIn thrives on networking and the biggest opportunity right now is to start conversations with your ICP. Your inbox is where the actual money lives. Reach out and send messages every day. Reply to everyone. If someone views your profile or engages with a post, follow up with them.



## 5. Stop guessing what works and let the data guide you

Instead of trying to assume what your audience enjoys consuming, let the analytics and data guide you. This is the beauty of using pre-validated content, find the formats and content topics that already are working well and resonate with your audience, and then apply this to the content and outreach message you're sharing.





Looking for something more tailored?

## The Personalised LinkedIn Audit

Answer 16 questions to have your LinkedIn benchmarked against 2700+ LinkedIn campaigns we've run.

- ➔ **Receive tailored advice** depending on your score to discover where your LinkedIn strategy is performing well and where your blind spots sit.
- ➔ Analyse your LinkedIn strategy against 4 key areas: **Content, Outreach, Systems and Pipeline.**

It's completely **FREE** and should take you around 90 seconds to complete!

<https://assess.noticed.co/linkedin>



noticed.

# Need help with your LinkedIn Marketing?

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