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LinkedIn

Post Ideas

(With examples that got me 70k+ followers)



Surojit Mahato


@thesurojitmahato




Share industry news or updates

- This is an **informative LinkedIn post**.
- It can be **beneficial for your professional network**.
- By sharing industry news or updates, you can **keep your connections informed**.
- Also **increases engagement rate**.

Example:



Joe Benjamin
We help enterprise salespeople find the insights they need to book mor...
6mo • Edited • 

...




If you're in sales or marketing, you know the name ZoomInfo.





Here are some interesting pieces of info...


They're going public and released their S-1 which provides a look at the business for potential investors.

- \$293M GAAP Revenue
- 14K customers
- 580 customers with 100K+ ACV
- 13 customers spending over \$1,000,000 in ACV.
- Estimated TAM to be approximately \$24 billion
- Forbes Global 2000 companies collectively spent over \$2 trillion on sales and marketing activities alone in 2018 according to Capital IQ.
- They mention, sales representatives spend only a third of their time actually selling, in large part because they must spend so much of their time researching and organizing data, which is often of poor quality.

[#sales](#) [#marketing](#) [#salespeople](#)

 117 • 28 Comments

 Like  Comment  Share  Send


 12,583 views of your post in the feed

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Ask a thought-provoking question


- This Encourages **engagement**
- Can lead to **increased visibility** for your profile.
- And **Generates valuable insights** from your connections.

Example:



Surojit Mahato • 1st

Digital Marketing Consultant & Trainer | LinkedIn Personal Branding Strategist | ...

1mo • 

...

Two Big Giants [Microsoft](#) and [Google](#) of the Tech industry are at war for the next wave of Ai powered search/chat. Who do you think will win ?

[#chatgpt](#) [#microsoft](#) [#google](#) [#ai](#) [#tech](#)

Who Do You Think Will Win The Ai Powered Search/Chat War?

The author can see how you vote. [Learn more](#)

Microsoft

36%

Google

64%

621 votes • Poll closed

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Offer a quick tip or a piece of advice

- Provides **value to your readers.**
- Increases **engagement**
- Helpful tips or advice can help you **build relation with your connections.**

Example:



Surojit Mahato • 1st

...

Digital Marketing Consultant & Trainer | LinkedIn Personal Branding Strategist | ...

1mo • Edited • 🌐

Your time, energy and priority in life is precious & limited.

It's not worth spending on :

- 1 - What others think about you
- 2 - Giving explanation for chasing your dreams
- 3 - Seeking validation from people don't support you

Just A Reminder.

Keep Rocking 💪

Have a great weekend 😊 !!



12

100

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Offer a list of free resources or download

- Try to create a **carousel post**.
- Free resource or tool provides **value to your audience**.
- And **increases engagement rate**.

Example:



Surojit Mahato • 1st

Digital Marketing Consultant & Trainer | LinkedIn Personal Branding Strategist | ...

3w • 

...

Digital Marketing Tools are awesome - they help you get insights, save time and boost efficiency. But they are also insanely expensive. If you have a tight budget and you are exploring some free options - I have done the hard work for you.

Save it. Share it. Download it.
I have categorized it as per use.

What would you add to the list ?
Let me know in comments.

#digitalmarketing #seo #contentmarketing

40 Free Digital Marketing Tools - 53 pages

40

Free

Digital
Marketing
Tools



Surojit Mahato

@thesurojitmahato

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Share a quick checklist

- Its **Easy to read** and digest
- Can **increase engagement**
- Provide **practical tips** and advice to your audience
- Can be **created into different form of content** like infographic, text post, or carousel.

Example:



Jake Ward • Following

Scaling companies with SEO and content

1mo • 

25-step SEO checklist for optimising existing content:

Most websites are sitting on many blog posts with 0 traffic, yet they're still publishing 4+ new blog posts per month...

Get more from your existing assets first by following this 25-step optimisation process.

P.S. On Wednesday, I'm posting a content optimisation case study where I took a blog from 1K to 120K/mo traffic without publishing new content using this process.

[#searchengineoptimization](#) [#seo](#) [#contentmarketing](#)



25-Step

Content

Optimisation

Checklist

(with examples)





Share a personal accomplishment or milestone

Post that shares a personal experience can **help you connect with your audience on a deeper level.**

Try to **create a text only post** with an image.

Example:



Surojit Mahato • 1st
Digital Marketing Consultant & Trainer | LinkedIn Personal Branding Strategist | ...
1mo • Edited • 

...

In 2015, if someone told me that 8 years from now, you will work as an independent Consultant, Trainer, and be the CEO & Co-Founder of a Content Marketing Agency I would think that it's a JOKE.

In 2015, if someone told me that 8 years from now, you will have 70k+ followers on LinkedIn, I would think that's IMPOSSIBLE.

In 2015, if someone told me that 8 years from now, you will have a batch of 200+ students learning Digital Marketing from you, I would say "Stop FOOLING with me. Don't show me dreams."

In 2015, if someone told me that 8 years from now, you will have Top CEOs as your clients for LinkedIn Personal Branding, I would say, "Have you lost your mind? I can barely talk to people. "

In 2015, if someone told me that 8 years from now, you will be invited to the IITs, NITs, and Top Management Institutes as a guest speaker, I would say... "Okay. This is too much. I can't listen to your daydreams anymore. I have work to do."

This post is not to boast about myself or brag about my achievements.

But, to tell you that it's possible.

Never stop believing in yourself.

I have miles to go, and the path ahead isn't easy. But, I have a feeling that I am on the right track.

You don't know what you are capable of unless you push yourself to uncomfortable zones and challenge yourself.



Share step-by-step how to guide

Create a carousel post that offers a step-by-step guide on **how to do something related to your industry or career.**

This is a type of **educational content.**

Example:




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Share an inspiring quote

Post that shares an inspirational quote or story **can help motivate and inspire reader.**


This **will make your readers engage with your** post through comments or reposts.

Example:



Surojit Mahato • 1st




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3w • Edited • 

...

The No 1 thing you need to survive in business is a "Thick Skin".

It's like an umbrella that protects you from mini showers of insults, criticism, comparison, set backs etc.



You and 72 others

11 comments

Reactions



Share a brand success story or a case study

Case study post can offer **valuable insights and learning opportunities for your audience**

Also it showcases your knowledge and expertise in a specific industry or market.

Example:



Surojit Mahato • 1st

Digital Marketing Consultant & Trainer | LinkedIn Personal Branding Strategist | ...

4mo • Edited •

...

After working for 6 years at Coca-Cola, 2 friends (Neeraj Kakkar & Suhas Mishra) decided to start their own beverage company. 13 years later, today their startup is valued at \$205+ million. Here's the incredible story of PaperBoat 👉 👉

In 2010, Neeraj along with Suhas Misra, joined hands with James Nuttall and Neeraj Biyani and started Hector Beverages.

In 2011 they launched their 1st two products

1. Frissia - A protein drink
2. TZinga - An energy drink

Both the products failed and were withdrawn within a year.

By 2012, they desperately needed an overhaul to survive. They needed to rethink their business strategy, positioning, and marketing strategy.

On a regular day at office during lunch, they noticed that they all loved the Aam Panna, Mishra's mother used to give him everyday in a steel flask everyday.

A couple of brainstorming sessions & PaperBoat was born.

The idea ?

To commercially produce Ethnic Functional Beverages.

By 2013, they started testing-marketing the product to check the response and they haven't looked back since then.

PaperBoat started with Aam Panna and Jal Jeera and soon expanded to Aam Ras, Chilled Rasam, Kokum, and more.

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Offer an opinion on a controversial topic

Controversial opinion **can spark discussion and encourage engagement among your audience.**

Potentially leading to increased visibility and exposure on LinkedIn.

Example:



Brian Geddes • 2nd
VP of Sales at Jane 🧡
1w • Edited • 🌐

+ Follow ...

Is anyone still actually debating work from home options?

At previous companies, I used to put on a pressed shirt and slacks and drive 35 minutes to an office that smelled of cleaning product and coffee. I wasn't comfortable for the entire day. If I felt tired and needed a break - too bad, look busy. If I wanted to just get up and leave for 20 mins to collect my thoughts or be outside - too bad, look busy.

Now I'll have breakfast with my wife and kids and start work relatively early. I go outside and hit golf balls against a net when I need to think. I listen to podcasts at full volume. I sing. I take a gosh darn peloton break if I feel like it. I have never been more productive, because this is how humans thrive.

And when I miss my work friends and general contact, which I do from time to time, I'll head up to HQ and see them.

Any employer dictating in-office work doesn't trust you to be an adult and do your job. The option should be there - but it must actually be optional.

#work #workfromhome #mentalhealth #peloton

👍🌱❤️ Bec Sparkes and 95,508 others 1,885 comments • 2,205 shares

Reactions



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Share a personal story or experience

You share a **career experience** or a **story that you learnt something from.**

This kind of posts will help you connect with your readers on personal level.

Example:



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...

I quit my full-time Job at 29 to start an online business.

I didn't have a big startup idea or investors. I had zero knowledge of how business works as nobody in my family was into business. Everybody thought it was a big mistake.

Was I prepared for the risk? Was I sure about my business idea?

No. Not at all.

So, why did I quit my job?

1 - My biggest motivation was Freedom. Freedom to work, not work, travel, and spend time with my family at my will.

I didn't want a boss. I didn't want to report to someone or apply for leave and justify my reason.

2 - I was fed up with petty office politics, my arrogant boss, traveling 2 hours per day, and working 9 hrs a day for someone else.

3 - I had worked for 3 years as a freelancer with premium clients parallely by working on weekends and after office hours. I had also started consulting & training.

4 - I knew that my knowledge and experience was valued in the industry.

5 - Starting a business doesn't always mean having a team and office. It could also mean working independently and monetizing my skills.

In the last few days of working at Office I started questioning myself:

- Why should I travel for 2 hours daily when I can WFH?


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Create a poll

Polls can be a **fun and interactive way to engage with your audience on LinkedIn.**


It encourages them to participate in the conversation by commenting or reposting it.

Example:



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...

Personally I feel my feed is flooded with Carousels. Do share your thoughts in comments.

Which format of Content do you like most on LinkedIn

The author can see how you vote. [Learn more](#)

Carousels (Slides) 

Only Text (Story)

Text with Image

Short Video Snippet

51%

12%

29%

8%

574 votes • Poll closed • [Remove vote](#)

Find This Helpful?



**Got Questions ?
Comment Below !!**

