

5 Tactical Ways To Grow Organically on LinkedIn

Daniel Murray & Mark Jung | Sep 3

Pssst, life update:

The **ONLY** stage
I'd leave home for
is **INBOUND**



82%

of people are more likely to trust a company when its senior executives are active on social media

But...

LinkedIn can be cruel.

“My organic reach is tanking...”

“The algo is unpredictable AF”

“This worked last week, why not now?!”



TechCrunch has 3M followers...
but they AVG less than 10 likes per post



The image shows a screenshot of a tweet from TechCrunch. The tweet text reads: "Match to pay \$14M to the FTC due to false advertising and other deceptive practices". Below the text is a link preview for "Match Group" with a thumbnail image of a laptop displaying the Match Group logo. The tweet has 1 like and is shown in a dark-themed interface.

TechCrunch
2,960,700 followers
1d · 🌐

Match to pay \$14M to the FTC due to false advertising and other deceptive practices

 **Match to pay \$14M to the FTC due to false advertising and other deceptive practices | TechCrunch**
techcrunch.com

👍 1

 ▾ Like Comment Repost Send





So, is the LinkedIn algorithm in the room with us right now?

So...

How do you win on
LinkedIn today?



We've scaled 3X 7 figure
businesses powered by
organic LinkedIn

Using this one system...





2024 ▾

2024 Authority B2B LinkedIn Organic Metrics

321.21M

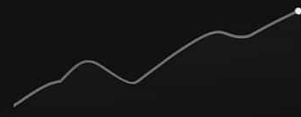
Organic Impressions



2024 Total

5.13M

Engagements



2024 Total

898,648

New Followers



2024 Total

Engagements



600+ Million including comment impressions

*You win LinkedIn
by getting....*

J.U.I.C.Y.





J = Jab First

Jab, jab, jab with zero click value



“Jobs” get 1M to 4M+ organic impressions EVERY month

16,410,704

Impressions

▲70,886.7% Past 365 days

33,724,998

Impressions

▲2,805,640.3% Past 365 days

22,872,465

Impressions

▲497,452% Past 365 days

210,487

Engagements

▲54,289.5% Past 365 days

282,436

Engagements

▲2,824,260% Past 365 days

299,155

Engagements

▲453,165.2% Past 365 days





U = Unignorable POV

Be willing to offend your non ICP



Image hook



Mark Jung
Founder @ Authority

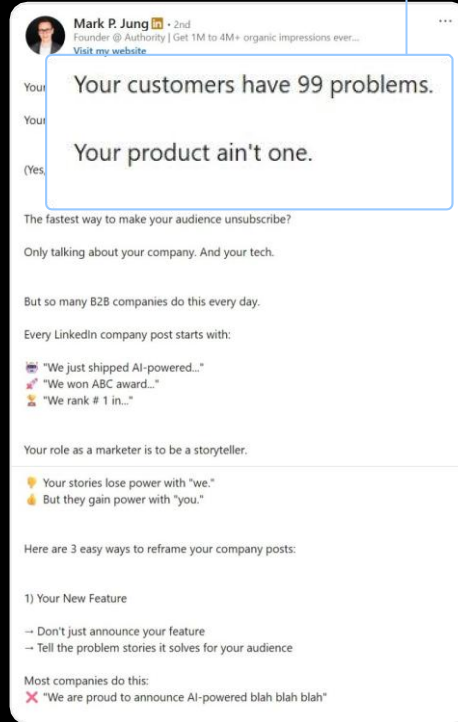
Market the problem you solve.
Not the product you have.

3,856 likes • 184 comments • 284 reposts

Reactions

Like Comment Repost Send

Text hook / rehook



Mark P. Jung
Founder @ Authority | Get 1M to 4M+ organic impressions ever...
Visit my website

Your customers have 99 problems.
Your product ain't one.

The fastest way to make your audience unsubscribe?
Only talking about your company. And your tech.
But so many B2B companies do this every day.
Every LinkedIn company post starts with:
"We just shipped AI-powered..."
"We won ABC award..."
"We rank # 1 in..."

Your role as a marketer is to be a storyteller.
Your stories lose power with "we."
But they gain power with "you."

Here are 3 easy ways to reframe your company posts:

- 1) Your New Feature
 - Don't just announce your feature
 - Tell the problem stories it solves for your audience

Most companies do this:
"We are proud to announce AI-powered blah blah blah"

Call out the enemy + 3X Tactical fixes

Most companies do this

✗ "We just earned # 1 ranking on G2, congrats us..."

✓ Do this instead:

You can expect a 30% faster product experience!

G2 recognized this advancement ranking us # 1

We know speed matters to you. We hear you.

Our goal for you? Get every action <50ms.

So you can get back to what you do.

👉 See the difference?

What will they benefit from now as a result of your win?

Why did you win in the first place? Tell that story.

→ New funding you're investing to improve something?

→ More headcount to speed up their support?

→ A better product experience?

✓ TLDR; Tell stories. Don't talk features.

🌟 Pin this quote from Seth Godin:

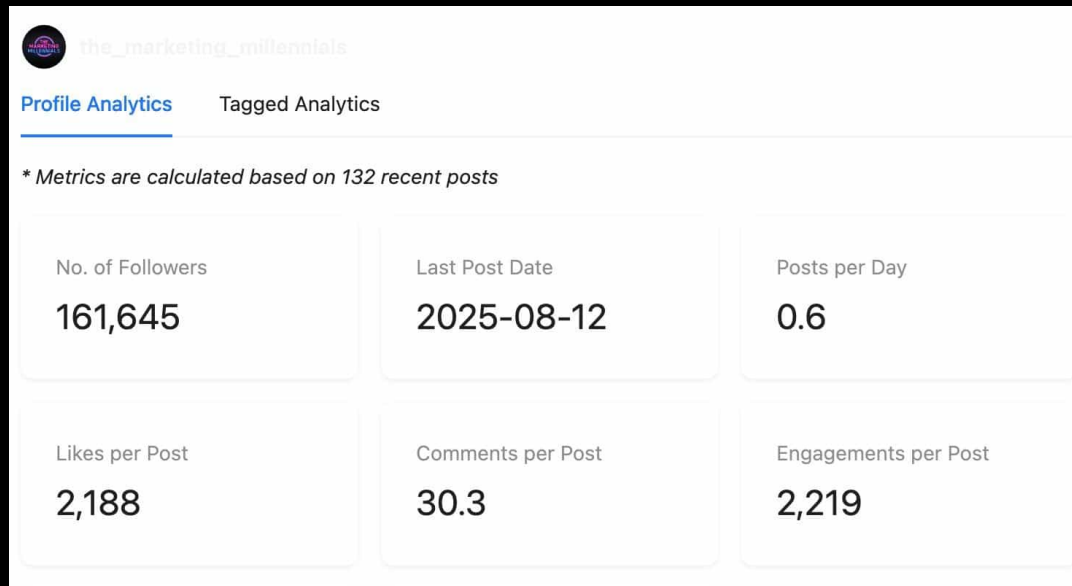


I = iRobot Energy

Human taste + AI speed



AI “Trend Spotter” Instagram <> LinkedIn Workflow:



Date	Likes	Comments
2025-02-01 08:38	8130	162
2025-01-15 17:38	7912	238





C = Comments are “growth loops”

Think \$0 Earned Media Value loops



Comments are “Growth Loops”



The Marketing Millennials

1,265,587 followers

how it always goes...

my back hurts



Funny 🗨️❤️ 333 | Reply 7 | 114,827 impressions



The Marketing Millennials

1,265,560 followers

A tale as old as time...

My LinkedIn 🔥
Me at the interview 🦖

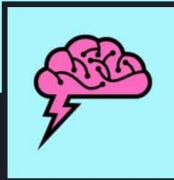


Funny 🗨️❤️ 541 | Reply 10 | 185,183 impressions

Follower highlights

1,273,710
Total followers

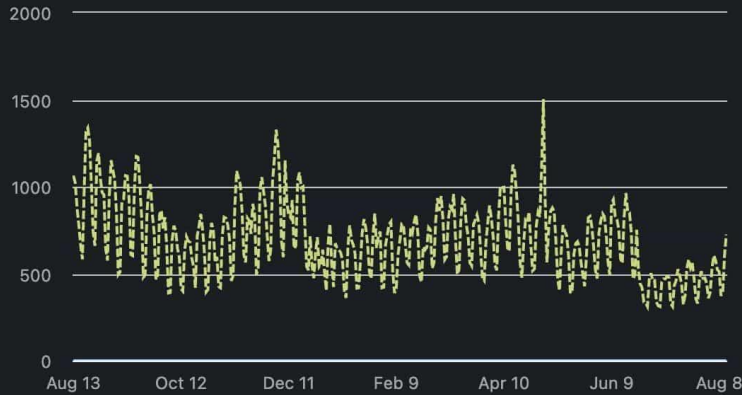
255,152
New followers in the last 365 days



Marketing Psychology

Comments = "Growth Loops"

Follower metrics



— Sponsored 0

- - - Organic 255,152

Follower highlights

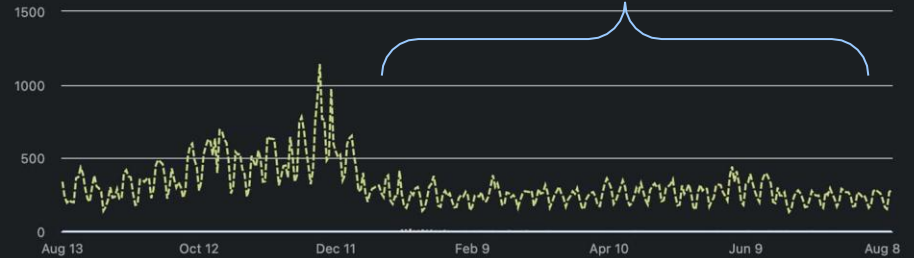
173,990
Total followers

116,407
New followers in the last 365 days

120
New followers auto-invited with Premium

Follower metrics

+7K/M from Comments & Re-posts only



— Sponsored 0

- - - Organic 116,287

..... Auto-invited 120



Y = You are the Algorithm

Feed more of what works



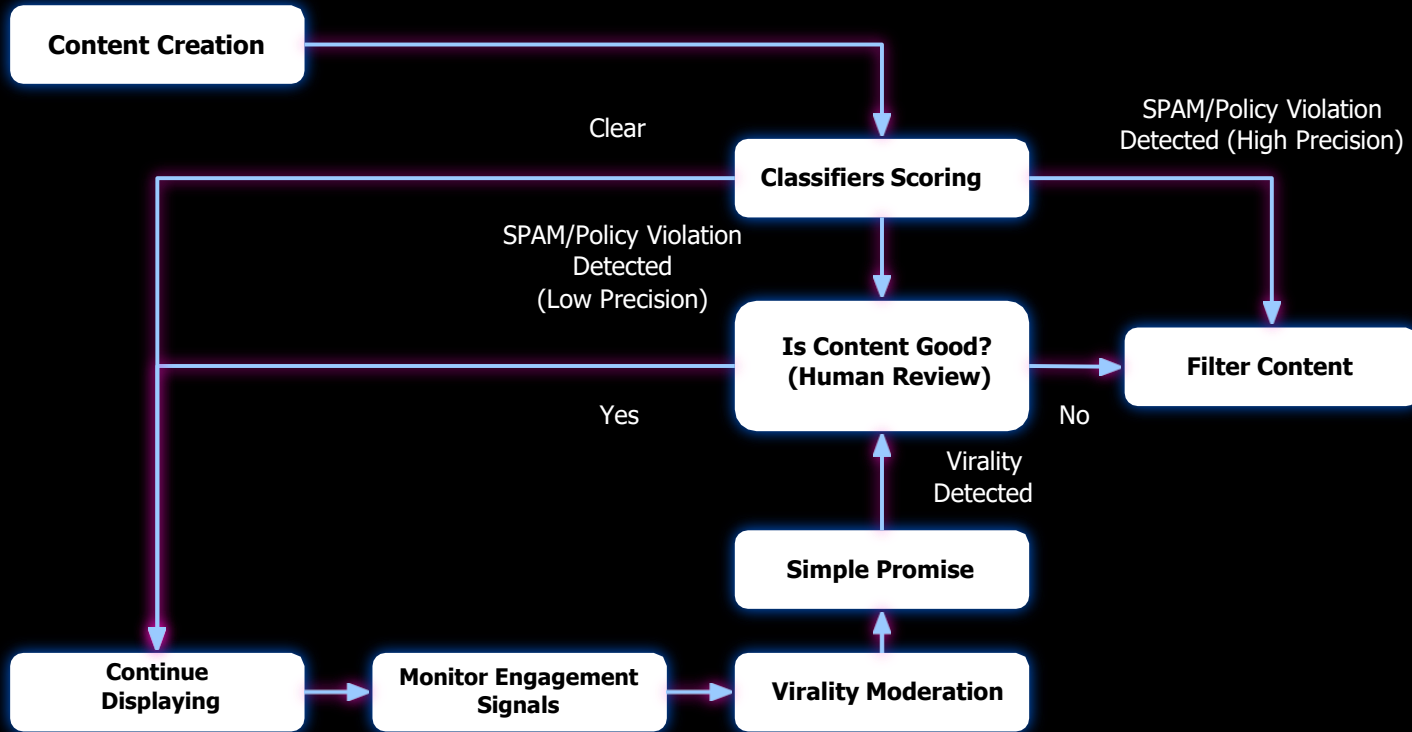
High-Performing Post Tracker: Authority

Authority LinkedIn Post Tracker: 2024

MASTER VIEW SCHEDULED POSTED

Ad Name	Status	Virality	OG Author	Posted For	LinkedIn Link	Format	Type	Notion Link	Last Posted	When to Post
✓ Copywriting "Authority" Model	✓ POSTED	Great	TMM	Authority	linkedin.com/pos...c	Tweet	Image	notion.so/Wee...7	January 14, 2025	April 14, 2025
✓ Competitive Intel Framework	✓ POSTED	Great	Mark	Daniel	linkedin.com/pos...1-	Meme	Video	notion.so/Wee...8	April 3, 2025	July 2, 2025
✓ Legal vs Brand	✓ POSTED	Great	Mark	Daniel	linkedin.com/pos...1-	Meme	Video	notion.so/Wee...8	April 8, 2025	July 7, 2025
✓ Unlearning → Writing Framework	✓ POSTED	Great	Daniel	Daniel	linkedin.com/pos...3-	Tweet	Image	notion.so/Wee...8	September 17, 2024	December 16, 2024
✓ Storytelling Framework	✓ POSTED	Great	Mark	Daniel	linkedin.com/pos...7	Ad	Image	notion.so/Wee...f	September 24, 2024	December 23, 2024
✓ Executive POV Parody	✓ POSTED	Great	Mark	Daniel	linkedin.com/pos...2-	Meme	Video	notion.so/Wee...8	September 2, 2024	December 1, 2024
🕒 Unlearning → Writing Framework pt 2			Mark			Tweet	Image			
✓ Zero click value example breakdown	✓ POSTED	Great	Mark	Daniel	linkedin.com/pos...6-	Tweet	Image	notion.so/Wee...8	September 11, 2024	December 10, 2024
🕒 Brand Metrics for Organic Social			Mark			Meme	Video			
✓ PMM Launch Examples	✓ POSTED	Great	Mark	Daniel	linkedin.com/pos...1-	Meme	Image	notion.so/Wee...8	September 26, 2024	December 25, 2024
🕒 AI Marketing Internal Investment POV			Mark			Meme	Video			
✓ Marketing Org Design pt 1	✓ POSTED	Great	Mark	Daniel	linkedin.com/pos...2-	Meme	Image	notion.so/Wee...8	September 10, 2024	December 9, 2024
✓ Evergreen Social POV	✓ POSTED	Great	Mark	Daniel	linkedin.com/pos...4-	Tweet	Image	notion.so/Wee...8	November 19, 2024	February 17, 2025
🕒 Your "why" is your rallying cry. Internally i			Mark			Tweet	Image			
✓ Copywriting Examples: Great / Good / Met	✓ POSTED	Great	Daniel	Mark	linkedin.com/pos...8-	Tweet	Men GIF	notion.so/Wee...f	May 2, 2025	July 31, 2025
✓ Are you overcomplicating your marketing?	✓ POSTED	Great	Daniel	Mark	linkedin.com/pos...6-	Meme	PDF	notion.so/Wee...7	April 25, 2025	July 24, 2025
✓ M... of ...	✓ POSTED	Great	Mark	Daniel	linkedin.com/pos...8-	Tweet	Image	notion.so/Wee...8	April 25, 2025	July 24, 2025

LinkedIn Content Virality Model



J.U.I.C.Y.

Jab First

Unignorable POV

iRobot Energy

Comments are “Growth Loops”

You are the Algorithm



Pssst,

Want to juice
your LinkedIn? 

Email us to get your LinkedIn
profile reviewed

hello@authorityb2b.com



P.S. Connect with us on LinkedIn



Mark P. Jung



Daniel Murray



P.P.S. Join our Carnival!

Sep 4th, 11:30 - 12:15 am

Thu · Sep 4 · 11:30am - 12:15pm PT

Meetup: Guru Media Hub/ The Marketing Millennials Carnival

Free Swag for all who attend! Hang out with the biggest SPEAKERS from INBOUND at this unforgettable experience! Packed with carnival games, free swag, exclusive stickers, surprise drops, and more. Come for the fun, stay for the vibes, and connect with the marketers who keep it real. This isn't your average meetup, it's a full-on carnival takeover.



Jay Schwedelson, Daniel Murray

OPEN TO ALL LEVELS



Please Rate Our Session

**We hope you enjoyed today's session.
Please head to the INBOUND mobile app
to provide your feedback.
Thank you!**

Thank You!

