



# The LinkedIn Algorithm Shift: What You Need to Do Now

Quick Tips To Engage Better on LinkedIn!

## 1. LinkedIn Posting & Algorithm Strategy for B2B Growth

- ✓ **Post once per day at a consistent time** (builds audience expectation & engagement).
- ✓ **Use B2B-relevant formats:**
  - Carousels & PDFs (1.9x better performance).
  - Cheat sheets & infographics (best for education & lead capture).
  - Case studies & testimonials (high trust, bottom-of-funnel content).
    - » Write 800-1,000 word posts but break them up with short sentences & white space (26% better engagement).
    - Strong hook structure:
      - First line = 65 characters max (attention grabber).
      - Second line = 45 characters max (build curiosity).
  - Avoid plain text-only posts – mix in visuals to stand out in the feed.
  - Engage 15-30 minutes after posting (reply to comments, spark discussions).
  - Post on weekends (Saturday & Sunday) – less competition, but high engagement from decision-makers.
  - Revisit older successful posts and engage with comments to extend reach.

## 2. B2B Engagement & Commenting Strategy

- ✓ **Use the 30-30-30-10 Rule for B2B Engagement:**
  - **30%:** Engage with industry influencers & decision-makers.
  - **30%:** Engage with prospective clients (ICP).
  - **30%:** Engage with B2B partners, vendors, and referral networks.
  - **10%:** Engage with miscellaneous content (keep it human).
    - » Write longer, thoughtful comments (10+ words) – AI-generated comments perform poorly.
    - » Use discussion-based comments to create real engagement (not just "Great post!").
    - » Comment on the day before's post before publishing a new one (boosts profile activity).
    - » Ask engaging questions in comments to encourage more discussion.

### 3. B2B LinkedIn Profile Optimization (Make It a Lead-Gen Landing Page)

- ✓ **Update your banner** with a **clear CTA** (e.g., "Get our Free B2B Strategy Guide").
- ✓ **Headline formula:** "Helping [ICP] achieve [business goal] through [your solution]."
- ✓ **Use your featured section strategically:**
  - First link = Newsletter signup or lead magnet (e.g., industry report, playbook).
  - Second link = Case study or demo request.
- ✓ Job titles should be optimized for lead gen (e.g., "Helping B2B SaaS Convert Leads via LinkedIn").
- ✓ Add media to your job description (case studies, testimonials, webinar links).
- ✓ Pin your highest-performing posts in the featured section for credibility.
- ✓ Keep your "About" section concise & lead-focused:
  - Define who you help and what business outcomes you drive.
  - Use a clear CTA at the end (e.g., "Book a free consultation here").

### 4. B2B Content Funnel Strategy (From Awareness to Leads to Sales)

- ✓ **Top of Funnel (Awareness & Broad Reach Content)**
  - Focus on industry trends, key challenges, and lessons learned.
  - Leverage proven formats:
    - » "Brutal Truths About [Industry Trend]"
    - » "Why 90% of B2B SaaS Companies Struggle with [Problem]"
    - » "10 Hard-Earned Lessons from Scaling a B2B Business"
  - Aim for high reach and decision-maker engagement.



### ✓ Middle of Funnel (Educational & Value-Driven Content)

- Provide actionable B2B insights (e.g., step-by-step guides, playbooks).
- Use carousels, infographics, and cheat sheets to increase dwell time.
- Offer free resources that require an email sign-up (e.g., industry reports).

### ✓ Bottom of Funnel (Lead-Gen & Conversion Content)

- Showcase case studies & customer success stories (e.g., “How [Company] Increased Conversions by 42%”).
- Use direct CTA posts (e.g., “We’re opening 5 spots for our next strategy cohort—apply now”).
- Offer webinars, live Q&As, or whitepaper downloads to drive qualified leads.

## 5. B2B Lead Generation & Newsletter Strategy

### ✓ Use LinkedIn to capture emails (protects against algorithm changes).

- Your profile should act as a lead funnel—use your banner, featured section, and bio to drive newsletter sign-ups.
- CTA Examples: “Join 10,000+ B2B leaders getting our LinkedIn growth strategies.”
- Use lead magnets (cheat sheets, reports, exclusive content) as an incentive.
  - » Use our [Marketing Funnel Cheat Sheet](#) to help!

### ✓ Set up a [landing page](#) for lead magnets & newsletter sign-ups.

### ✓ Add a one-question segmentation survey after sign-up (e.g., “What’s your biggest business challenge?”).

### ✓ Use segmentation to send the right offers/content to the right B2B contacts.

### ✓ Send one valuable email per week with insights, case studies, and soft CTAs.

### ✓ Use [email sequences](#) to nurture leads (not just a one-off newsletter).





- **Example:**

- » **Email 1:** Welcome + what they'll get from the newsletter.
- » **Email 2:** Your best-performing content (to build trust).
- » **Email 3:** Case study relevant to their business challenge.
- » **Email 4:** Soft CTA for a strategy call/demo/offer.

- ✓ Combine organic and **paid LinkedIn campaigns** – boost best-performing organic posts with targeted ads.

## 6. B2B LinkedIn Monetization & Sales Strategy

- ✓ Develop a clear offer for LinkedIn leads (e.g., consulting, SaaS demo, B2B services).
  - Make sure your **LinkedIn bio and content align** with your offer.
  - Avoid vague CTAs—be clear about how you help (“Apply for our next cohort” instead of “Learn more”).
- ✓ Use DM outreach selectively for leads who engage with content.
  - **Don't pitch cold.** Instead, start by **engaging with their posts first.**
  - Use **relationship-building** DMs:
    - » **Example:** “Hey [Name], I saw your comment on [Post Topic]—would love to hear your thoughts on [related insight].”
    - » Then, **transition naturally** into discussing challenges & solutions.
- ✓ Create exclusive LinkedIn events/webinars to convert followers into leads.
- ✓ Focus on organic lead generation before paid LinkedIn ads.
- ✓ Optimize content sequencing: Awareness → Education → Lead Capture → Sales.
  - **Top of Funnel (Awareness):** Broad, industry-relevant posts to **increase reach.**
  - **Middle of Funnel (Education):** Deep-dive posts, cheat sheets, and actionable guides.
  - **Bottom of Funnel (Lead Capture & Sales):** Case studies, testimonials, and direct CTAs.







# B2B HubSpot Agency, Laser-Focused On SMB & SaaS

## About Orange Marketing

Orange Marketing helps B2B companies and nonprofits succeed with HubSpot by offering implementation, optimization, and operational support across all Hubs: Sales, Marketing, Service (Help Desk), and CMS (Website).



## Achievements & Recognition

-  105+ 5-Star [HubSpot Reviews](#)
-  [Women-owned business \(WBENC certified\)](#)
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-  [HubSpot Onboarding Accredited](#)
-  HubSpot [Marketing Impact Award](#) winner
-  Hold all [42 HubSpot certifications](#)



## Expertise

- ☆ **Marketing Services** – Email marketing, content creation, customer marketing, full inbound and outbound marketing services, SEO, social media, conversational marketing, landing pages
- ☆ **Paid Media Management** – Google, Bing, LinkedIn
- ☆ **Sales Services** – Sales coaching & training, CRM migration, sales and marketing alignment, CRM implementation, sales enablement
- ☆ **Website Services** – Quick and easy HubSpot CMS website migrations, builds & updates
- ☆ **Customer Success Services** – Ticketing system implementation, knowledge base development, customer success training, help desk implementation
- ☆ **Content Marketing** – Case Studies, ebooks, pillar pages, blogs, articles, website copy, email nurture campaigns, etc.

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