

2026 REPORT

The **New** LinkedIn Algorithm Update



noticed.

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Introduction & The Current State of LinkedIn

The past year has brought more change to LinkedIn than any period before it.

Tactics that delivered strong results 12 to 24 months ago are quickly losing their effectiveness, and in many cases, have stopped working altogether:

The algorithm has new priorities. Signals that once drove visibility carry far less weight today, replaced by different measures of what counts as genuine engagement.

Buyers are engaging differently. Decision-makers are consuming content, evaluating credibility, and making contact in ways that doesn't match a 2023 strategy.

The feed is more crowded and more automated. A rising tide of AI-generated content means generic posts are easier to scroll past and harder to distinguish from noise.

Every major platform shift creates a temporary imbalance between what still works and what companies think still works. Right now, that gap is wide open on LinkedIn.

What companies think works

- ✗ Outdated strategies and "quick growth" tactics
- ✗ Following the generic advice
- ✗ Relying on old data
- ✗ Copying everyone else and hoping it works

What is actually working

- ✓ Testing ideas and letting data guide you
- ✓ Taking guidance from trusted, credible sources
- ✓ Using data-backed insights to make decisions
- ✓ Using platforms in line with their purpose

61 million
decision-makers

10 million
C-suite executives

£75,000+
Average user income

4 in 5
Members drive
business decisions

Businesses that recognise the shift early (and adapt their content, outreach strategies, and positioning accordingly) stand to capture far more visibility while competitors continue investing in strategies with declining returns.

There has never been a better moment to take LinkedIn seriously than now.

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 your ICP.



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.



- Connecting people together
- Supporting conversations in the DMs
- Encouraging public comments, likes and reposts in the feed
- Sharing who is viewing your profile and searching for you
- LinkedIn's paid tools like InMail and Sales Navigator (again, built for connecting more people together).

Hear from LinkedIn



Terry Rand, UK Head of Marketing at LinkedIn Marketing Solutions, told us:

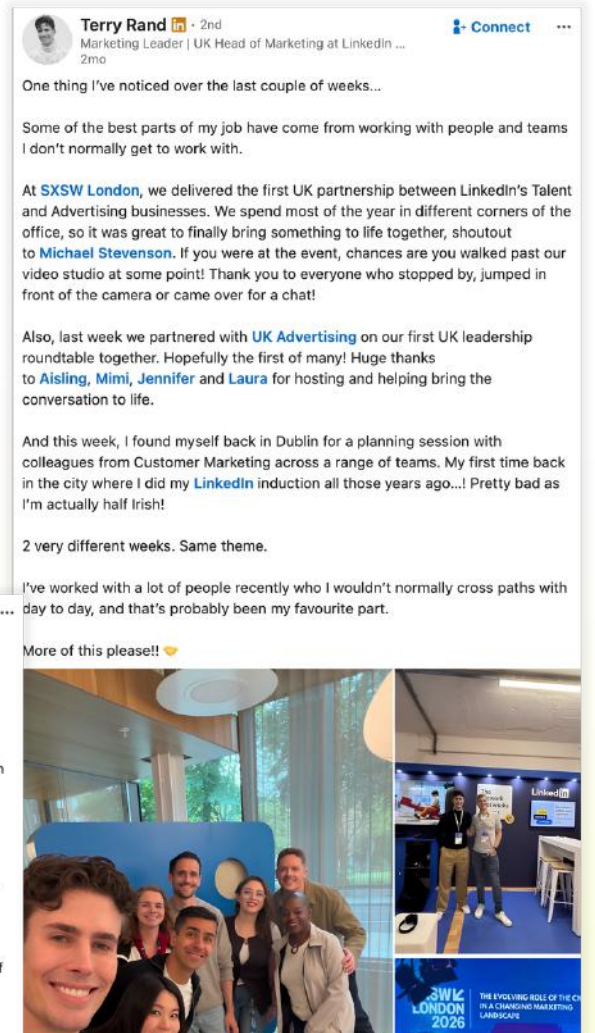
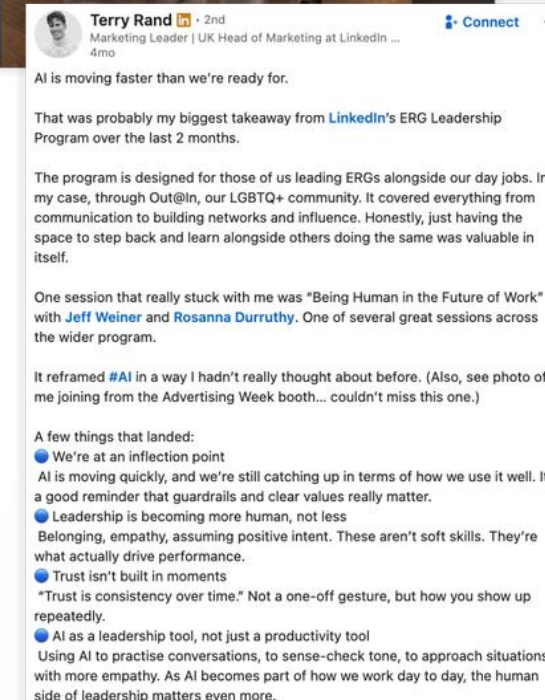
"If you're starting on LinkedIn today, don't just focus on gaming the algorithm. Focus on **building relationships**. Share what you know, post consistently, engage with others, and don't overthink video.

Some of the most effective content on LinkedIn is simply people sharing their expertise and perspective directly to camera. The creators who win are usually the ones who show up regularly and contribute value, not the ones who spend hours trying to perfect every post."



Sharing your insights

Engaging with others



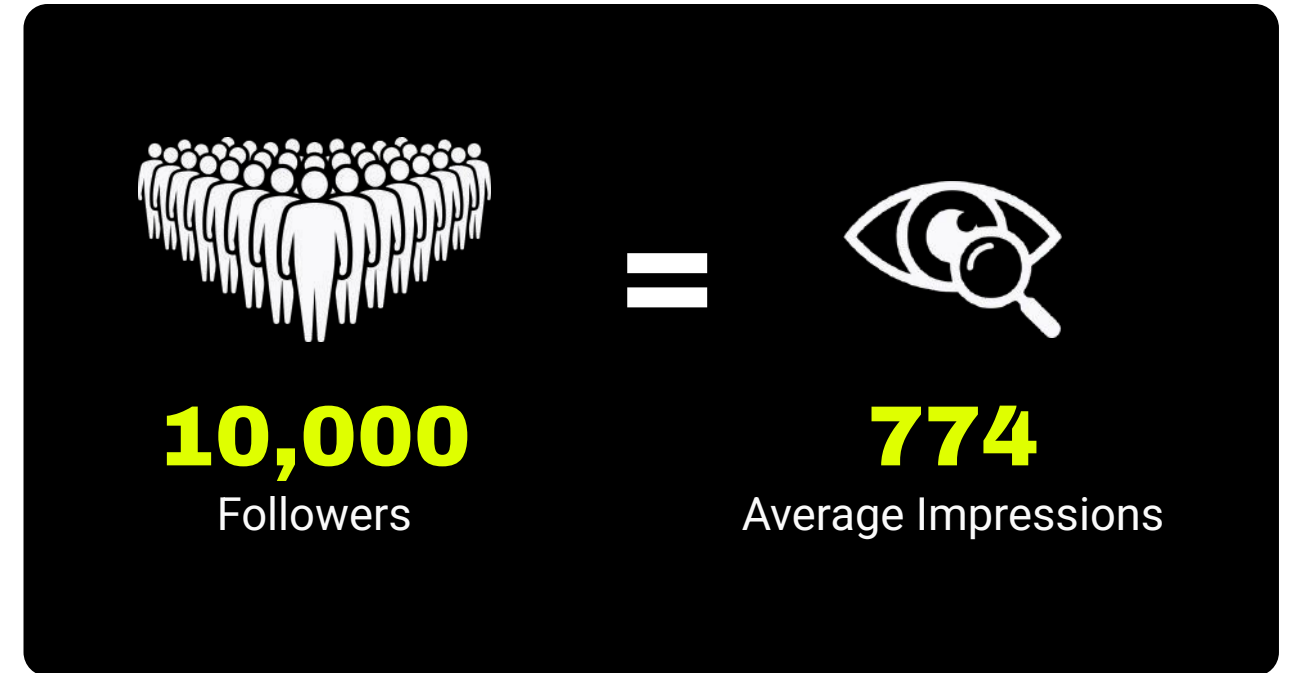
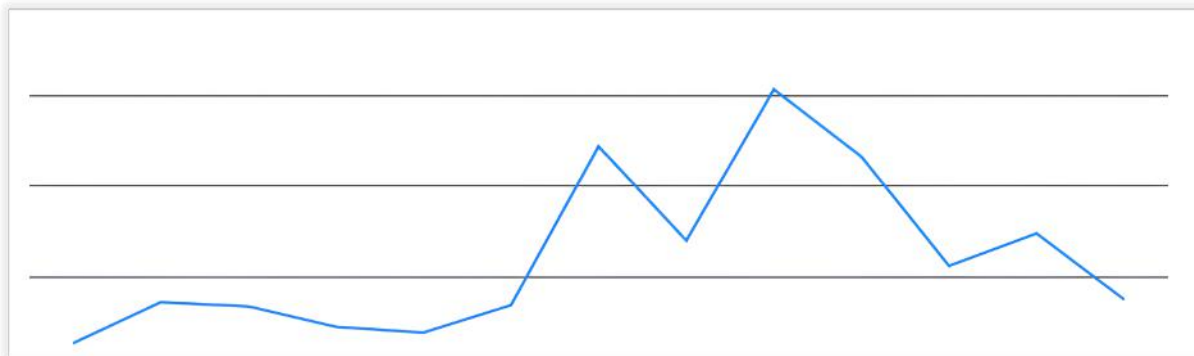
Contributing value

What's changed about the LinkedIn algorithm?

At noticed, we remember a time when anyone could post a selfie, give a generic take and then post it on LinkedIn. It would perform well, gain thousands of impressions and stand a high chance of hitting some level of virality. But now, LinkedIn has changed.

The people who used to post 7+ times a week have suddenly gone missing and have stopped posting altogether.

So what happened?
LinkedIn's reach collapsed.



Right now, it's significantly harder to get any sort of impressions on a post than it was one or two years ago. Shield Analytics carried out a study on this.

It found that if you have 10,000 followers, your average post gets around 774 impressions, meaning every post you publish is shown to less than 10% of your own audience.

If you're looking for reach, you should go to TikTok. It's engineered for exactly that: getting your face in front of as many people as physically possible. LinkedIn was never really about that, and it isn't trying to be. Its value has always been who is in the room and whether you can get them talking.



andreas jonsson • 2nd
building | @shieldapp for linkedin
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2mo •

LinkedIn reach benchmarks by follower bracket (Feb 2026):

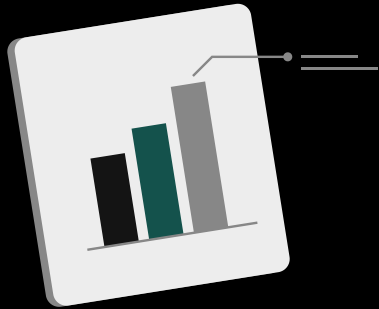
0–1K followers: 148 impressions
1–5K followers: 479 impressions
5–10K followers: 774 impressions
10–25K followers: 1,216 impressions
25–50K followers: 2,143 impressions
50–100K followers: 5,144 impressions
100K+ followers: 12,520 impressions

A post that reaches 1000 people looks like a failure on a dashboard. But if 600 of them sit inside my ICP and can sign a cheque, it's the most valuable thing I'll publish this quarter. Reach was never the asset. Proximity to buyers was.

What separates the brands compounding right now from the ones who quit the week their impressions halved isn't better writing or more posting.

It's a shift in what they're actually playing for, and it's far simpler than most people assume.

So no, LinkedIn isn't the viral B2B platform like it was 3 years ago. But what it is instead is the most concentrated buying audience in B2B, and half your competitors are in the process of walking away from it.



Key Trends

Outbound DMs got worse at exactly the moment inbound DMs became valuable

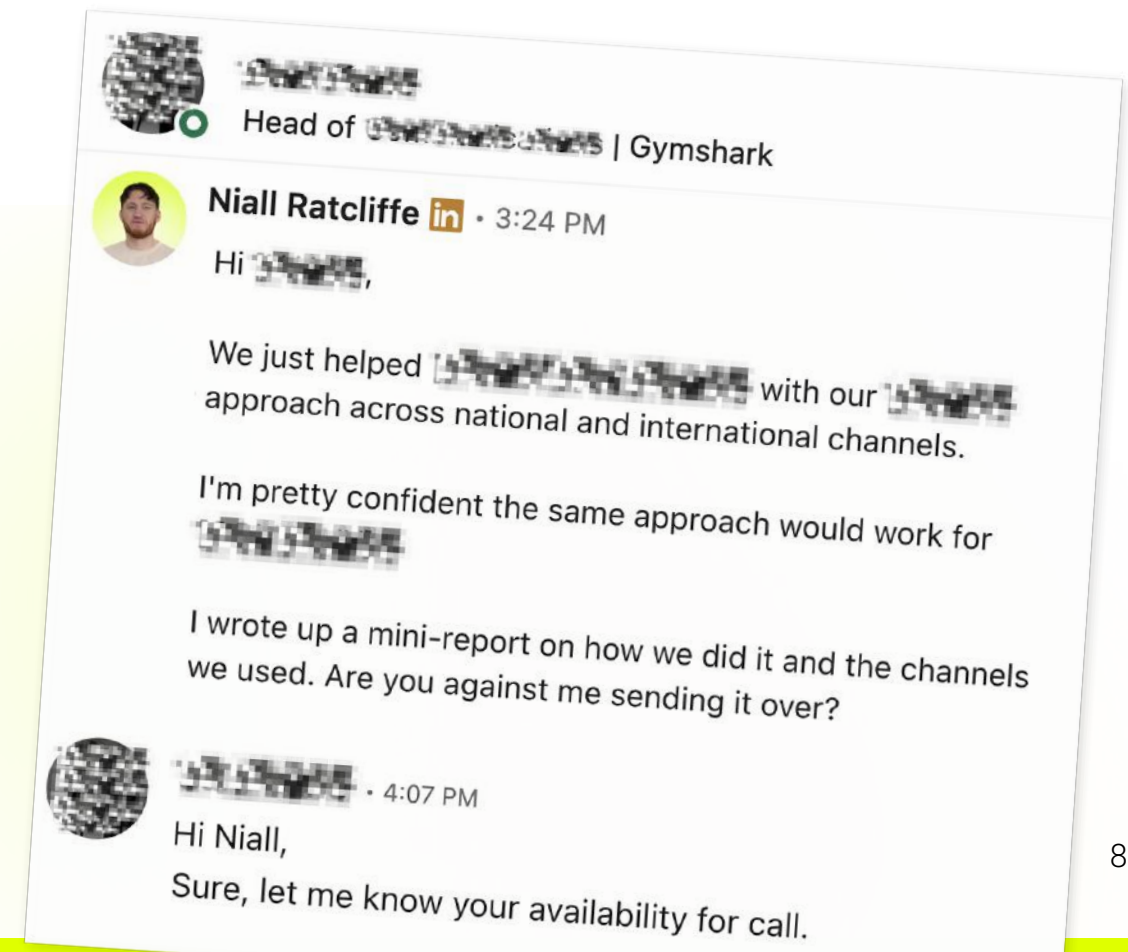
Right now, most people's inboxes are flooded with generic AI and spam messages. It's so tough to actually get noticed by the right people when everyone's avoiding potential cold pitches left, right and centre. But **inbound DMs are one of the most successful ways** to build trust and create relationships with your ideal customers.

Most outreach sounds like:

- ❌ Cold sales pitches
- ❌ Generic, AI sounding
- ❌ Doesn't encourage a reply

In fact, outbound DMs are so important on LinkedIn that we think it's the most important metric to track right now: **how many conversations are you starting with your ICP?**

We cover outreach strategies in far more detail later in the report, but in its simplest form, we send our ICP a short, genuine question that references why we're reaching out.



If someone has viewed my profile, I'll send them a message:

"Hi, saw you had a look at my profile. Anything I can help with, or just enjoying the content?"

 **138 profile views**
Discover who's viewed your profile.

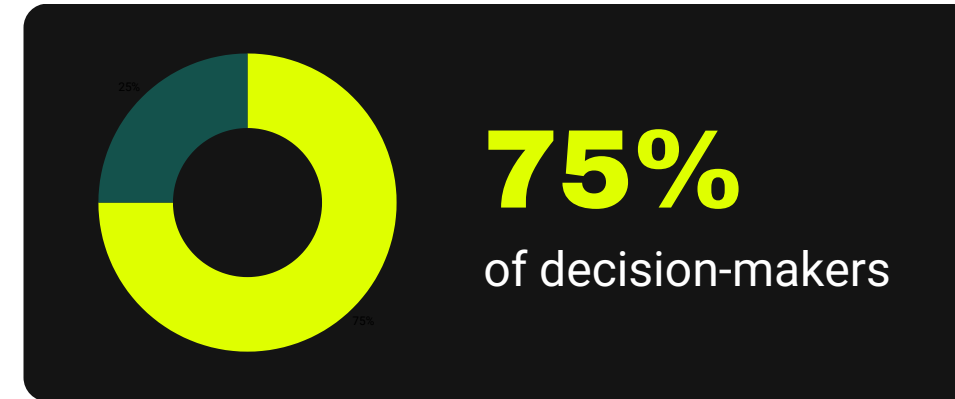


To someone who engaged with one of my posts:

"Hi, noticed you liked my post on [topic]. Is that something you're looking at internally at the moment?"

It sounds simple, but both of these messages are proven to work extremely well for us.

Conversations are where the money sits and are what moves someone from being a passive scroller to a potential warm lead.



Trust has shifted from brands to individuals

Across every account we manage, posts from people constantly outperform posts from the company page. The 2026 B2B buyer will extend more credibility to one person whose name they half-recognise than to a logo with a marketing budget behind it.

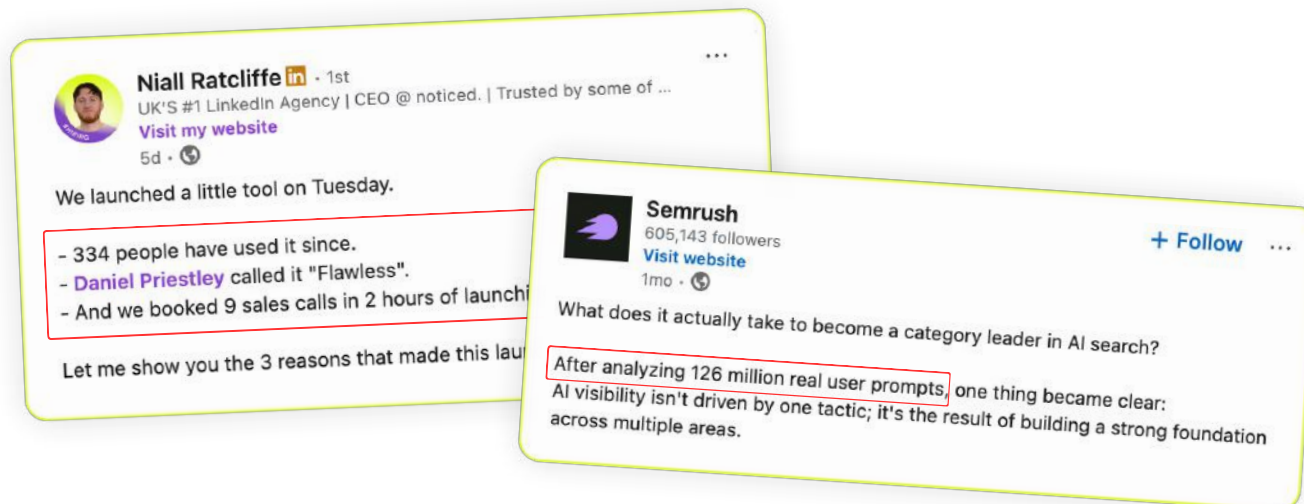
Three quarters of decision-makers say thought leadership has led them to look at a vendor they weren't previously considering. The people in your business who talk publicly about their work are being watched far more closely than your brand is.

Spot the AI content

Readers clock it in the first line. The same repeated hook. The rhetorical question at the end of a post.

We have watched accounts that were performing well fall off a cliff within weeks of switching to AI-first production, and it's not because LinkedIn flagged them. Nobody finished reading. No dwell time, no saves, no real conversation underneath, so distribution quietly stopped.

What works now is **saying the things that only you could have written**: the specific client, the decision you got wrong, the number you actually saw.



Real photos are so back in!

In 2025, high-quality graphics and well-designed infographics were one of the highest-performing post formats.

Today, across our diverse roster of clients, personal and real photos are the best-performing posts every month. Right now, anyone can AI-generate a graphic. It doesn't stand out as strong amongst the feed. The **more realistic and personalised** the post, the stronger the connection with your audience.

Less of your audience sees your content

Shield Analytics released a study that showed the average impressions per post for someone with 10,000 followers was 774.

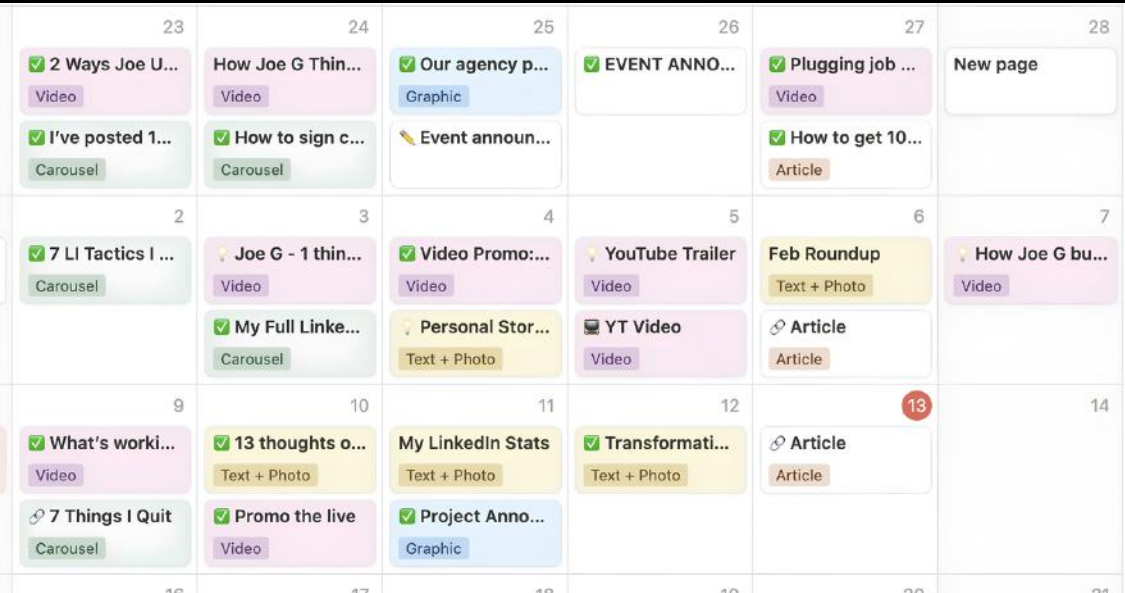
That means less than 10% of your audience sees your content, meaning each piece of content needs to be a good standalone post. In essence, **if someone had never heard of you, would they still find it interesting?** If yes, you'll outperform others on LinkedIn.

Volume doesn't equal growth

Just posting more will not save your LinkedIn content. I actually tested this for myself in January 2026 by doubling how often I posted on LinkedIn. From 5x/week to 8-10x/week. This is what I found:



Here's the data:



Metric	Q4 2025	Q1 2026
Posts	60	80
Impressions	232,604	291,340
Engagements	5,025	5,078
Followers	+4,023	+1,778

I spent drastically more time creating content, I posted nearly double the amount and yes, my impressions did rise (minimally), but with that my engagement per post dropped significantly and I gained fewer new followers.

LinkedIn content now has a much longer shelf life. Scroll through your feed right now and you'll find posts from two, sometimes three weeks ago sitting near the top. The algorithm keeps **distributing them over a longer time span**, so when someone lands on your post, the real question is whether they stop and read it.

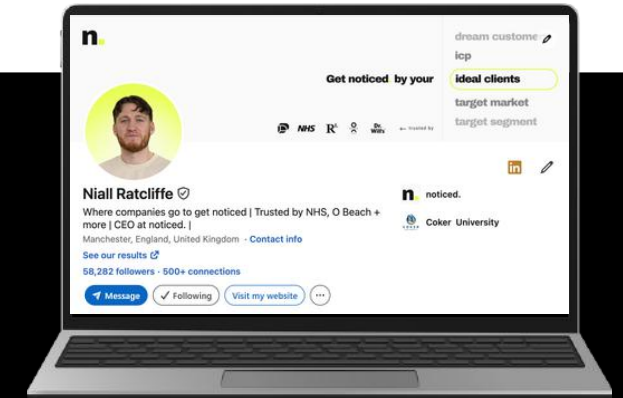


LinkedIn Insights

But don't just take our word for it!

Ivana Todorović from AuthoredUp found that: **“AuthoredUp analyzed over 3 million posts** to figure out what changed. Median reach dropped by more than 47% year-over-year.

Video fell off a cliff (down 72%). Even reliable text posts took a 34% hit. But here's the interesting part: some creators are still growing. Fast.”



What matters now:

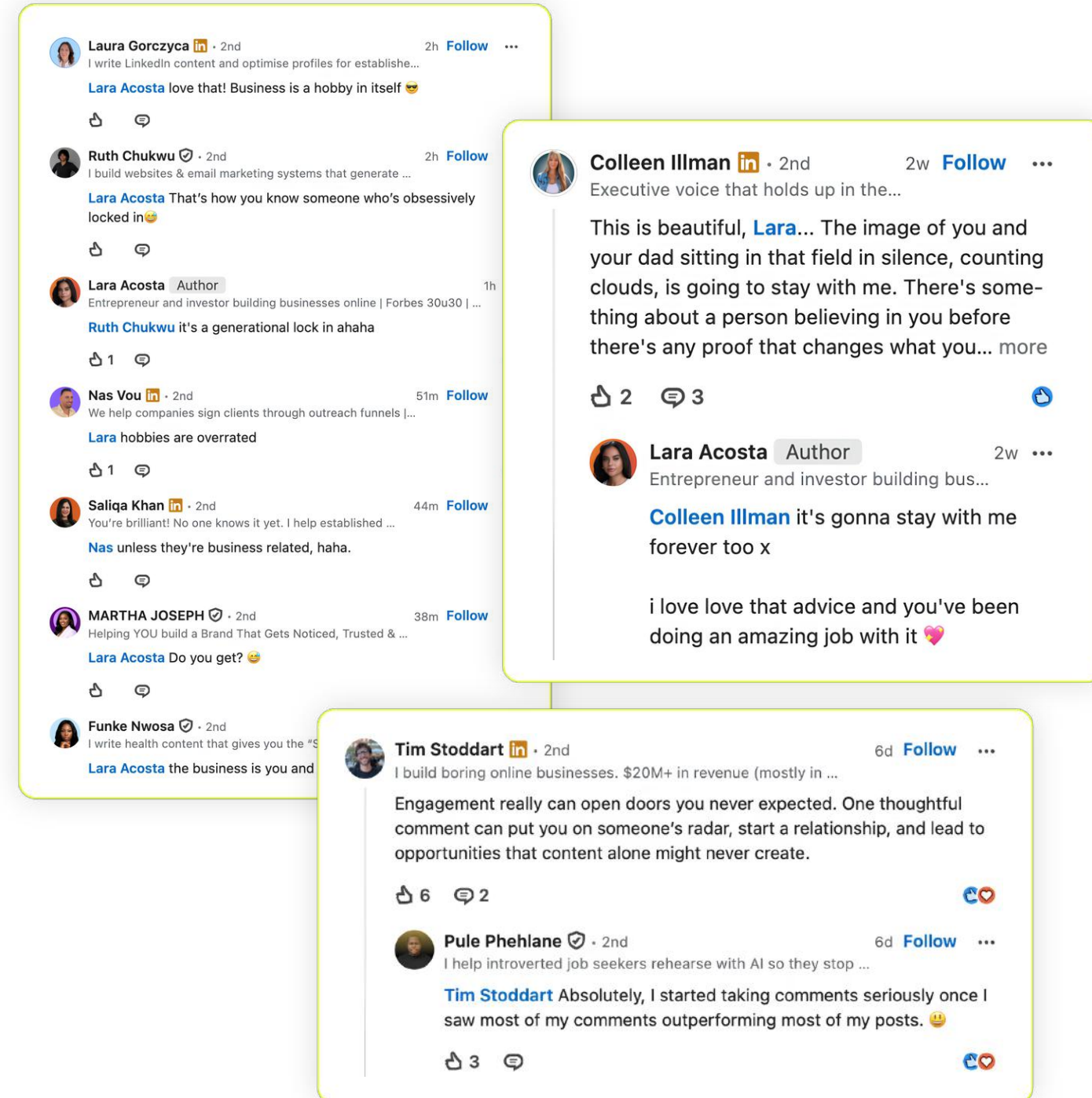
1. **Saves** are the strongest signal. If people are bookmarking your content, LinkedIn interprets that as "this has lasting value".
2. **AI generated content** gets penalised. AuthoredUp's data from 2025 found that AI-generated posts experienced a 30% drop in reach and 55% decrease in engagement compared to content written by a human.

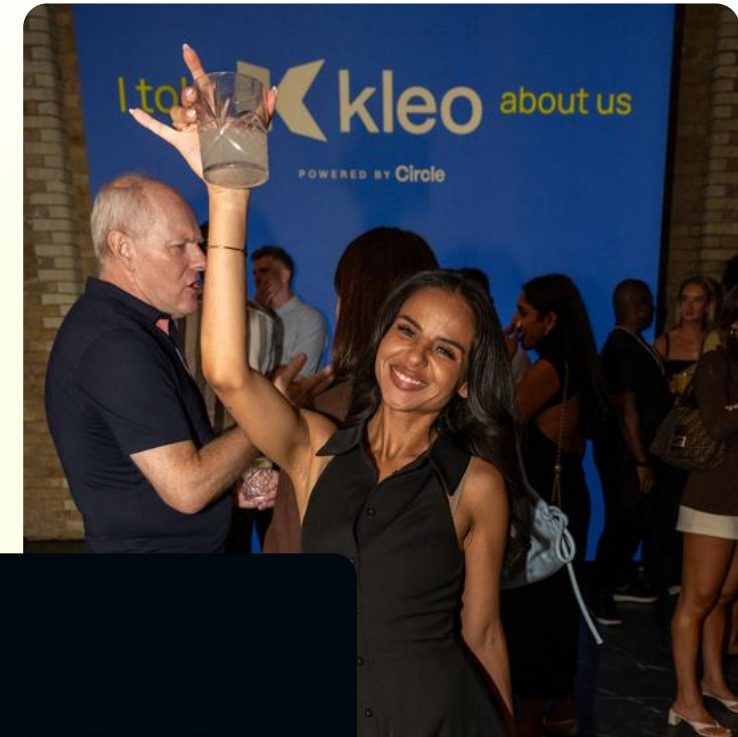
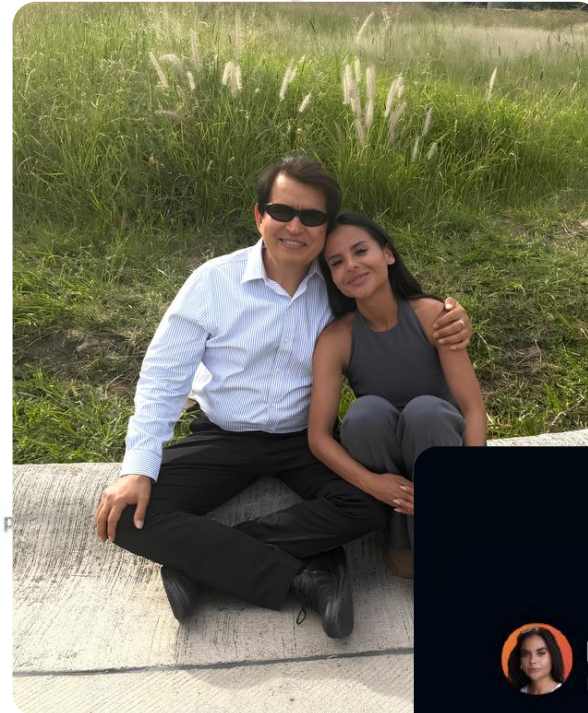
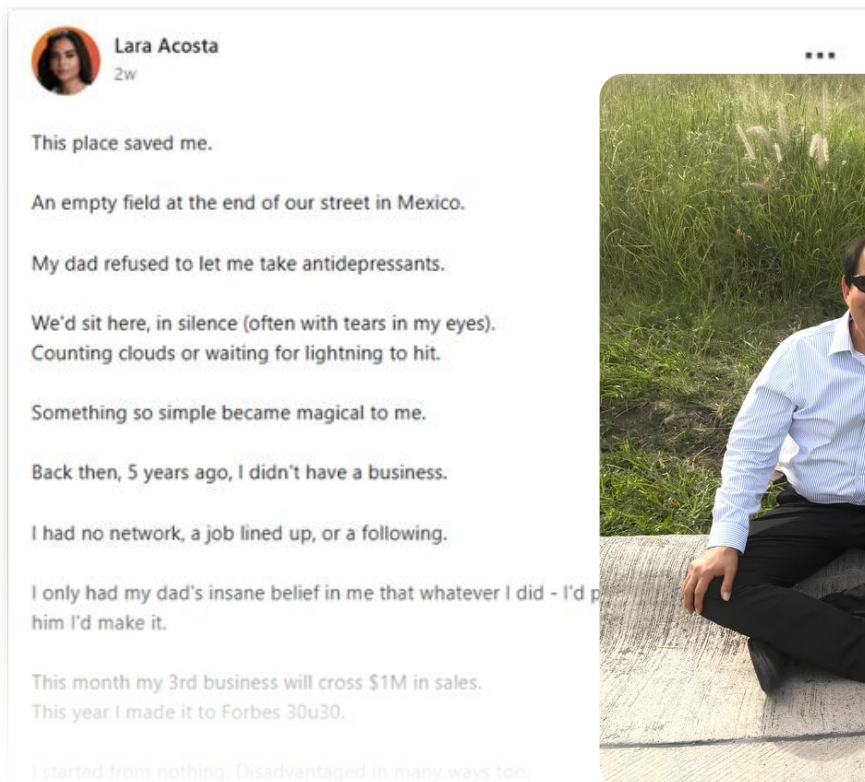
3. **Comment threads** are gold. When people start replying to each other in your comments, not just to you, that's indirect engagement, and it's valuable.

4. **Delayed engagement** is a quality signal. Posts that get saves and meaningful comments 24-72 hours after publishing perform 4-6× better in suggested feeds, according to AuthoredUp data.

What matters less than you think:

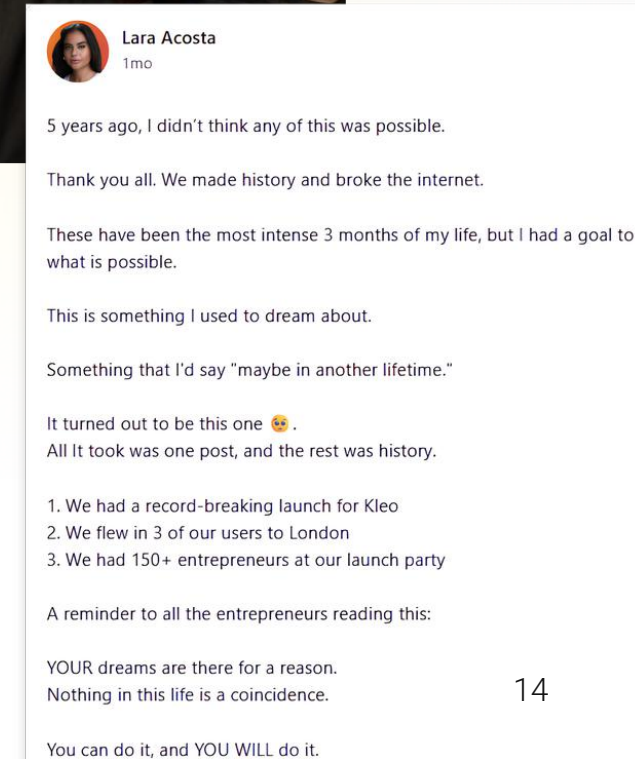
- Total number of likes
- Speed to 100 reactions
- One word comments
- Engagement pods





Originality in your formats

The LinkedIn algorithm can tell if you're copying someone's format instead of originality, "the platform today can tell the difference, and so can you." Lara Acosta recalls working with one of her clients who opted to share content that resonated with him, which looked like stories and memes. When he tried infographic content, it underperformed. It's about sharing what works for you.



Content Strategy

Lara Acosta breaks down how the new approach to LinkedIn is shaped in the content you share. She notes that:

No Trust = No Attention
No Trust + Attention = No Conversion
Conversion + No Attention = No Scaling

From Lara's research and experience, this is how to really win on LinkedIn right now:

Comment-Worthiness is worth more in 2026



Lara realised that “you can post the best post in the world but if you're not increasing your visibility by engaging, the post could fail. Even LinkedIn today confirms it: *comments are one of the strongest signals the algorithm uses to decide who sees your content next.* Put yourself in front of your ICP!”

Speaking to your audience's problems

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, like:

Case studies and proof

Storytelling that reflects your ideal customer's problems

Case studies and proof

☐★ ☐☐ The key differences

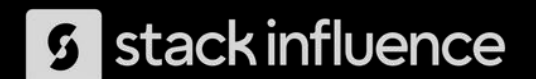
Stack Influence also found that native content is a priority with LinkedIn actively trying to **stop users from leaving the platform**, “this means a LinkedIn post that, say, summarizes your new blog (with the link in a comment, or no link at all) might perform better than one that directly links out.”

Stack Influence also found that dwell time matters more now. It’s not just about getting eyes on your content, but keeping them there. “This shift means **quality of content matters even more** – a compelling 800-word post that people actually read through can beat a short post that people skim and ignore.

For brands, it’s a cue to invest in richer content: think detailed how-to posts, mini case studies, or slideshows packed with insights that keep readers engaged.”

But just like Lara Acosta realised, when it comes to LinkedIn content, originality takes priority. With the algorithm decreasing organic reach and impressions, it’s now about **connecting with your end audience and creating content for them.**

As Stack Influence says, “If you’ve been posting generic content or engagement-bait, you probably saw your numbers fall. But if you share helpful, niche insights, LinkedIn now gives those posts a better shot at reaching people who care.”



What The Top Brands Are Changing



Hootsuite noted how “LinkedIn is designed to fill users’ feeds with only the most relevant professional advice and expertise, which calls for a completely different approach than the one you’d use for, say, TikTok.”

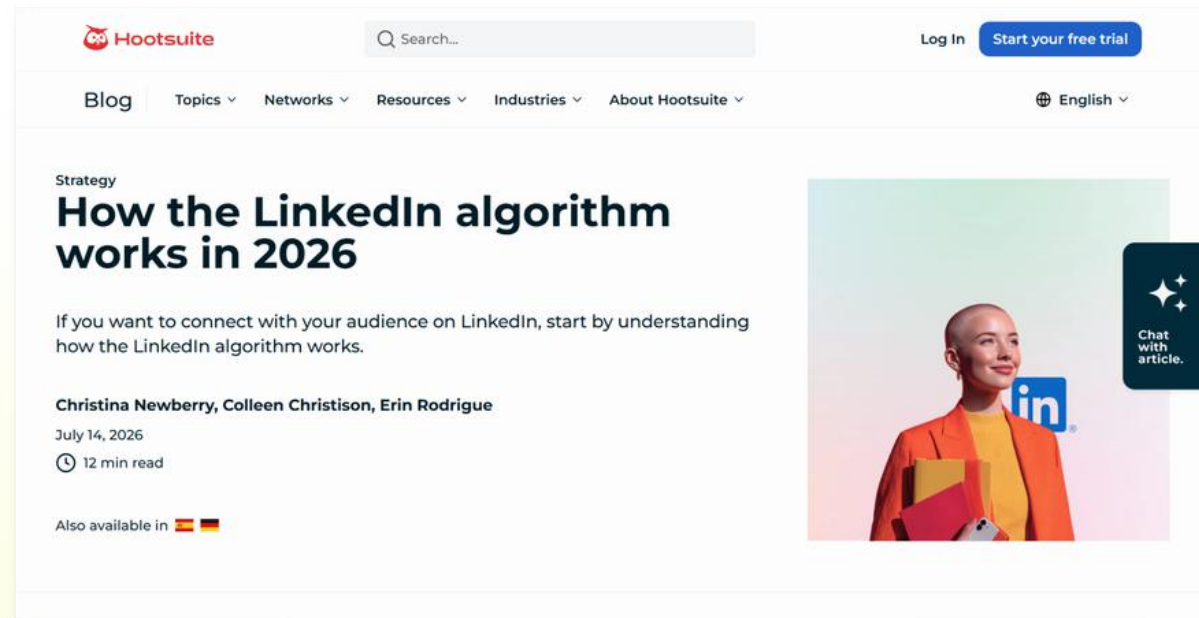
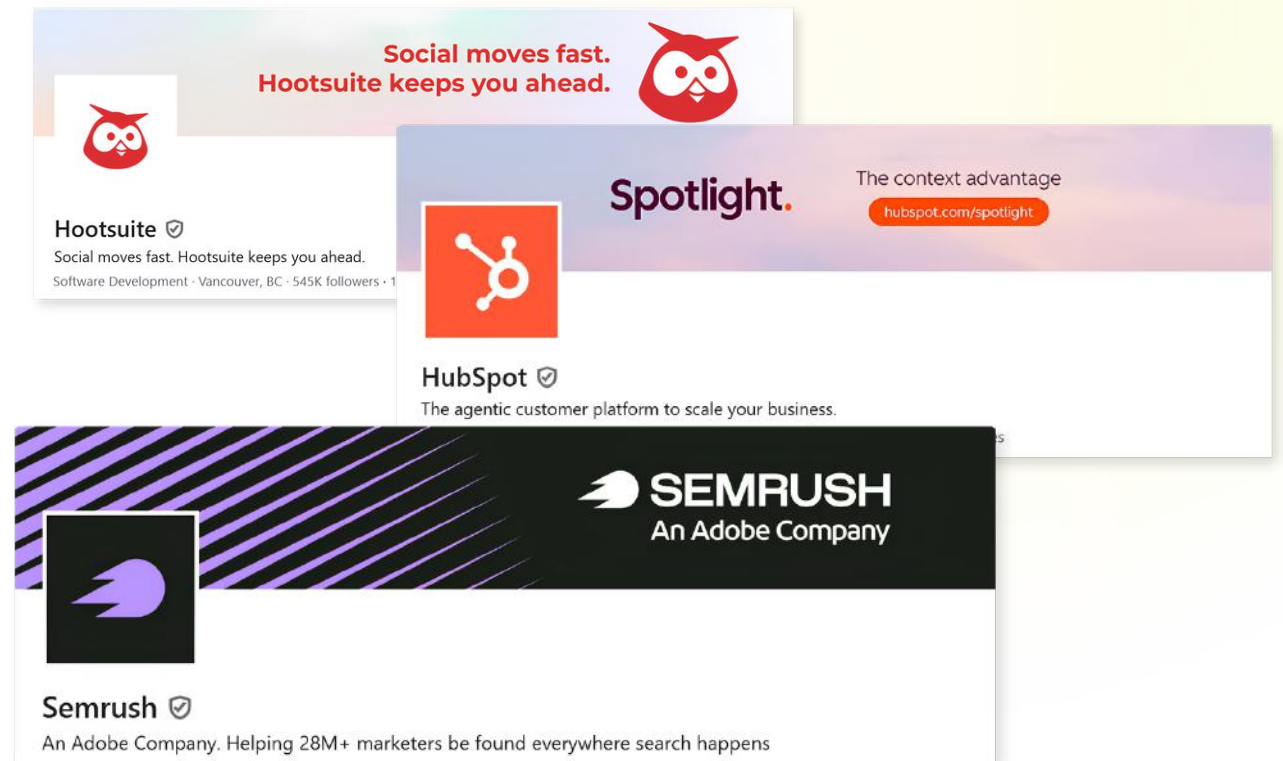


Image credit: Hootsuite



Key things to know:

1. LinkedIn filters your post for spam

It searches for artificial engagement and signs of engagement pods. LinkedIn is checking for signals of spamming, such as tagging people who are unrelated to your post, or using irrelevant hashtags.

2. LinkedIn targets the right readers by interest

"LinkedIn used to rely on keywords and hashtags to figure out what your post was about. The newer algorithm goes deeper: it reads for meaning, then matches your post to the people most likely to care."

Note from **noticed.**

This is why your brand positioning is so important. If your profile is outdated, confusing or messy, it makes it harder for the algorithm to place your content in front of the right people.

It's also why making your credibility clear matters more.

3. Relevance matters more

"In mid-2025, LinkedIn confirmed a major tweak: it's now more likely to show you older posts (even 2–3 weeks old) if they're more relevant to your professional interests." This makes the quality of your content a much higher priority than how often you post.

Content is lasting much longer in the feeds. Hootsuite notes that this is due to the new algorithm analysing:

- ✓ Your past engagement history
(*what you typically interact with*)
- ✓ The importance of your relationship with the poster
(*e.g., your manager vs. a random influencer*)
- ✓ The poster's domain expertise on the topic

4. LinkedIn is more semantic

LinkedIn doesn't just see your post any more, it's trying to understand the why behind it.

As Hootsuite said:

So instead of thinking: "Did I use enough hashtags?", think:



"Is it clear what this post is about, who it is for, and why it matters?"



In their recent report, HubSpot found that 61% of marketers believe that marketing is experiencing its biggest disruption in 20 years due to AI.

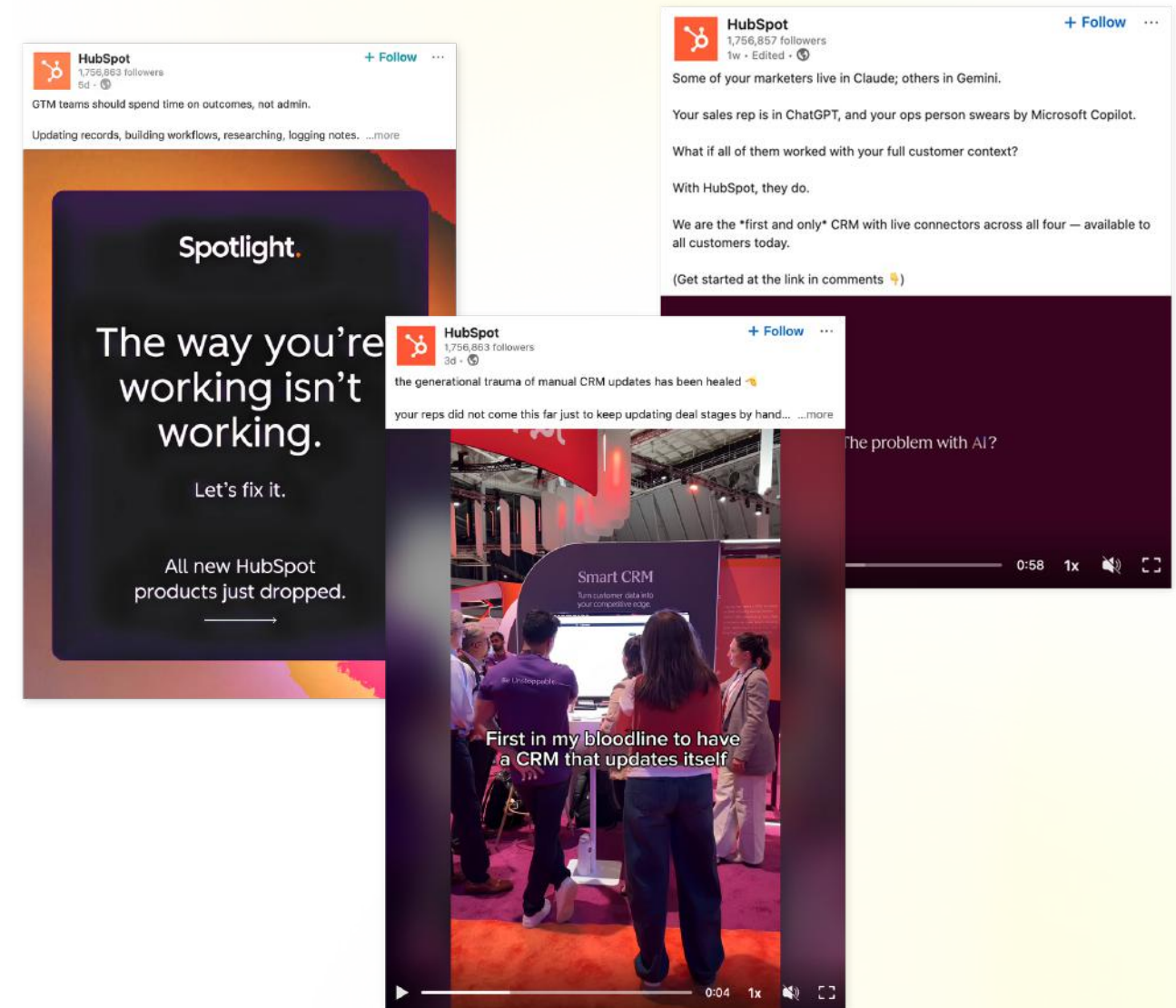
Meanwhile 80% of marketers use AI for content creation, and 75% use it for media production.

Human Trust Outweighs AI

As HubSpot puts it “Automation can scale execution, but human insight builds connection. This year’s data shows that audiences reward brands that feel authentic, helpful, and human”.

They note that with the increase of AI across content, “brands without a clear point of view are getting lost. In 2026, growth is increasingly driven by distinctiveness, trust, and relevance”.

HubSpot’s LinkedIn is a great example of this:



Earlier this year, Semrush analysed 89,000 unique LinkedIn URLs cited by LLMs. They found that LinkedIn is one of the most cited domains across AI models, they found LinkedIn appearing in 11% of AI responses on average across ChatGPT Search, Perplexity, and Google AI Mode.

Some of their key findings include:

1. AI echoes LinkedIn

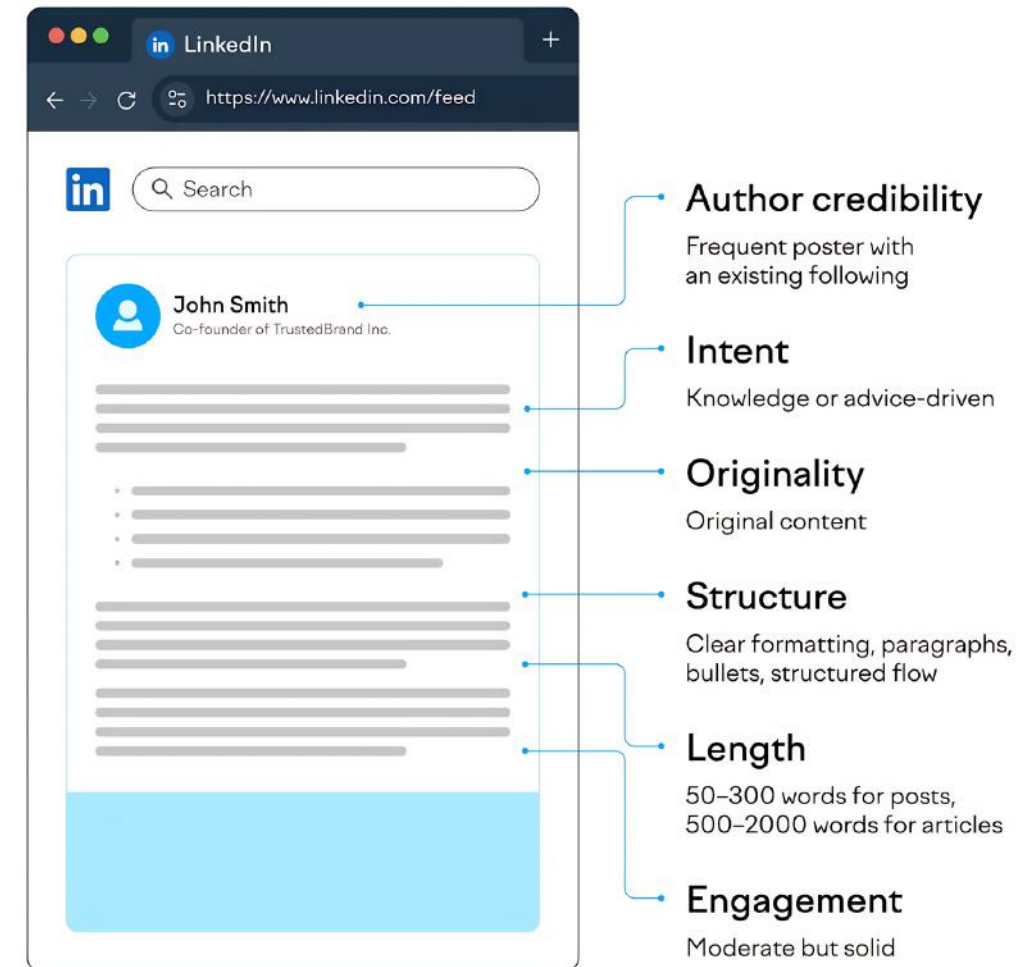
"When your LinkedIn content is cited in AI search, it isn't just linked: it actively influences how the topic is explained."

Again, another reason why your positioning and content are so significant on LinkedIn. It's how people who have never even heard of you before interpret you.

2. Don't forget about articles and original LinkedIn content

"Our analysis shows that LinkedIn articles dominate AI citations across all three models. They account for 50–66% of cited LinkedIn content, while feed posts make up 15–28%, depending on the platform."

Anatomy of LinkedIn Content Cited in AI Search



3. Knowledge sharing holds weight

“AI models overwhelmingly cite educational and advice-driven content. Our analysis found that well over half of the cited LinkedIn content is knowledge or advice-driven. In fact, for Google AI Mode, this makes up almost two-thirds of citations.”

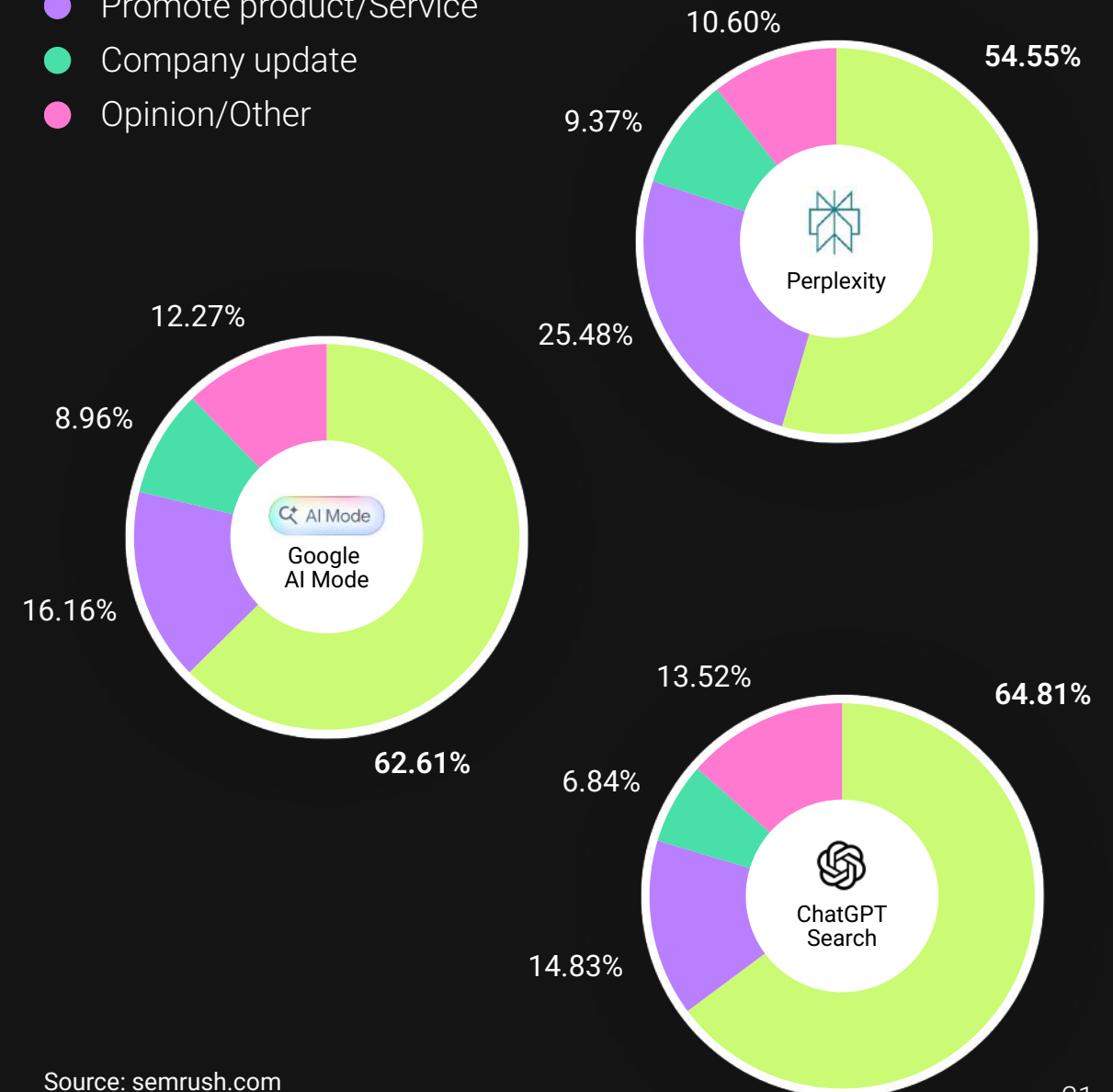
4. Not all AI models treat LinkedIn the same

Semrush’s research found that Perplexity prefers company pages, accounting for 59% of its LinkedIn citations. However, ChatGPT Search and Google AI Mode have individual members make up 59% of citations on each. So before you discredit the value of company pages in 2026, remember that your company page complements your LinkedIn efforts.

(Want to test some new company page strategies? Skip to page 39)

Intent of Cited LinkedIn Posts

- Share knowledge/Advice
- Promote product/Service
- Company update
- Opinion/Other



Source: semrush.com

The LinkedIn Pyramid

When most people decide to take LinkedIn seriously, they instantly start publishing posts, firing off connection requests, or putting money behind ads.

They start halfway up the ladder and skip the foundations that determine whether any of it actually works, which is exactly why so many LinkedIn efforts fade out without anyone noticing they've failed.

The key is to use
The LinkedIn Pyramid:



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.



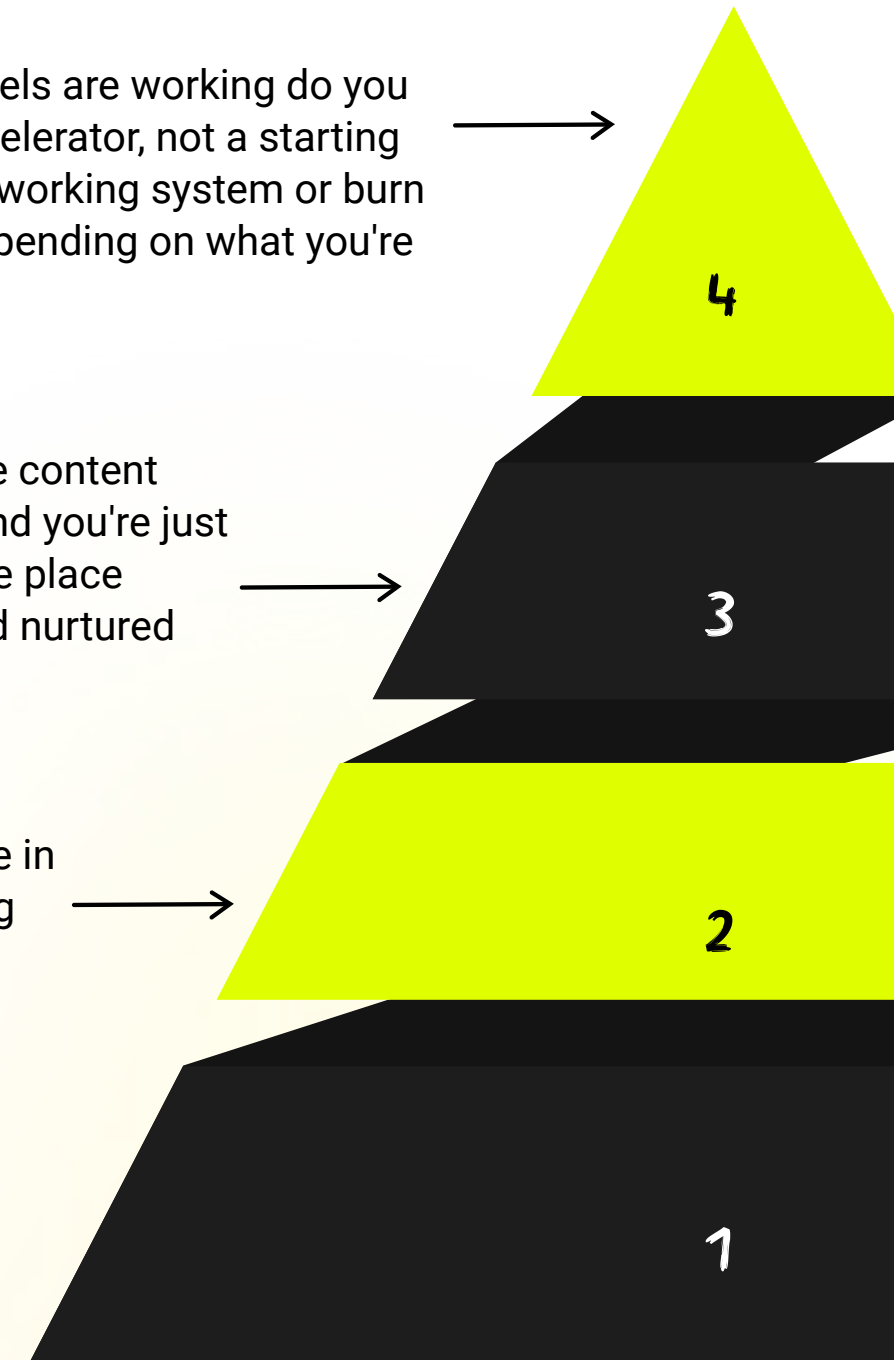
Level 3: Outreach

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 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.



Positioning Strategies

Whether it's your LinkedIn posts, the messages you send, the comments you leave on other people's content, every piece of activity pushes people towards the same destination: **Your profile.**

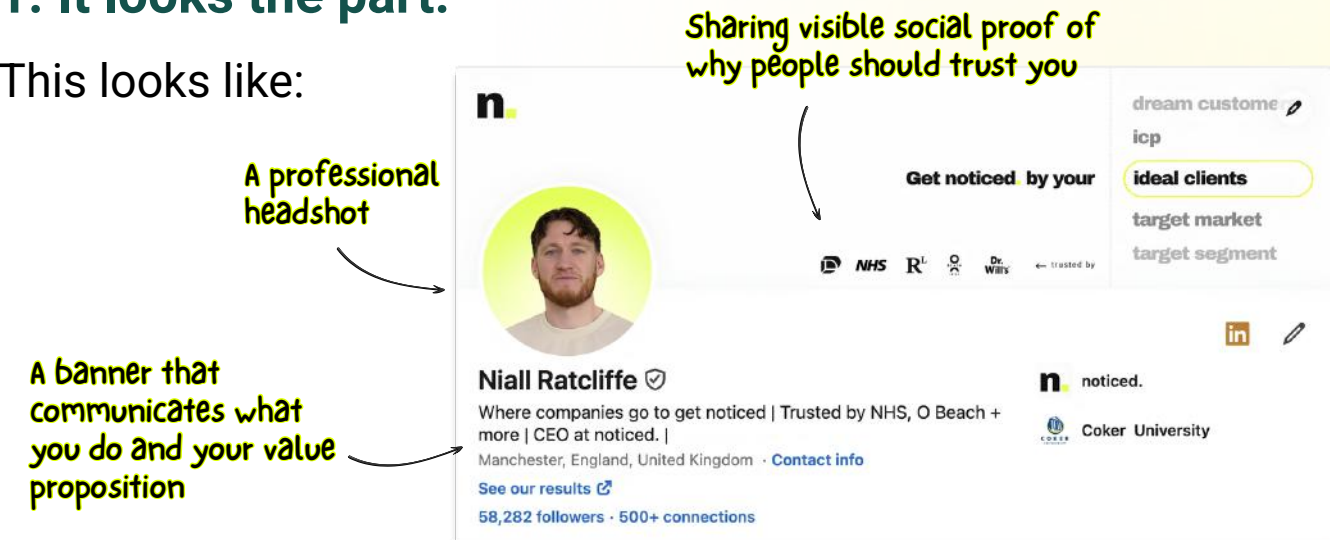
Just like any landing page it exists for one reason: to turn a visitor into someone who takes a next step.

Yet most profiles overlook this. Instead of creating a clear profile that speaks to their ICP, they stack job titles, describe their company in generic language that could belong to anyone or just leave their profiles completely empty.

3 key things separate a profile that converts from one that merely exists:

1. It looks the part.

This looks like:



You've got to look the part for people to see you as the part.

Someone else offers roughly what you offer, so what makes you different and worth their attention? Lean on whatever credibility you've banked, this could be logos of the brands you've worked with, publications that have featured you or clear results you can point to. Judgement happens in seconds, and it happens online, so looking the part is the entry fee for being seen as the part.

2. It sells a transformation, not a title.

Writing that you're a "Senior Marketing Consultant" describes a role. It doesn't describe anything a buyer can actually purchase or what you can offer them as an outcome. Your headline should name a specific outcome, ideally with social proof baked in. For example:

Where boring B2B brands go to become famous in their niche

Trusted by    PELOTON

When a decision-maker sees your name in their notifications and clicks through, your profile has about five seconds to answer one question: why should someone like them care about someone like you?



Shlomo Genchin  · 2nd

Creative Director @ Unbore.com 🧐 I make B2B ads for brands like Semrush, Monday.com, and HiBob, and share everything I learn along the way | Creator of CopyTemplates.com | Okayish surfer 🏄

Tel Aviv District, Israel · [Contact info](#)



Jasmin (Jay) Alić   · 2nd

I coach(ed) your favorite LinkedIn creators | Founder, Link Up Community (1,000+ members in 80+ countries) | Coaching founders to monetize their expertise, no matter the industry

Bosnia and Herzegovina · [Contact info](#)



Richard Moore   DM me about Art of Sell · 2nd

I train founders in the psychology of high-trust deal-making and sales | Creator, Art of Sell | 3x LinkedIn Top Voice | 5 x LinkedIn Learning Instructor | Incoming Author with Wiley in 2027: Building Authority

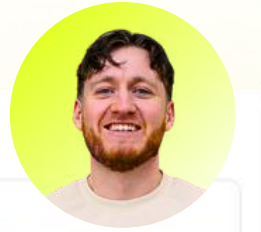
London Area, United Kingdom · [Contact info](#)

3. It puts a sales asset in the Featured section.

Almost nobody uses this, yet it's one of the best places to build trust with your ICP and generate inbound leads. It could be a gated guide, case study, industry checklist, or benchmarking report. The only real requirement is that it solves a specific problem your ideal client has.

Then it works while you sleep. Someone lands on your profile at 11pm, downloads your guide, and enters your ecosystem. Built properly, this one section can quietly generate dozens of warm leads a month.

Positioning is the foundation of everything you do on LinkedIn. Every hour and every pound you spend higher up the pyramid leaks away through the gaps underneath. Don't let your positioning be that gap.



Featured

Link



The State of LinkedIn Report 2026
The State of LinkedIn Report 2026

Link



Get noticed. by your ideal clients
noticed.

Featured

Link



The State of LinkedIn Report 2026
The State of LinkedIn Report 2026

Link



Get noticed. by your ideal clients
noticed.



Content Strategies

A month's worth of forgettable posts now takes 60 seconds to generate, and the generic AI content stands out a mile. The LinkedIn algorithm has responded by burying anything that reads as mass-produced.

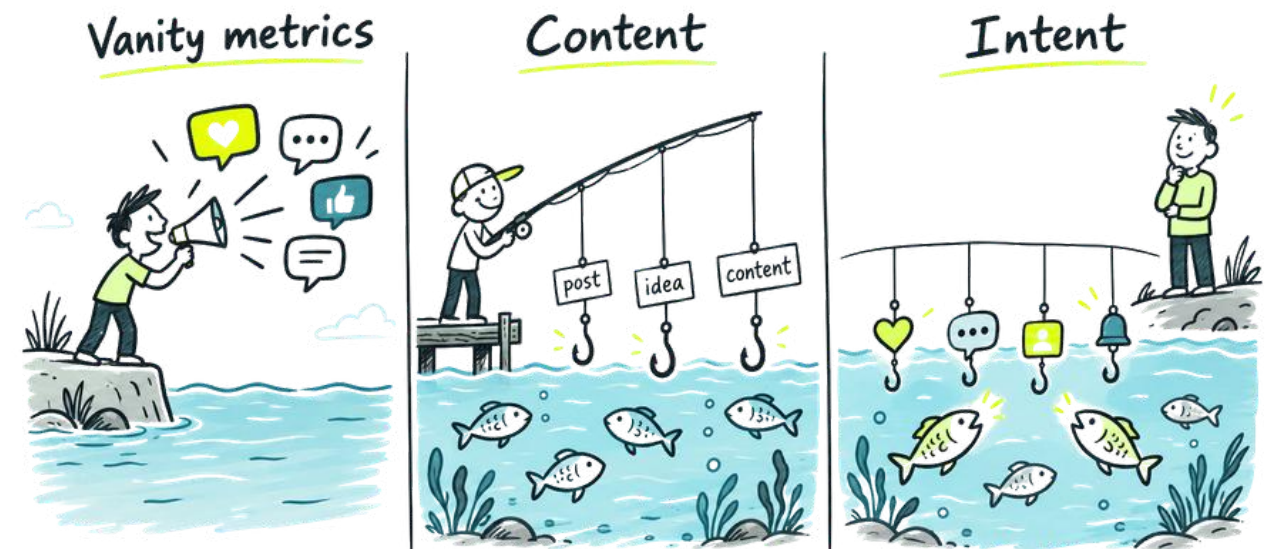
How we approach organic content right now is to think of content like fishing.

Most people still treat content as a lead-generation machine: they publish a few posts and then wait for the inbox to fill up. But that's stopped working. Content's actual job is brand awareness:

- ✓ Building familiarity within your network.
- ✓ Keeping you at the forefront of mind.
- ✓ Giving someone a reason to take your call when you eventually reach out.

We think about content acting as the fishing line. Then LinkedIn gives you free intent signals to tell you when someone has shown interest (aka: taken the bait). Content puts your name in front of the right people, what you do next is what closes the deal.

Because that's the real point of content. It's not about chasing impressions or going viral, but **surfacing the people who care about what you do.**

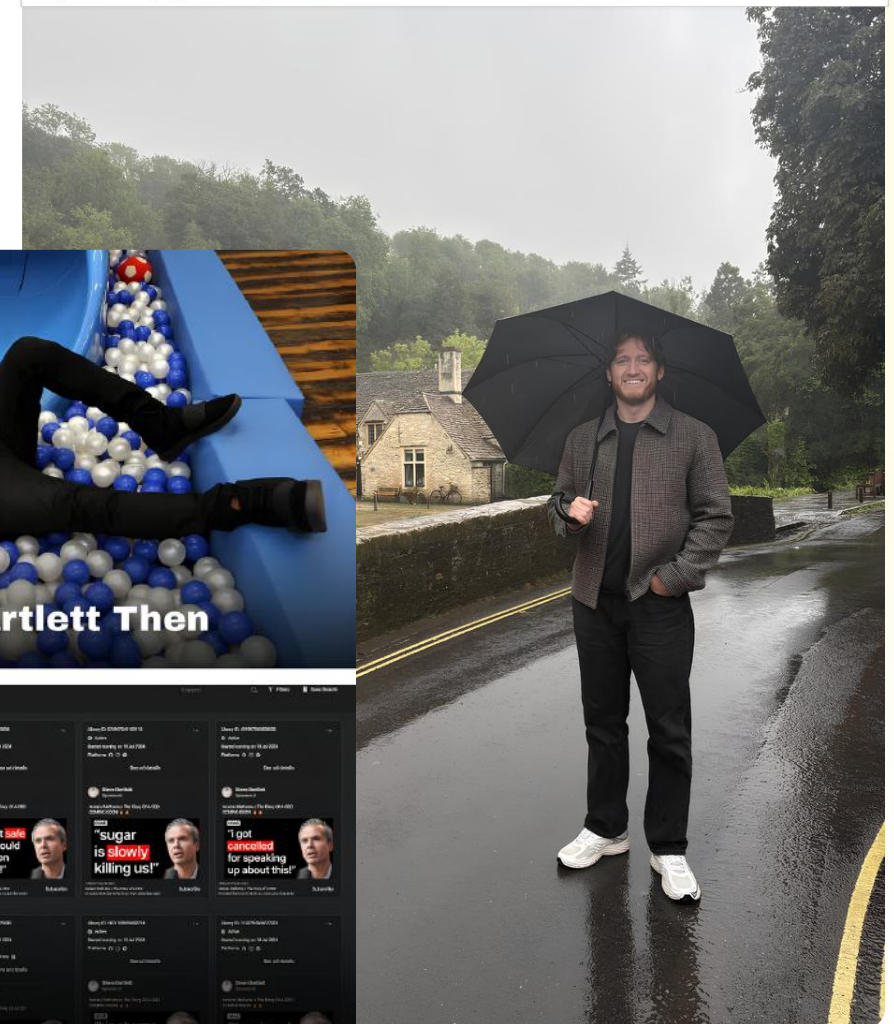
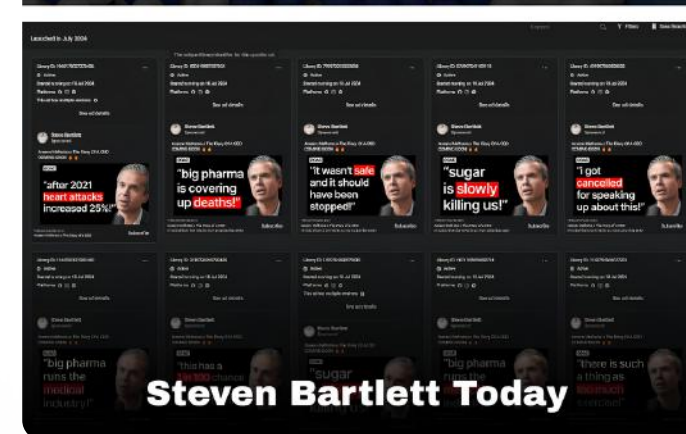
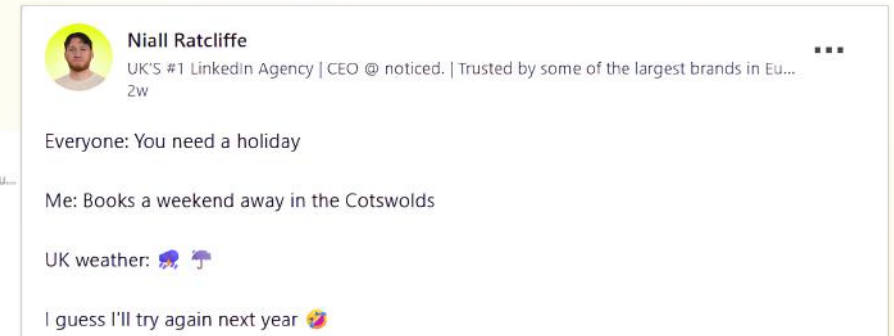
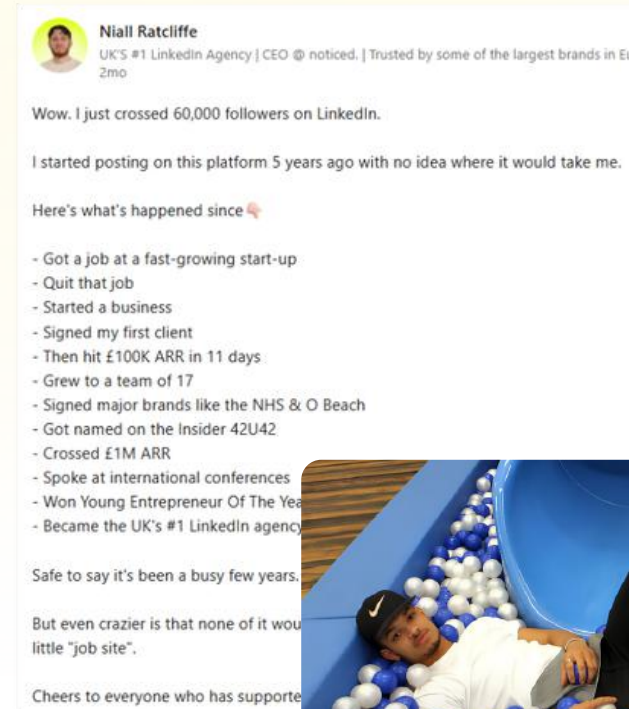


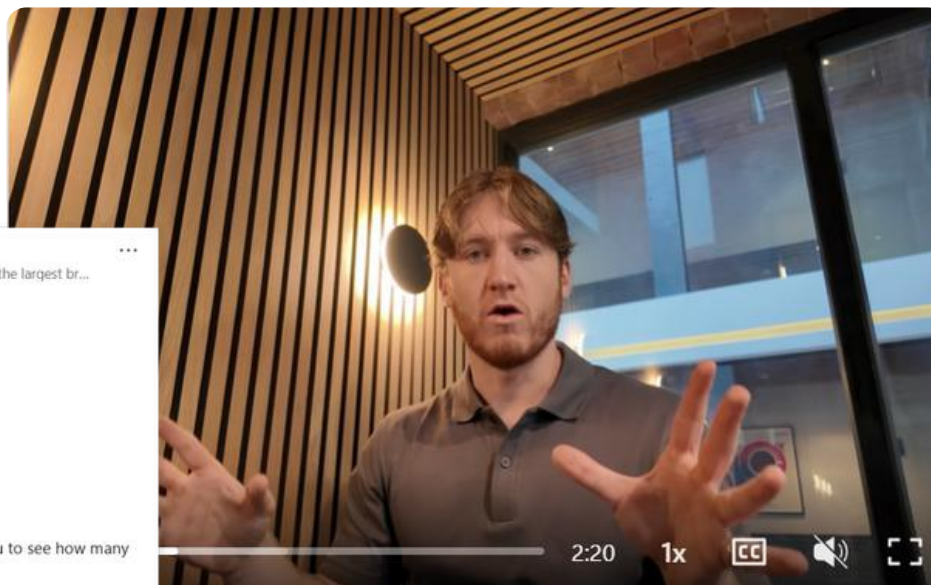
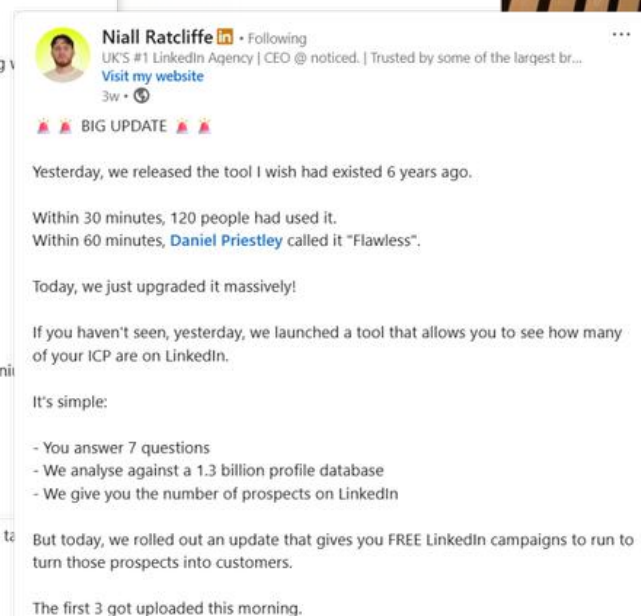
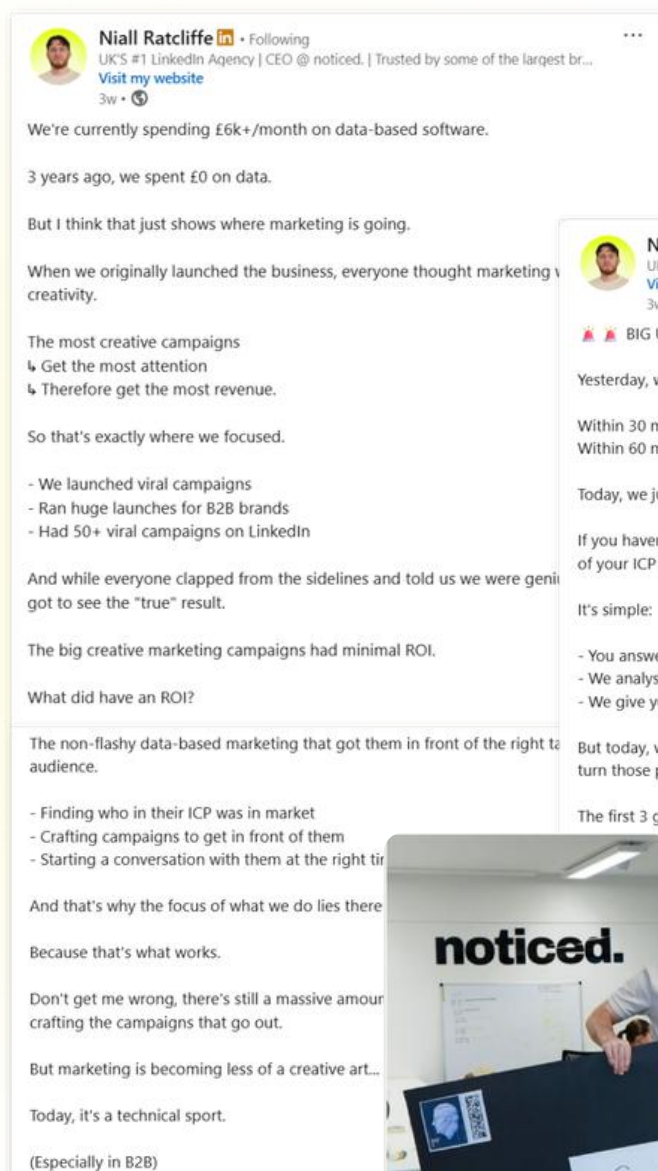
I run two types of content with two completely different jobs:

Type 1: Growth content

This is where your content tries to reach a wider audience. You can do this by sharing **broader subjects** that a larger group of people can relate to or find interesting, this could be anything like marketing, leadership or entrepreneurship. This type of content is built to pull new people into your orbit.

Whenever I share growth content, someone who's never heard of me scrolls past, gets something out of it, and follows. Reach is the metric here, and reach comes from going wider.

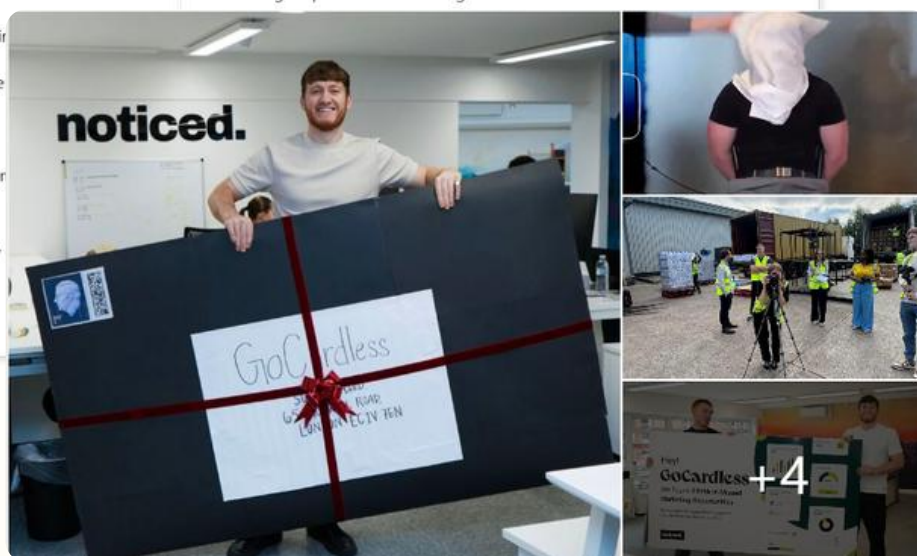




Type 2: Nurture content

This type of content is deliberate, **narrow and useful**, targeted towards the precise people we want as clients. You can do this by sharing ICP focused content like educating someone on LinkedIn strategy, how to build pipeline, what's actually working for B2B sales teams right now.

These posts won't hit 100,000 impressions. That's fine, that isn't what this content is for. When someone engages with a general post about business lessons, they could be anyone. When someone engages with a post about using outreach to find leads, that's someone interested in what we do.



Outreach Strategies

If content fishes, outreach reels in. This is where you turn intent signals from your ICP into genuine conversations.

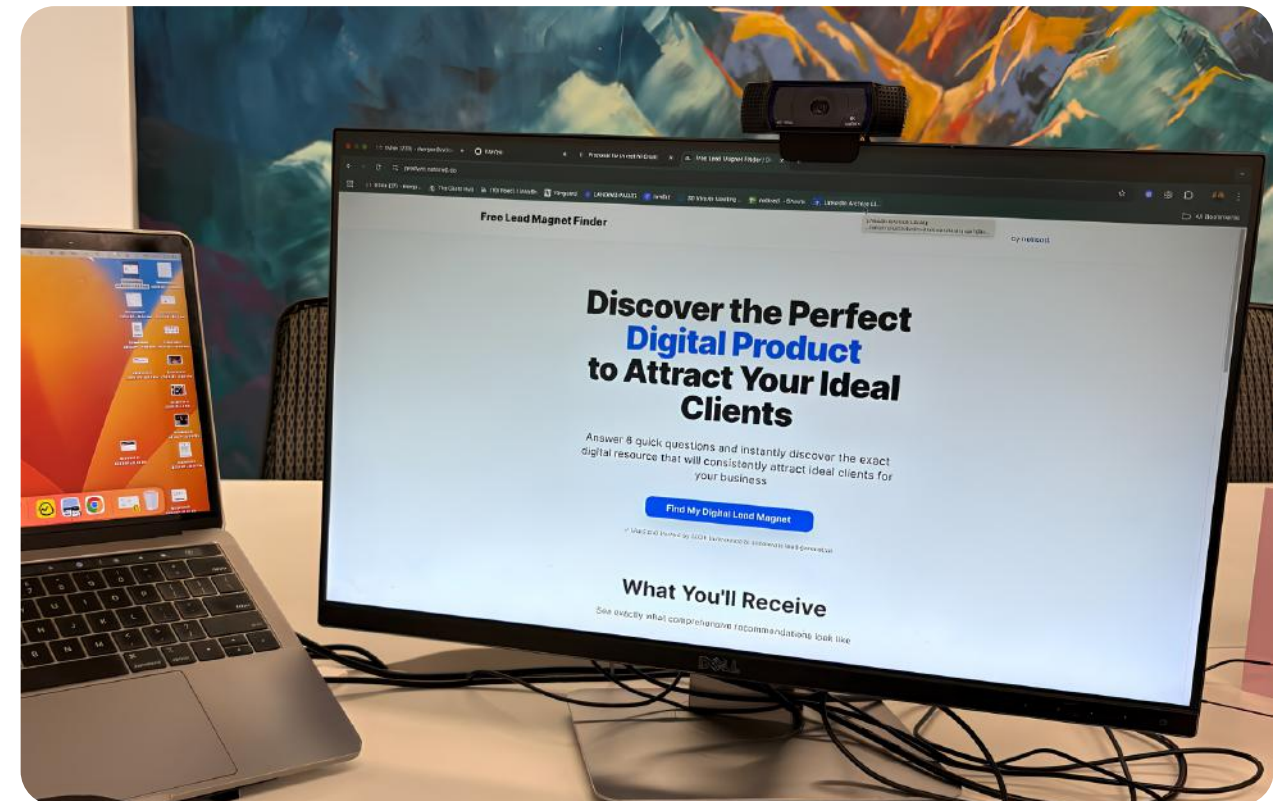
There are 3 core principles that sit underneath every high-converting outreach message. Apply all three, every time, and the reply rates typically take care of themselves.

1) Start with the end reader

Most LinkedIn outreach falls down before a single word is typed, and it's all because the copy got written before anyone worked out who it was for. Businesses with tightly defined ICPs win 60–70% more often than those without. Bad targeting kills more sequences than anything else, even the cleverest, most compelling messages fail when they're sent to the wrong person.

2) Lead with something worth having

Sharing a useful asset up front (whether this is a relevant case study, a benchmark report, a free audit) lifts positive reply rates two to three times over pitch-led outreach. The asset buys you the right to ask for a meeting later in the sequence. Message one is too early and comes across as a cold pitch.



3) Match the offer to the temperature

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

Your product isn't a cold offer. Neither is a demo. Those are warm-ready offers. They are entirely reasonable once a prospect has decided you're worth their time, but they're not the offer to send to someone who's never heard of you.

A cold-ready offer is something a stranger would likely say yes to. It's calibrated to the temperature of the relationship: small, low-commitment, and worth having in its own right. A benchmark report. A free audit. An industry briefing. Proprietary data they can't get anywhere else.

It isn't camouflage for the sale. It replaces the early-sequence pitch entirely with something the prospect would be glad to have even if they never bought a thing. Most B2B outbound dies because the team is offering a warm-ready product at the cold-ready stage.

noticed.

88% of B2B leads are on LinkedIn

How Many Of Your Prospects Are On LinkedIn?

There's this massive misconception

Answer 6 simple questions about your target audience and we'll show you how many of your prospects are on LinkedIn.

First name *

Last name *

Work Email *

Mobile + 07400 123456

See My Leads

Auto-run | 1 | Default view | 16/20 columns | 12/124 rows | 1 | 1

ID	Website	Country	Description	Employee Range	Website	Find
1	Received August 18, ...	United Kingdom of Great B...	partners of origin has de...	500-1000 employees	https://www.oxonenergy...	No
2	Received August 18, ...	US Organisation ...	we want a world where d...	50-100 employees	https://thebestofthebest...	No
3	Received August 18, ...	ire	established in 2005, our ...	5-10 employees	www.mdc.ie	No
4	Received August 18, ...	United Kingdom of Great B...	AI/ML we believe that st...	50-100 employees	https://dave-schwarz.org	No
5	Received August 18, ...	United States of America	top is a leading global ed...	50-100 employees	https://appo.com	Four
6	Received August 18, ...	United States of America	Current University is a pri...	50-100 employees	https://appo.com	Four
7	Received August 18, ...	in Management	start-up organisations are...	500-1000 employees	https://dramm.com	No
8	Received August 18, ...	or Software	redefine is a product stu...	50-100 employees	https://redefine.com	No
9	Received August 18, ...	United Kingdom of Great B...	we are great personal s...	500-1000 employees	https://garnishg	No
10	Received August 18, ...	or Software	all app, our purpose is to...	50-100 employees	www.sdm	No
11	Received August 18, ...	on Technology a...	Shoobit is an AI-powered...	50-100 employees	shoobit.com	No
12	Received August 18, ...	United Kingdom of Great B...	indian contractors, sear...	50-100 employees	peconomy.co.uk	Four
13	Received August 18, ...	United Kingdom of Great B...	a digital marketing agenc...	1-10 employees	https://digitalagency.co...	No
14	Received August 18, ...	United Kingdom of Great B...	over 33 years of busin...	1-10 employees	https://thehappy-mem...	No
15	Received August 18, ...	United Kingdom of Great B...	award-winning architect...	50-100 employees	https://www.oxonenergy...	No
16	Received August 18, ...	United Kingdom of Great B...	large solutions is a softw...	50-100 employees	www.oxonenergy.com	No
17	Received August 18, ...	United Kingdom of Great B...	architectural design firm...	1-10 employees	http://www.oxonenergy...	No
18	Received August 18, ...	United Kingdom of Great B...	based in the UK, we have...	50-100 employees	https://www.oxonenergy...	No
19	Received August 18, ...	United Kingdom of Great B...	architectural design firm...	1-10 employees	https://www.oxonenergy...	No
20	Received August 18, ...	United Kingdom of Great B...	based in the UK, we have...	50-100 employees	https://www.oxonenergy...	No

1:45 / 3:05

CC

Speaker

Fullscreen

Niall Ratcliffe

UK'S #1 LinkedIn Agency | CEO @ noticed. | Trusted by some of the largest brands in Eu...

4w

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:

- ☐ A specific reason for outreach in line one
- ☐ A genuinely useful asset attached
- ☐ Under 60 words
- ☐ No calendar link in message one
- ☐ A question to close, not a pitch
- ☐ A voice that reads like one human writing to another, not a corporate brochure

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 (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.



3 Outreach Strategies:

In every outreach approach, the principles and standards don't change. What changes is the strategy you wrap around them, and that depends on the size of your team and what you're chasing. We run three approaches for clients at noticed., and the right one comes down to your goal.

Strategy 1: Starter (Sales Navigator)

This is the best place to begin. This type of strategy often works well for teams that are laying the foundation, teams that need pipeline this month, and teams with no dedicated SDR infrastructure.

Advanced Search Filters

 Sales Navigator

[Lead](#) [Account](#)

Company

Current company

Past company

Company headcount

Geography

Personas

Create a new persona

Name

Marketing Decision Makers

Function

Marketing

Public Relations +

Seniority level

CXO

Manager

Director +

Geography

North America +

Set the targeting:

LinkedIn Sales Navigator enables you to filter and segment your prospects until you've isolated your ideal customer. The usual error with this is casting the net too wide, 500 precisely matched prospects beat 5000 loosely matched ones every time.

Work the list properly:

Open their profile, read their last three posts, check their company page, identify the specific reason to reach out, then write a personalised message. An SDR working 200 names a week this way generates 60–100 positive replies a month per profile.

Hold the ceiling:

200 names per sender profile per week is a great range to aim for. Smaller lists typically convert better because they leave room to reference what's genuinely happening at the prospect's company.

The screenshot displays the LinkedIn Sales Navigator interface. On the left, the 'Lead' tab is active, showing a list of filters under 'Company' and 'Role'. The 'Company' filters include 'Current company', 'Company headcount', 'Past company', 'Company type', and 'Company headquarters location'. The 'Role' filters include 'Function', 'Current job title', 'Seniority level', 'Past job title', 'Years in current company', and 'Years in current position'. On the right, the 'Buyer intent' section is highlighted with a yellow box, showing 'Following your company' and 'Viewed your profile recently' with toggle switches. Below it, the 'Best path in' section is also highlighted, showing 'Connection', 'Connections of', 'Past colleague', and 'Shared experiences'. At the bottom, the 'Recent updates' section is highlighted, showing 'Changed jobs' and 'Posted on LinkedIn' with toggle switches. A yellow arrow points from the 'Buyer intent' section to a call to action graphic on the right. The graphic shows a person sitting at a desk with a laptop, with the text 'Apply filters to find leads' and 'Leads matching your search criteria will be displayed here' below it. The top navigation bar includes 'Home', 'Accounts', 'Leads', and 'Messaging'. The bottom navigation bar includes 'Lead', 'Account', and 'Workflow'.

Company

- Current company
- Past company
- Company headcount

Strategy 2: Intent-Based (Native LinkedIn Signals)

This is often the route to the warmest leads on the platform. This strategy suits teams whose content presence already generates signals across employee profiles and the company page.

LinkedIn tells you (at no cost) who's paying attention to you and your business. Every profile view, every post engagement, every company page visit is a hand going up somewhere inside your potential buying audience.

👁️ Profile viewers

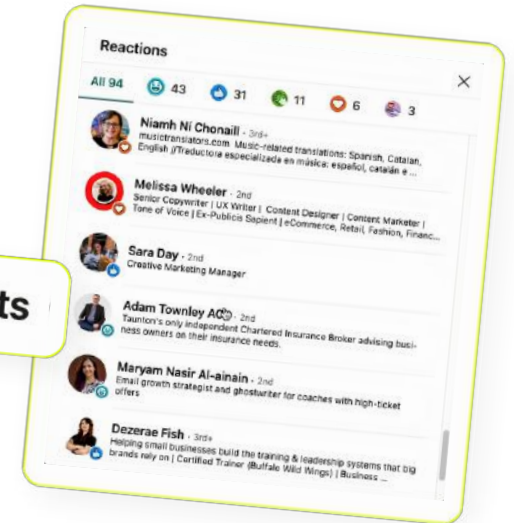
3,535

👍 Post impressions

5,462

👥 3,535 profile views
Discover who's viewed
your profile.

Visitor highlights



Three signals worth tracking:

- **Post engagement** is the easiest opener, because it's public and the prospect has actively attached their name to the topic. A Head of RevOps liking a post about SDR ramp is a fair sign that SDR ramp is on their desk this quarter.
- **Company page visits** run hottest of the three, that's active evaluation rather than idle browsing, which is why they should land with senior commercial leaders the day they happen rather than dropping into the SDR queue.
- **Profile views** are private hand-raises with a short shelf life. Reach out within 24 hours and you'll convert at multiples of what you'd get a week later.

app.clay.com / Pull in data from a Webhook Table Internal Marketing Engagers (Morgan & Niall) Clay

noticed. Internal / Internal Marketing | Engagers (Morgan & Niall) / Pull in data from a Webhook Table

Auto-run 1 Default view 25/27 columns 21,953/21,953 rows 1

	Webhook	Id	T Company Hq Count	T Company Staff Range	# Company Staff Reg	10+ Staff	Su	Co	Ma
1	Received August 16, ...	97...	United Kingdom	1-10	4				
2	Received August 16, ...	97...	United Kingdom	1-10	4				
3	Received August 16, ...	97...	United Kingdom	1001-5000	1,847				
4	Received August 16, ...	97...	United Kingdom	11-50	1				
5	Received August 16, ...	97...	United States	11-50	1,143,853				
6	Received August 16, ...	97...	United Kingdom	1-10	14				
7	Received August 16, ...	97...	United Kingdom	1001-5000	1,847				
8	Received August 16, ...	97...		1-10	19				
9	Received August 16, ...	97...	United States	501-1000	7,071				
10	Received August 16, ...	97...	United Kingdom	1-10	1				
11	Received August 16, ...	97...	United States	501-1000	7,071				
12	Received August 16, ...	97...	United Kingdom	11-50	22				
13	Received August 16, ...	97...	United States	51-200	82				
14	Received August 16, ...	97...	United Kingdom	5001+	3,174				
15	Received August 16, ...	97...		1-10	1				
16	Received August 16, ...	97...							
17	Received August 16, ...	97...	Australia	51-200	109				
18	Received August 16, ...	97...	United States	201-500	3,721				
19	Received August 16, ...	97...	United Kingdom	51-200	45				

- ✓ A LinkedIn DM
- ✓ A targeted thought leader ad
- ✓ An email acknowledging the LinkedIn DM
- ✓ A public comment on their content



Over 3-5 weeks

Map the buying committee inside each account: This is where Clay justifies its place at the centre of the stack. For every account it surfaces the people with influence over the decision (organised by role, seniority and function) and keeps the data current as people join, leave or move roles. Most B2B deals involve three to seven names per account: the buyer, whoever holds the budget, the technical evaluator, and any senior stakeholder whose organising the purchase needs.

Sequence them across channels and senders: This could be a connection request from the founder. A DM from your senior commercial lead. An email follow-up referencing the LinkedIn attempt. A thought leader ad surfacing in their feed. A public comment on something they've posted. This plays out over weeks, and the touchpoints compound. Typically by the fifth, the brand acknowledges this, the senders are recognised, and the conversation is no longer cold. We often run this for clients chasing six and seven-figure deals, where the deal size justifies the setup cost. On the right accounts with the right sequence, reply rates regularly clear 70%.

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

This strategy works well for bigger named accounts and usually suits teams pursuing strategic logos, expansion plays and enterprise deal sizes, where timelines run in months rather than days and one conversation with the right buyer at the right account outweighs fifty messages to the wrong ones.

Build the target account list and identify 20–50 dream companies by name. Clay does the construction by pulling from your CRM, layering in third-party firmographic data, scoring against your ICP criteria, and ranking by fit. If a logo wouldn't earn a place on the next board slide, it doesn't belong on the list.

	Webhook	T Name	T First Name	T Last Name	T Title
	Waiting for events...				Business Owner
					Copywriter
11	Received April 21, 20...				
12	Received April 21, 20...				Full Stack Devel
13	Received April 21, 20...				Lead Head Hunt
14	Received April 21, 20...				Senior Social M
15	Received April 21, 20...				Writer
16	Received April 21, 20...				Assistant Mana
17	Received April 21, 20...				Personal brand
	Received April 21, 20...				Senior Director
19	Received April 21, 20...				Personal Brand
20	Received April 21, 20...				Founder
21	Received April 21, 20...				Founder, Bran
22	Received April 21, 20...				Social Media M
23	Received April 21, 20...				Independent S
24	Received April 21, 20...				Founder
25	Received April 21, 20...				Founder
26	Received April 21, 20...				Personal bran
27	Received April 21, 20...				Legal Resear
28	Received April 21, 20...				36 Personal Bra
29	Received April 21, 20...				Marketing M

So, which strategy is right for you?

Most teams should be running more than one strategy in parallel.

- ✓ LinkedIn Sales Navigator is the way in: it produces pipeline within weeks and needs nothing beyond Sales Navigator licences.
- ✓ Intent-Based outreach gets layered in once your content presence generates enough signals to be worth processing.
- ✓ ABM-Style outreach sits at the top, reserved for accounts that warrant running it properly.

The classic mistake is leaping straight to ABM before anything underneath it exists. These strategies stack: get Starter working, add Intent-Based once content supports it, and save ABM for the strategic accounts where a single win reshapes your year.

Niall Ratcliffe

Person	Engagements	Job title	Seniority	Function	Region	Corr
 Morgan Ratcliffe	 x1	Co-Founder	Executive	General Management	 United Kingdom	noti
JH Jerry Hu, DO. Pharm...	 x1	Medical Doctor	Individual Contributor	N/A	 United States	Inno
NC Niall Cleaver	 x1	Business Manager	Manager	General Management	 United Kingdom	This
PS Philippa Sansome	 x1	Marketing Coordinator	Individual Contributor	Marketing	 United Kingdom	noti
GC Grayson Chappell	 x1	Account Director	Manager	Sales	 United Kingdom	noti
JZ Jibran Zia	 x1	Chief Operating Officer	Executive	Operations	 Pakistan	Sky
PR Pamela Ratcliffe	 x1	Operations Lead	Manager	Operations	 United Kingdom	noti
 Zayed Al Amin	 x1	Founder	Executive	General Management	 Bangladesh	Dee
YT Yashika Tiwari	 x1	Copywriter	Individual Contributor	Ambiguous	 India	noti

Inbound Outreach: How do I scale this?

If you're wondering how to scale and automate this as your profile grows?

We use AI to scrape the "engagers" across all of our content every single day. This happens automatically and is fully automated. The AI tool pulls the full list of people who liked, commented, or viewed your profile off the back of it.

Across a month of content, that's often close to 2000 prospects. People who have already raised their hand. For our sales team, that list is gold dust.

We run the list against our ideal client profile, including job role, company size, seniority and industry. A CFO at a £50 million business matters. A student who liked the post because the headline was catchy isn't a lead. This is where you separate the fish worth reeling in from the ones you throw back.

Then, reach out with a simple conversational message.

To break it down simply, this is the system we use to do this:



Step 1:

Find out who's engaging with your content

Jungler pulls a list of everyone who's engaged with your posts. These people are already warm leads (and yet they're often overlooked), they are people who have shown interest without you having to do anything.

Step 2:

Fill in the detail



Once you've gathered your list, you can then run it through Clay. I often think of Clay as a spreadsheet on steroids:

It enriches each prospect with key details from their job title, company size, location to contact details. That's what supports your outreach campaigns to feel far more personalised to each prospect instead of sending out one generic message.

Step 3:

Drop them into your outreach campaign

Once you can identify who's a genuine fit, they go into a campaign. We use HeyReach to automate LinkedIn outreach sequences, each one built around a specific slice of our ICP. I write the opening message, map out the rest of the sequence, and from there the outreach runs at scale. If you want to see this broken down further, you can watch this [video](#) where I'll walk you through this.



Company Page Strategies

For years, company pages were the place where general announcements were made and companies posted updates occasionally. But for the company pages that want to stand out and grow a community, that approach just no longer holds.

Buyers are now doing their homework and typically will end up browsing your company page, and the page either backs up the story your founder's profile tells or quietly contradicts it.

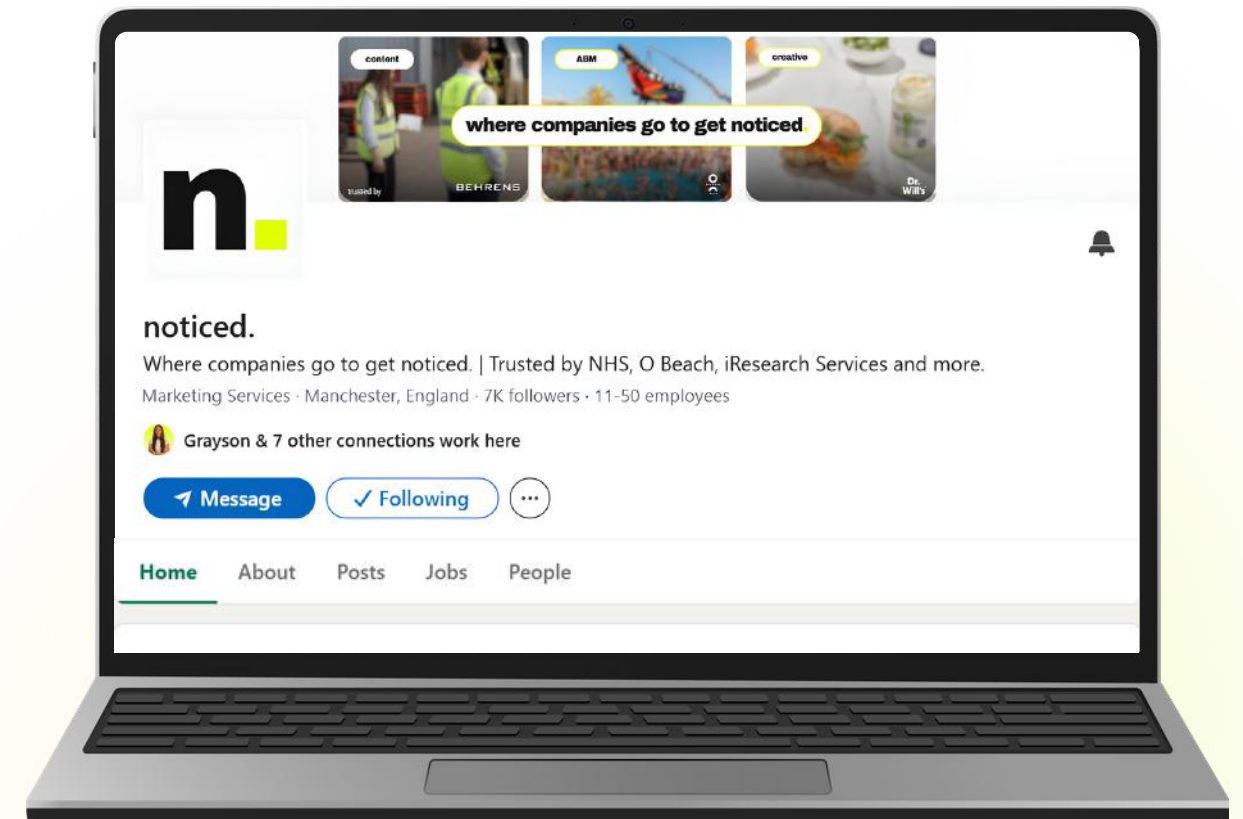
The best piece of advice we could give you is to stop treating your company page as a channel and start treating it as a credibility hub.

3 things carry the most weight right now:

1. Get the fundamentals right

Just like your personal profiles, your banner, headline and about section face the same three positioning questions:

- What do you do?
- Who do you do it for?
- What outcome do they walk away with?



2. Put your people to work

Nothing else a company page can do in 2026 comes close to amplifying employee-generated content. Posts carrying a face consistently beat posts carrying a logo, and every time a team member writes about the company or the work, the page picks up trust, reach and search visibility.

Making employee-generated content rewarding, backed by clear company guidance, makes it worthwhile for your team too.

Employee-generated content produced 17M+ organic impressions for noticed. across 12 months.

Here are 3 simple ways we did this:

We offered incentives

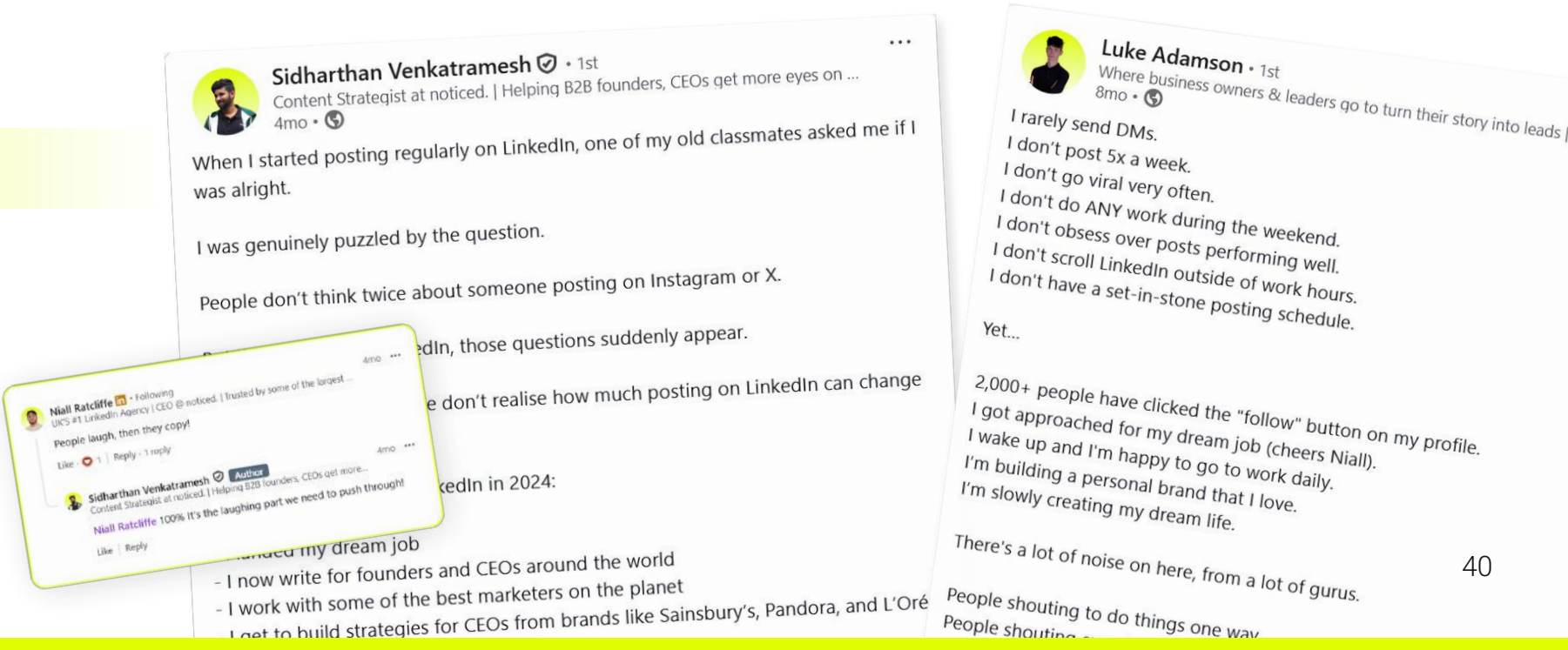
When our team hit certain follower counts, they'd win prizes. We gave away: free nights away, a free weekend away, vouchers, etc.

Created resources to help them

This ranged from post templates, inspiration documents to video training. Anything to make it as easy as possible for them to create content.

Championed their success

Once they did post, we shouted about their successes. Not only does this recognise your team for their commitment to LinkedIn, but it offers inspiration to other team members too.

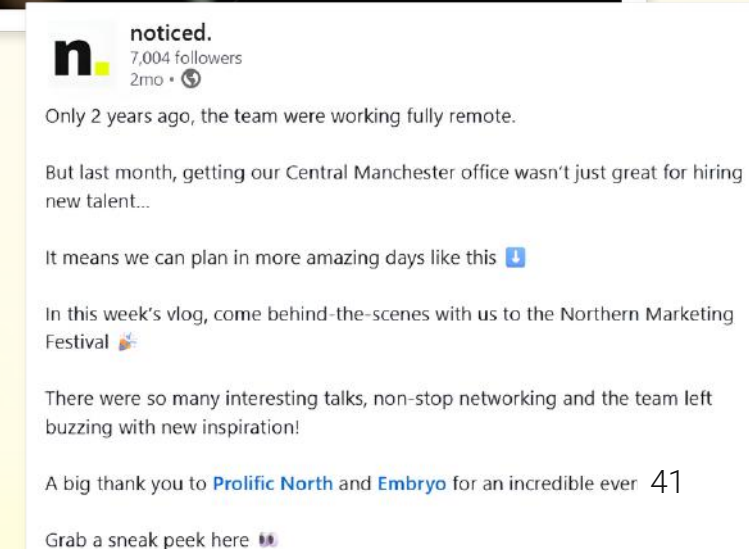
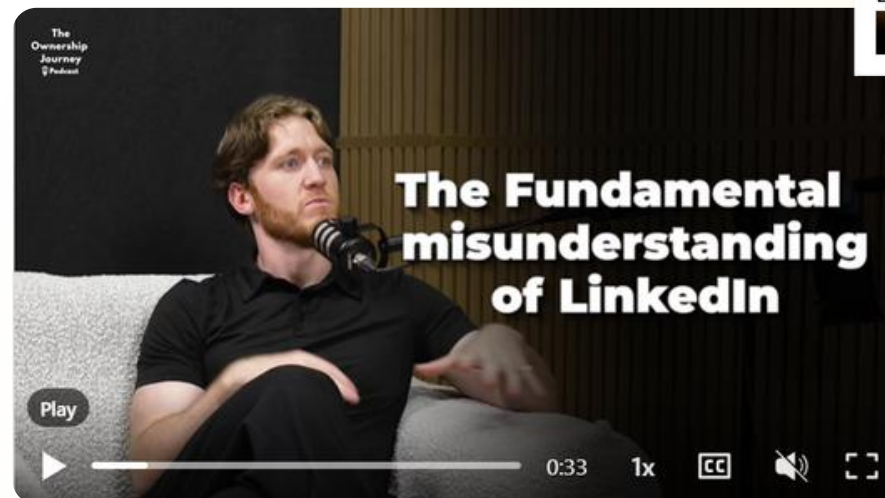
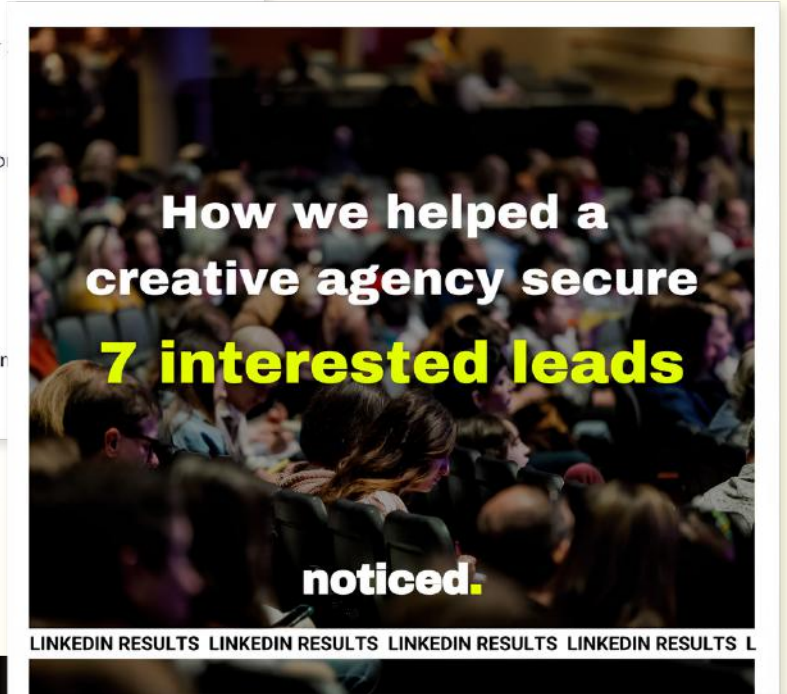
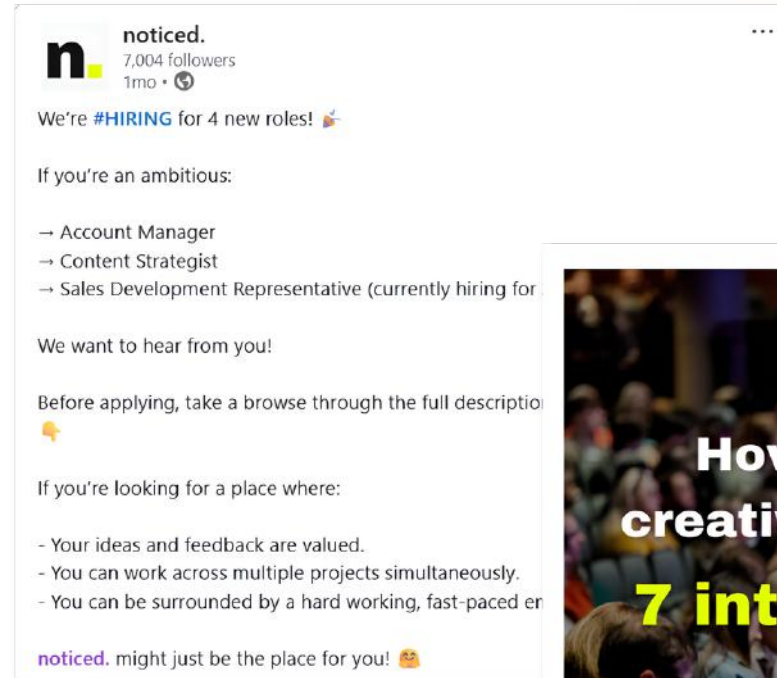


3. Show the evidence

Real proof builds trust with whoever lands there. This could be anything from customer wins, case studies broken down in-depth, behind-the-scenes glimpses of the team or numbers from recent client projects.

The company page acts as the verification step, it's where a lead checks whether there's a genuine business sitting behind the founder's personal brand, and whether what they find holds up. A page of generic motivational quotes tells them nothing. A page of specific outcomes for specific clients tells them everything.

Right now, buyers don't always buy from the company offering the best product or service. They are buying from the ones who are the most visible.



Steal noticed's 2 key strategies to increase LinkedIn leads

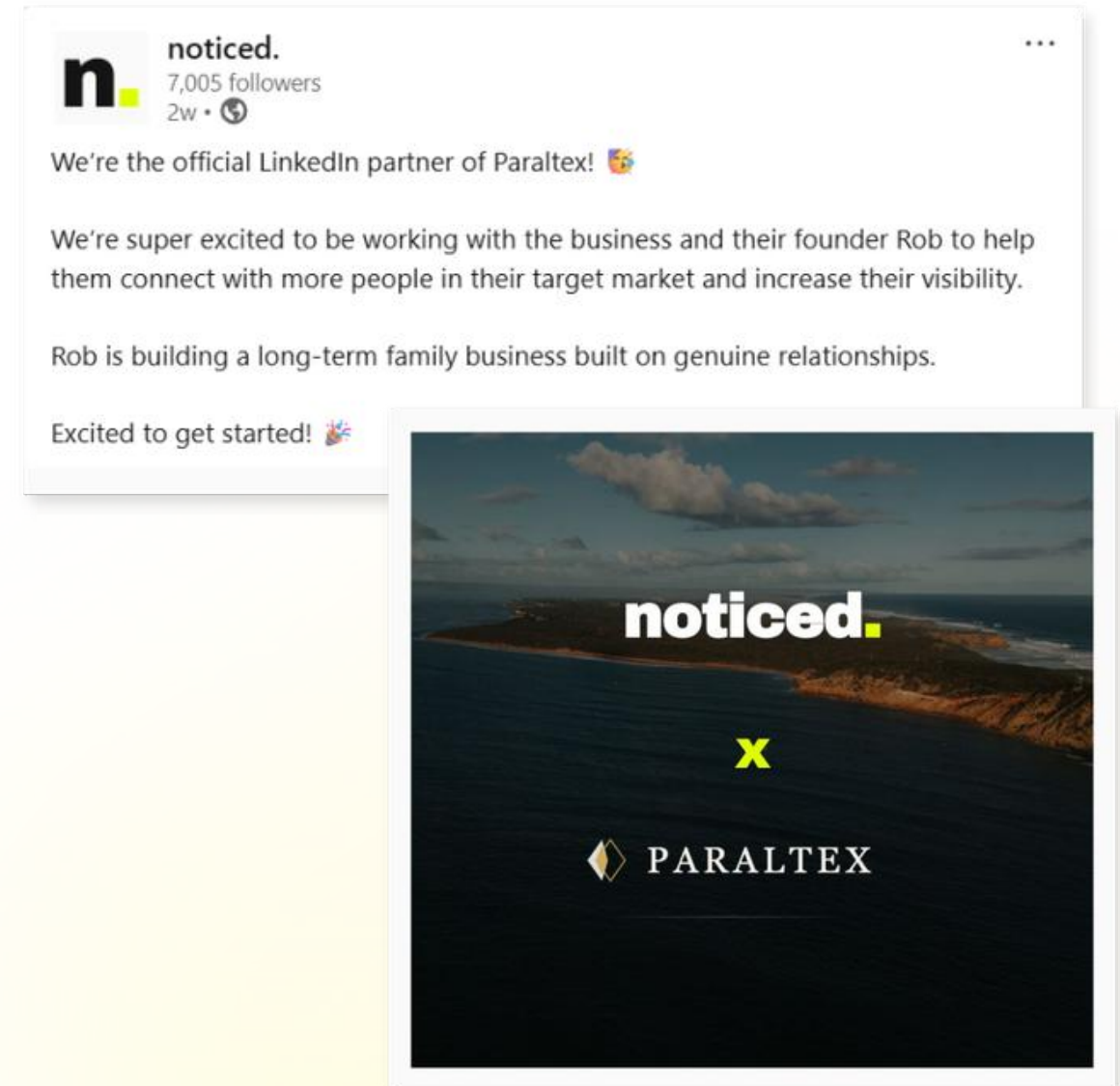
Strategy 1:

Transform your website visitors into LinkedIn conversations

If I asked you to honestly tell me how much you spend a month getting people to your website, what would you say?

Most people jump straight into telling me about PPC budgets, the agency fees they pay or their SEO spend. **But what happens to those visitors once they leave?**

For most people, the answer is nothing. A prospect visits your website, looks through your services page, weighs you against two alternatives, and moves on. You've paid for that visit but gained nothing from it, because you have no idea who they were.



So here's the strategy we use to bridge this gap using LinkedIn. Our website typically gets around 5000 visitors a month and this generates us around 80-90 leads per week.



5000
website visitors

=

80+
leads

I put 3 minutes aside to break this down in more detail for you:



1) Track who's visiting your website

Identify company-level data on the unique visitors visiting your site.



2) Filter for your ICP

Use this list to find the exact companies you would like to work with.



3) Find the decision-makers

Within your filtered list, find the key decision-makers to reach out to.



4) Check if they're already in the CRM

If yes, flag to the sales team. If no, move to step 5.



5) Send them into a LinkedIn campaign

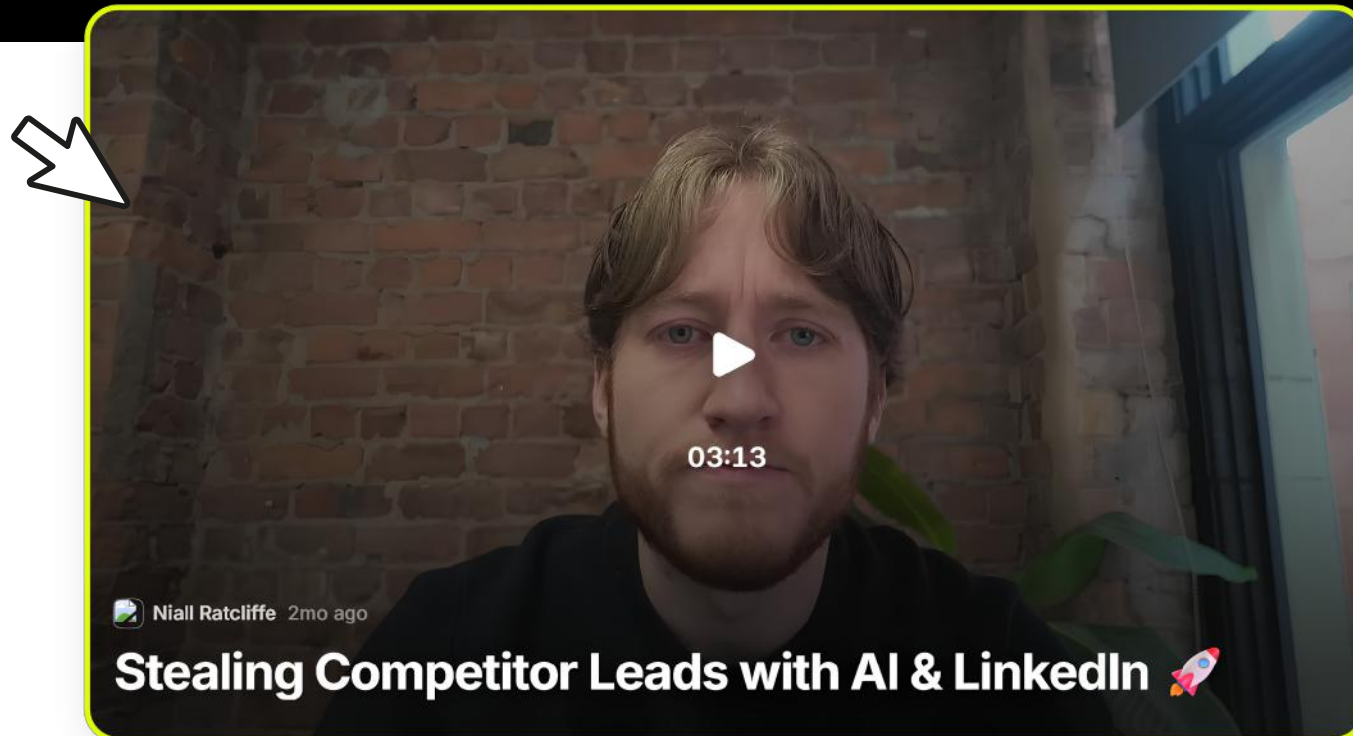
This is where you can start conversations with them.

Strategy 2: **Stealing your competitors' leads (legally!)**

LinkedIn engagement is publicly visible, you don't just see who's engaging with your own content, but everybody else's too. While we use Jungler to scrape our own engagement on LinkedIn, it doesn't stop there. You can actually use it to scrape your competitors' engagement too.

Let's say that Morgan (co-founder of noticed.) was my biggest competitor and he's sharing content around the importance of LinkedIn marketing. Every person who likes, comments or reposts his content on LinkedIn marketing is signalling they have an interest in that area.

So now, I can use AI to scrape their data, add them to my outreach sequence and reach out to them in a personalised, bespoke way (all before he's even realised they're engaging).



If you're looking for a full
breakdown of this in more detail,
I'll walk you through it:





Want to talk to a LinkedIn strategist?

Book a meeting with an expert

noticed.

Trusted By



NHS

KITKING
UK'S NO.1 TEAMWEAR SPECIALIST

