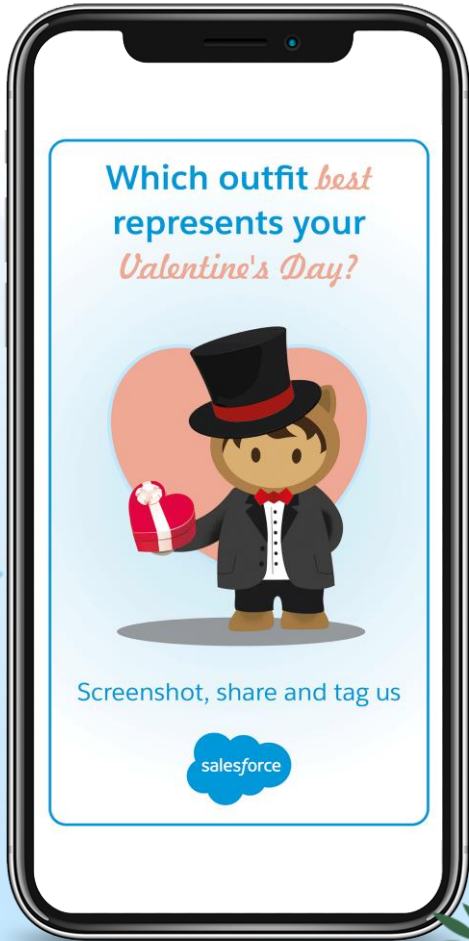


How to Play the LinkedIn Algorithm and Win.

Luke Brynley-Jones
Founder & MD





**PRIVATE FUNDS
INDUSTRY LIVE ▶**

Navigate the Complexity of
Global Capital Deployment

We'll be joined by:

Moderator



James Williams
Editor-in-Chief

 privateequitywire

Panellists



Gilles Dusemon
Partner, Private Equity,
Real Estate





Barbara Martin
Global Commercial
Director of Funds



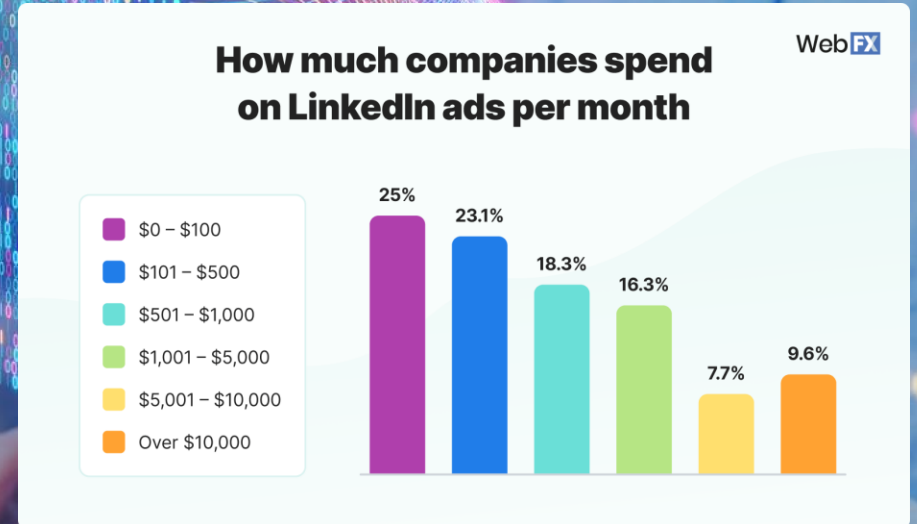
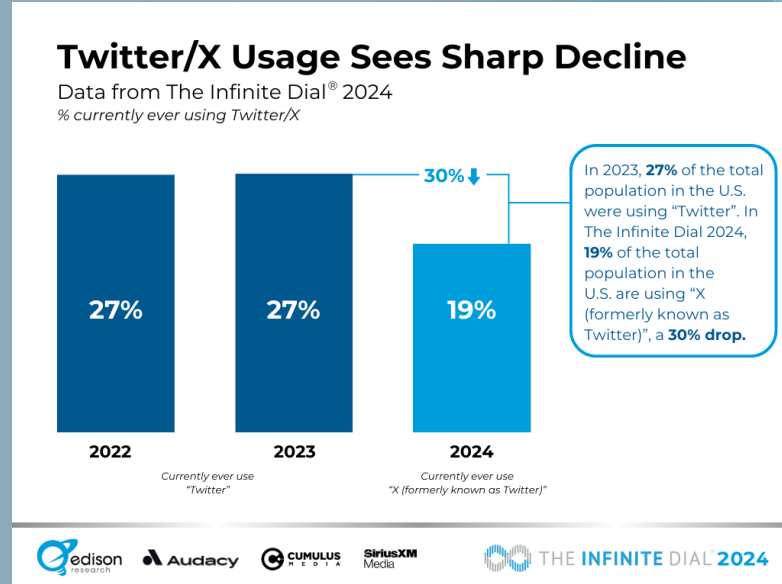
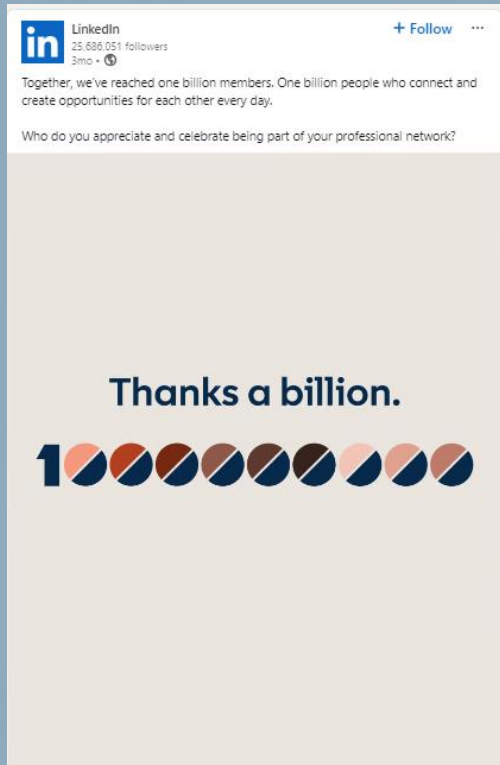


Stephane Pesch
CEO





Why should we care about the LinkedIn algorithm?



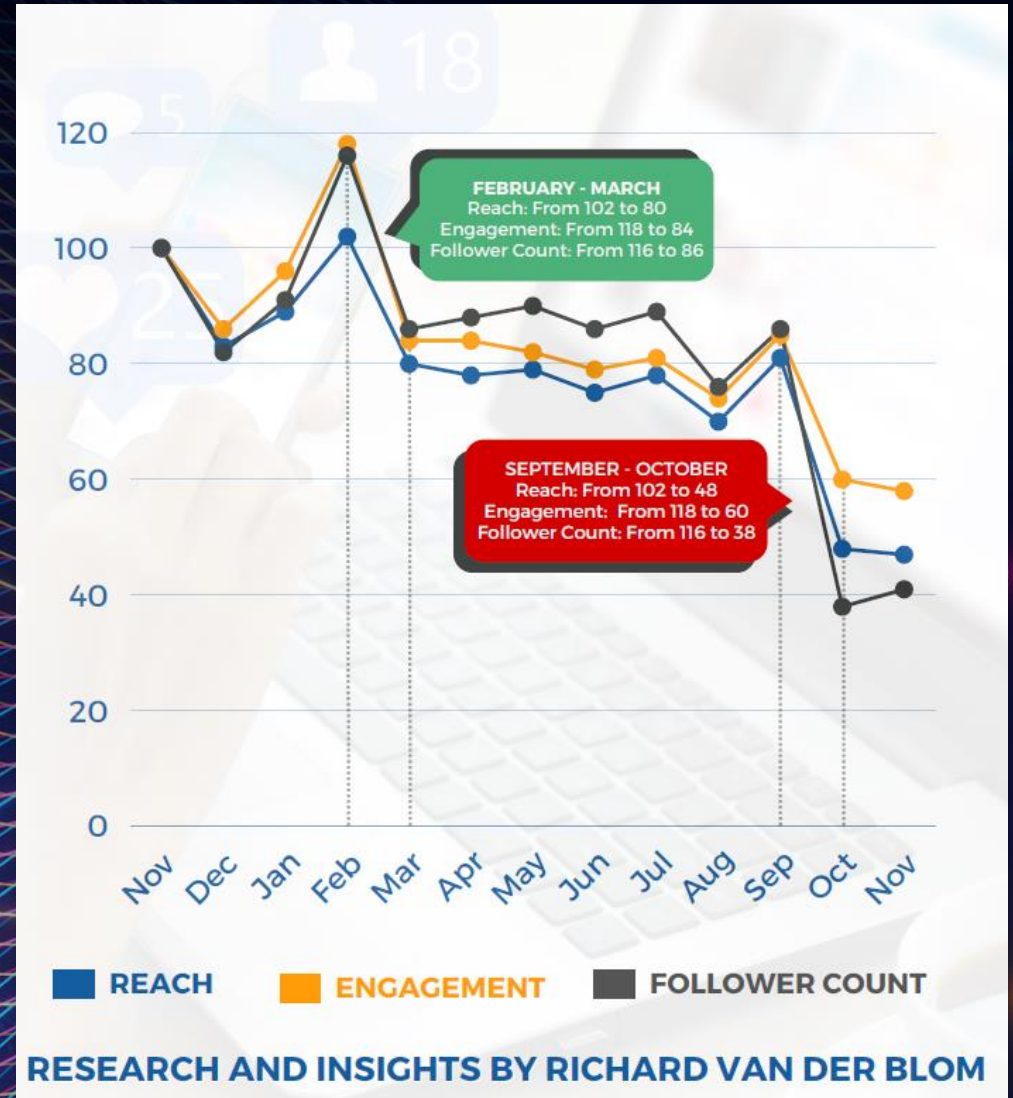
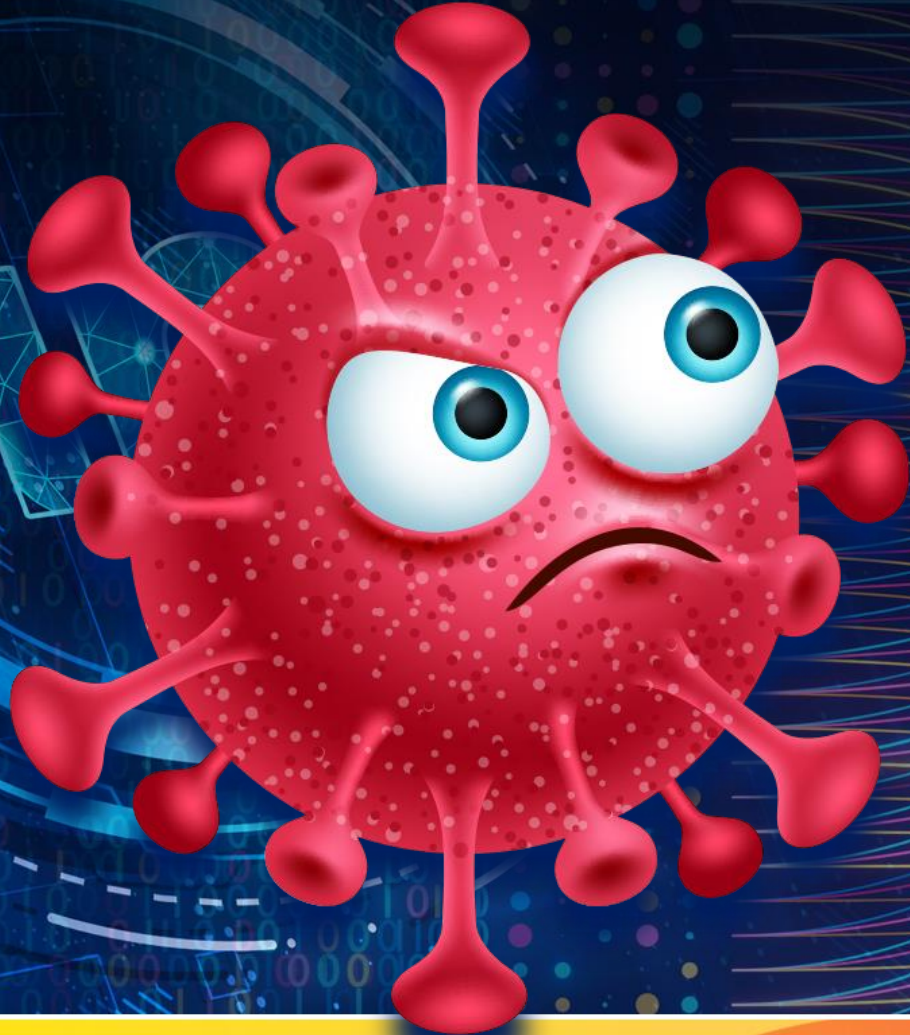
The promise of the LinkedIn algorithm

If you always post **high-quality** content that is **relevant** to your target audience, they will see more of your content.

If a user **always engages** with your content, they will **be served more** of your content in their feed.



What changed in 2023?



How did this impact content visibility?

Visibility of Content in our Feed	Dec 2021 - Dec 2023
Promoted Company Content	From 16% to 28%
LinkedIn™ Ads	From 5% to 11%
Organic Company Content	From 7% to 2%
Content from Top Creators	From 15% to 31%
Content from other Creators	From 57% to 28%



How to become a Top Creator

BE STRATEGIC

- ✓ Create a keyword strategy
- ✓ Share knowledge or advice (not company news)
- ✓ Share perspectives
- ✓ Start conversations

USE THE RIGHT FORMAT



- ✓ Make your post easy to read - with spacing, emojis etc.
- ✓ Include a 'killer' opening line (<210 characters)
- ✓ Avoid links away from LinkedIn
- ✓ Vary your formats - text, video, poll, PDF carousel

START A CONVERSATION

- ✓ Encourage comments - use CTAs
- ✓ Tag relevant experts
- ✓ Nurture your post in the first hour
- ✓ Comment on your own posts




HOW TO PLAY THE LINKEDIN ALGORITHM AND WIN

 **Tim Williams** • 1st
B2B SaaS Business & GTM Leader | Fractional VP, Growth | ex-CEO of On...
11mo • 

99.99% of my content is about [#InfluencerMarketing](#) & [#B2BMarketing](#)

This post is much more personal around my leadership style & experiences at [Analytica](#).

 to [Ruth](#) for interviewing me on her Conscious Leaders Podcast and enabling me to tell my story about:


- 🔥 Why I resigned and then took over Analytica back in 2014
- 👉 My values and how I try to connect to them as a leader
- 😓 What I struggle with when it comes to management
- 💡 Advice on how to create the right boundaries as a leader

Hope this is helpful for any leader especially if they are juggling a young family and managing a small business.

👉 <https://lnkd.in/g-sw89Nn> Ep. 37


Any thoughts / comments / advice? Pls share in the comments!

[#leadership](#) [#wellbeing](#)





Conscious Leaders

Being intentional with time boundaries is key otherwise you never feel like you're succeeding.






TIM WILLIAMS
CEO, Analytica

Spotify consciousleaders.org.uk 

 Konstanze Alex, PhD and 41 others 13 comments


Reactions






 **LinkedIn** + Follow ...
25,691,729 followers
1w • 

Code-switching at work is a reality for 60% of Black professionals. How can we contribute to a workplace that values authenticity? [Share your perspective](#), support your colleagues, and join us in fostering a culture of inclusion.

[#BlackHistoryMonth2024](#)

 438 83 comments • 30 reposts

 Like Comment Repost Send

 **Gong** + Follow ...
241,112 followers
3mo • 

[ALWAYS PATTERN INTERRUPT](#)

Start cold calls with the phrase: "How've you been?"


According to Gong Labs, it has a 6.6x higher success rate than the baseline.


Here's the thing: It implies you've had a previous interaction.

(But you haven't – it's a cold call.)

This line is unexpected and makes them think.

Use it correctly and this pattern interrupt will be your best friend.

 Luke Knight and 97 others 6 comments • 4 reposts

 Like Comment Repost Send





Richard van der Blom • Following
Insights-based LinkedIn™ Training for sustainable Sales, Mar...
3d • 🔒

I said no to a potential 80k annual deal. And it felt as the right thing to do!
Here are 9 type of clients you need to Ditch now, regardless their money

We have all been there: that client who makes you question your life choices every time their name pops up on your phone.

But here's the thing – not all money is good money. Sometimes, the cost of working with a problematic client far outweighs the pay check.

So, let's dive into the 9 types of clients you should consider breaking up with (like, yesterday).

My favourite (in a cynical mode) is on slide 10.

And don't worry, I also share 6 signs that you are working with the right clients.

My favourites are on slide 15.

Useful? [repost] to enable me to share more of these posts
Leave an additional [comment] to deepen the discussion.

★ My name is Richard.
▲ Social Selling trainer and international keynote speaker

Seen my hashtag? #LinkedInByRichardvanderBlom

The image is a screenshot of the bottom part of a LinkedIn post. It shows engagement icons: 'Like', 'Comment', 'Repost', and 'Send'. Below that is a comment input field with a 'Add a comment...' placeholder. Underneath, it says 'Most relevant'. The first comment is from 'Richard van der Blom Author' (3d) with a yellow highlight: 'AUDIO EVENT on LINKEDIN VIDEO! It's not too late. Join me and Alex B Sheridan today at 4:00pm CET for a special audio event on how to leverage LinkedIn Video. https://www.linkedin.com/events/boostyourbrand-linkedin-svideop7164164327485210624/'. Below the comment are 'Like' (12) and 'Reply' (3 Replies) options. A 'Load previous replies' button is also visible. The second comment is from 'James St. John ("JON") Keel, Jr.' (1d) with the text '(All Things LinkedIn) • 2nd My clients not increased post exposure and engagement...'.



How to play the LinkedIn algorithm – and win!

1 Create content for a **specific audience**

2 Ensure your posts always relate to **your core topic**

3 Generate **meaningful engagement** from experts on your core topic



BONUS

Three exciting new opportunities on LinkedIn...



1. LinkedIn Premium Company Pages

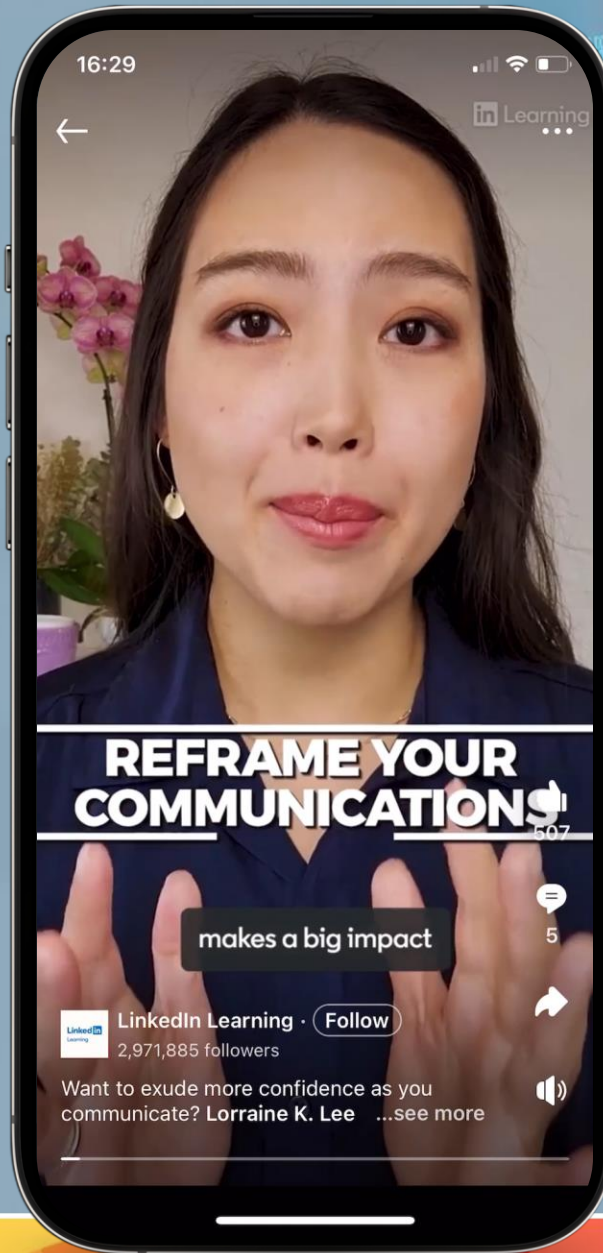
1. Custom call-to action button
2. "Who's visited my page" insights
3. Custom testimonial
4. AI-powered post writing assistance
5. Auto-invite engaged members to follow your Page
6. A gold LinkedIn 'IN'

\$99 per month (after free trial)

The screenshot displays the LinkedIn profile for OST Marketing, a B2B social media agency. The profile header includes several award logos: INFLUENCER MARKETING AWARDS (Winner 2020), B2B Marketing (Insight · Intelligence · Connection, Winner 2021), Corporate Content Awards (Winner 2022), and OST SOCIAL | DIGITAL. The profile description reads: "Award-winning B2B social media agency Coverage Advertising Services · Cambridge, Cambridge". A Premium feature is highlighted with a callout box: "OST ran a successful LinkedIn influence" (partially visible). Below this, it says "Jasmine & 15 other connections work here". A testimonial is featured: "In an industry flooded with agencies making big claims, OST truly stands out as a partner who walks the talk. Their dedication, expertise, and passion for delivering results have made them an indispensable asset to our marketing". Cian O'Regan, DS. A note below the testimonial states "Testimonial added with Premium". At the bottom of the page, there are buttons for "Contact us", "Message", "Following", and a menu icon.



2. LinkedIn video only feed



3. Thought Leader Ads

- You can now promote LinkedIn endorsements or reviews from 3rd parties.
- You can effectively turn their LinkedIn post into a promoted post.
- This opens the door to paid influencer promotions at scale.

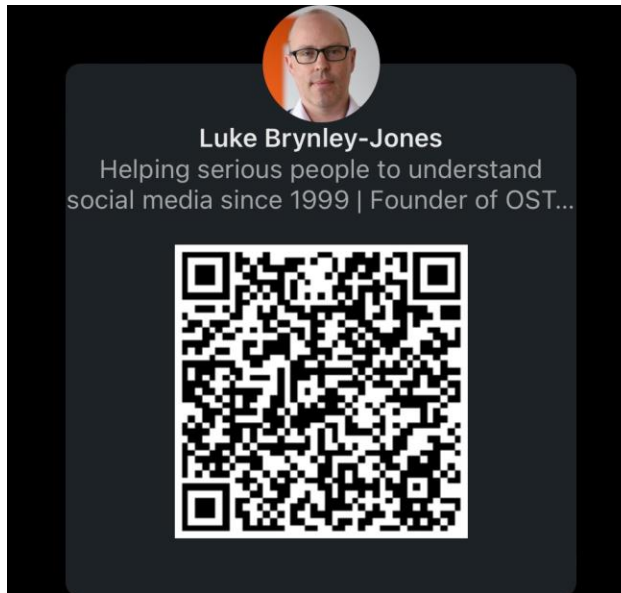


The image shows a screenshot of a LinkedIn post. At the top left is a profile picture of David Klein, followed by his name 'David Klein • 2nd', his title 'CMO at Kentik', and the text 'Promoted by Kentik'. To the right of the profile information are three dots. Below the profile information is the text 'I'm going to need to read this a few times'. The main content of the post is a video thumbnail with a dark background and a starry space scene. The text on the thumbnail reads: 'A BRIEF HISTORY OF BGP INCIDENTS' in large white letters, followed by 'FROM BGP HIJACKS TO BLACK HOLES' in smaller white letters, and 'DOUG MADORY' at the bottom. On the right side of the thumbnail is a black and white photo of Doug Madory, a man with glasses, wearing a suit and tie, speaking at a podium. Below the video thumbnail is a white bar containing the text 'A Brief History of the Internet's Biggest BGP Incidents' and the URL 'kentik.com'. To the right of this bar is a right-pointing arrow.



Thank you!

Let's connect...



CREATING MEANINGFUL CONNECTIONS