

Hrabren Bankov | Sam Szuchan

Old LinkedIn

vs.

swipe ➡

2024 LinkedIn



Old LinkedIn:

Avoid Collaborations

New LinkedIn:

Setup 1-4 collabs a month



Average engagement



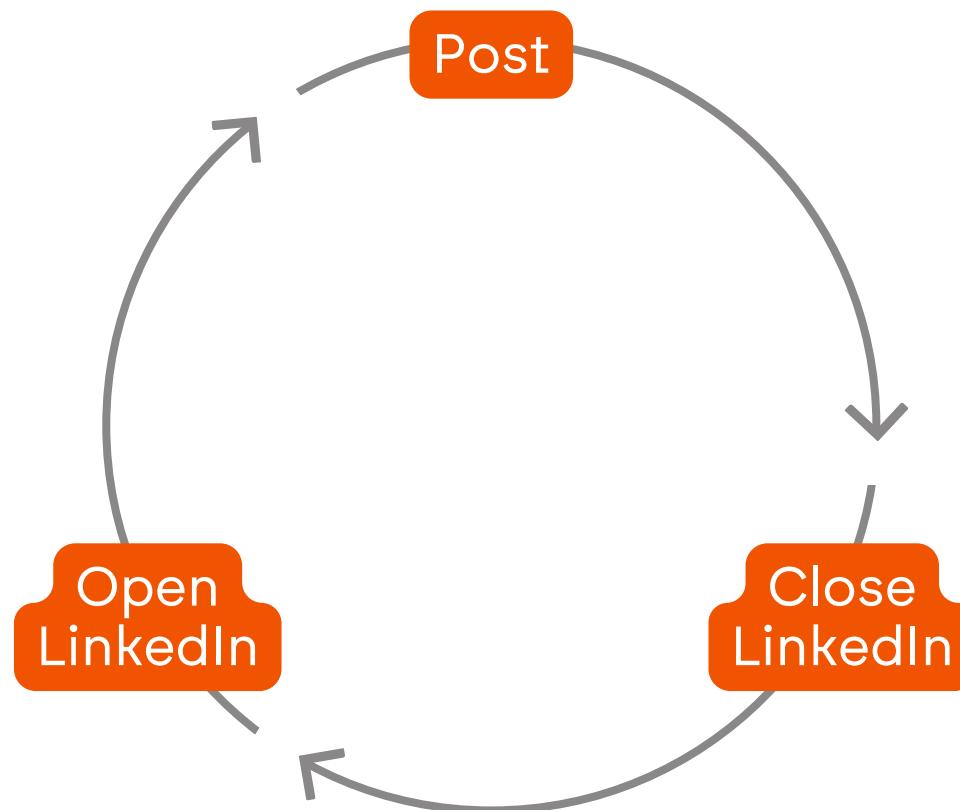
New high-quality connections



Authority and leads

Old LinkedIn:

Posting & Ghosting



New LinkedIn:

Follow a PRO posting routine

Spend 15 mins
before post
leaving
comments

15min

Spend 10 mins
before post
DMing 10
"profile viewers"

10min

Spend 30 mins
after posting
answering
comments

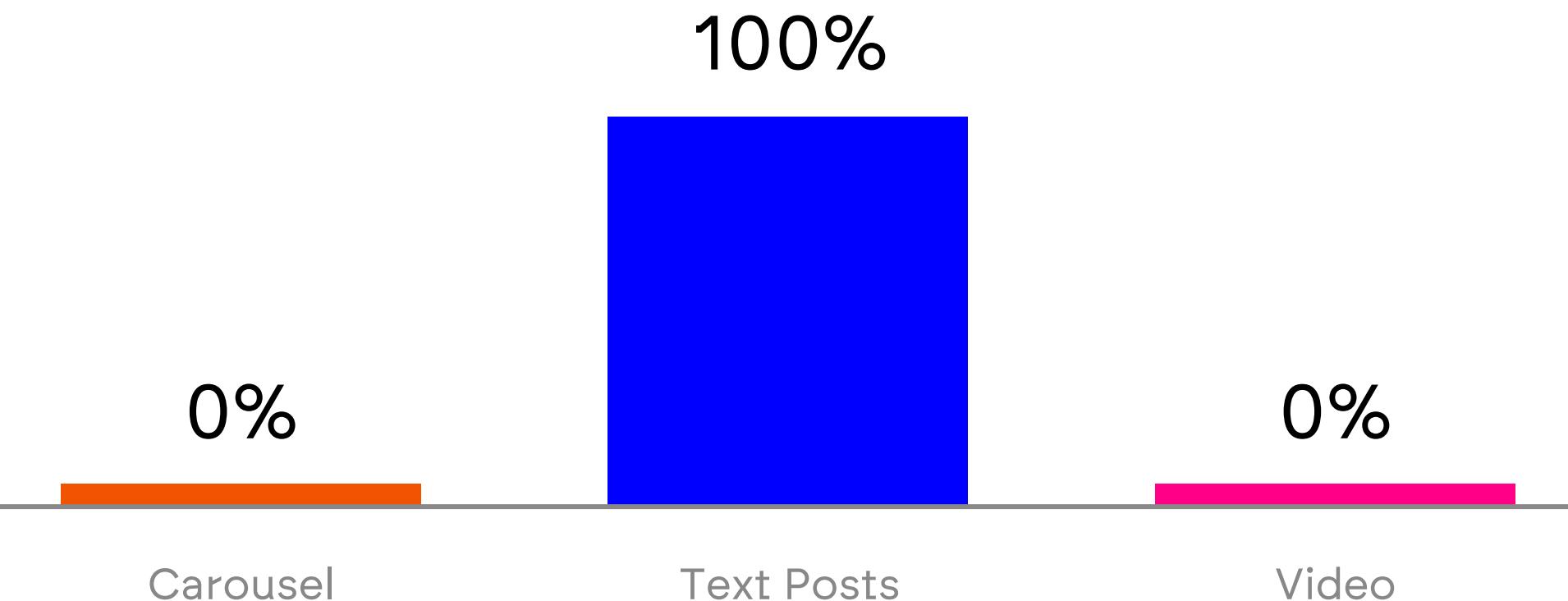
30min

5min

Spend 5 mins
sending 5
appreciation
DMs daily

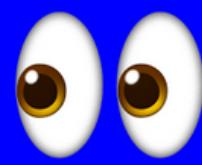
Old LinkedIn:

Only using text posts



New LinkedIn:

Using a diversified content strategy



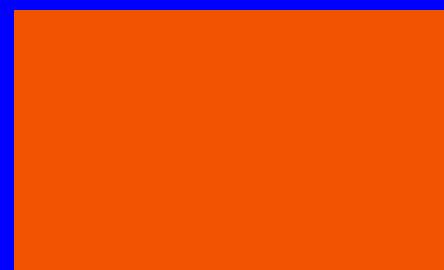
33%



33%



33%



Carousel



Text Posts



Video

Old LinkedIn:



Boring Hooks

Boring

100 Similar Post

No Curiosity

New LinkedIn:



Hypnotic Hooks

New angle you haven't seen

Timely

Makes you curious

Old LinkedIn:

Ignoring Post Format

An anonymous user posted a long, unstructured narrative about the challenges of writing a 250-word narrative. The post lacks clear headings or bullet points.

Anonymous User • 1st
Avoid this mistake in your LinkedIn Posts
21h •

In the riveting world of written communication, there are moments when one simply must take the time to craft a lengthy and monotonous text. Such is the case here, where I find myself tasked with the arduous job of producing a 250-word narrative about the sheer banality of the text I am presently composing. You see, the topic at hand revolves around the very act of writing a dull and protracted piece of prose, which is, ironically, what you are currently reading. The endeavor is nothing short of a test of one's patience as the mind strives to...

New LinkedIn:

Using the 2-1-1 Method

Hrabren Bankov • 3rd+
Get your black belt in content marketing
8h •

+ Follow

I have made over 20,000 posts...

Here's the truth about viral content:

It doesn't matter:

- ✗ How fancy your designs are
- ✗ How slick your videos are
- ✗ How great your copy is

If your hooks suck — you will never go viral...

So much valuable information is buried simply because the idea isn't sticky

2 lines that capture attention

1 main insight shared through a story or listicle

1 call-to-benefit urging people to repost

Old LinkedIn:

Consistency Was Enough

New LinkedIn:

Consistency is price for entry. Consistency is expected. Now you need adaptability...

Measure
the results

Implement
lessons

Do it for 3-5
competitors



Post
content

Draw 1-3
takeaways
per post

Do this
every week

Watch your
presence
blow up

Old LinkedIn

vs.

New LinkedIn

Old LinkedIn:



Ignoring post
formatting

Posting &
Ghosting

Only using
text posts

Boring
Hooks

Avoid
collabs

Consistency
was enough

New LinkedIn:



Using the
2-1-1
method

Follow a
PRO posting
routine

Using a
diversified
content
strategy

Hypnotic
Hooks

Setup 1-4
collabs a
month

Consistency
is price for
entry

If you want to help
your network,

Repost This!



Found this useful?

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more LinkedIn advice.

