

Viral Case Study - How we created 71,000+ views on LinkedIn in 30 days

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How Paul went from (almost) zero to viral in less than 30 days

When Paul came to us he was producing regular blog posts, publishing on LinkedIn Pulse frequently and recording a weekly Facebook webinar for his community.

This is how a *better-than-average* LinkedIn post performed for Paul:

Top 5 things to get right when leaving corporate seeking startup glory

Published on March 13, 2017



Paul Higgins

► We help ex career people to build their dream busin...



[Here's the post](#) if you want to read it. It's got some really useful insight for startups.

But Paul wasn't happy with how his content was performing.

On most days his LinkedIn posts would look like this...



Paul Higgins

► We help ex career people to build their dream business, live a great life and give b...
3mo

Use this list of seven questions to help pick the right supplier for your business.

<https://lnkd.in/fjTe2WX>

1 Like

And this..



Paul Higgins

► We help ex career people to build their dream business, live a great life and give b...

2mo



Let me share to you five easy actions to help you overcome the challenges of managing a virtual team

How to avoid remote team disasters

buildlivegive.com

The stats about remote teams are great. Really great! Remote work increases worker productivity and ...

That last post had zero engagement.

Nada. Not a peep. Crickets.

Paul felt even more frustration as he had hired a social media agency to help him improve his social media presence, and after 6 months he had yet to see one prospect or lead coming to his business as a result of the work they had done.

Not a single lead.

So what went wrong?

As I looked over Paul's LinkedIn feed all I could see was a bunch of curated content, other people's stuff, that had been scheduled in Buffer and pushed to the LinkedIn feed.

Now that's a surefire way to NOT standing out as a leader in your industry, and having LinkedIn's algorithm (which favours original content published directly to their platform) de-prioritise your reach.

In other words, if your content ain't original and shared directly to LinkedIn as a status update or Pulse article then LinkedIn has no compelling reason to push it to more of its users.

So Paul let go of the social media agency and we had a chat with him to understand his goals and challenges.

We then put together a plan to improve his content marketing.

After a few months of testing different types of content and channels, we were able to produce some exciting results on LinkedIn...



Paul Higgins



▶ We help ex career people to build their dream business, live a great life and give b...
3w · Edited

Out of nowhere, I had to quit my dream job.

I started my career with Coca-Cola Australia.

...see more

385 Likes · 19 Comments

Like Comment Share

71,512 views of your post in the feed

71,000+ views! Bingo!

Now we wanted to make sure that what we were doing wasn't just a one-hit wonder so we tested a couple of more posts and here's what happened...



Paul Higgins



▶ We help ex career people to build their dream business, live a great life and give b...
2w · Edited

I had left my high-paying corporate career and whilst it looked like I was free there was one big problem...

...see more

35 Likes · 1 Comment

Like Comment Share

5,855 views of your post in the feed

And...



Paul Higgins

► We help ex career people to build their dream business, live a great life and give b...
6d · Edited



I spent 18 years climbing the corporate ladder.

Then I quit.

...see more

101 Likes · 4 Comments

Like Comment Share

16,214 views of your post in the feed

BONUS: Grab our [free LinkedIn Marketing Tracker](#) to make tracking your LinkedIn results a whole lot easier

In summary, we published 3 posts in 3 weeks that got a total of 93,581 views.

That's an average of 31,000 views per post.

Pretty impressive, right?

The best part about all this is that it's led to over 50 new connect requests from people in Paul's target audience, and a bunch of sales enquiries and conversations.

As you can imagine we're pretty stoked with the results, considering our starting point looked like this... (terrible engagement)



Paul Higgins

► We help ex career people to build their dream business, live a great life and give b...
2mo



Let me share to you five easy actions to help you overcome the challenges of managing a virtual team

How to avoid remote team disasters

buildlivegive.com

The stats about remote teams are great. Really great! Remote work increases worker productivity and ...

Why most content performs poorly

People struggle with producing content that hits a chord with their target audiences, and the main reason for poor performing content is a lack of relevancy and empathy.

In other words, a distinct lack of emotion.

The key to creating engaging content?

Powerful storytelling.

That's it. That's your magic secret right there.

All great stories contains 3 key elements - a hero (protagonist), a goal (desire), and tension (struggle/challenge).

Using jargon-free language is also important.

Now many people are aware of the concept of storytelling, so why are people still struggling with their content?

Creating engaging content has a lot to do with:

- 1. Structuring your content in a compelling way, and**
- 2. Telling a story that people actually care about consuming (that resonates with their own human experience)**

The goal of your content? To be interesting.

When the majority of content shared on LinkedIn is either boring industry related stuff or regurgitated (ie. curated) content that everybody else is sharing, then the person who is sharing real human experience and insights that is relatable

Crafting a good story is not enough - you need a pre-built audience

The amount of effort done to build a relevant and targeted audience *before the content is published* plays a pivotal role in whether or not people will engage with it.

Publishing content alone without a channel of interested (and targeted) followers i.e. no interested audience, is like a religious preacher standing on a street corner screaming at random passerbys.

It doesn't work, right?

Paul and his team had already built up a few thousand targeted contacts on LinkedIn of people who were in his target audience before we came along.

The viral LinkedIn post formula

Now we're all about giving credit where credit's due and we did not come up with the viral LinkedIn post formula ourselves.

[Josh Fechter](#), growth hacker and Co-founder of BAMF Media and Badass Marketers & Founders facebook community, literally wrote the e-book on how to create viral LinkedIn Posts.

Josh has had great success with viral content on LinkedIn, such as with [this post](#) that got him over 5.7 million views:

68,254 Likes • 2,463 Comments

 Like  Comment  Share

 5,701,228 views of your post in the feed

So here are the key elements of making this work:

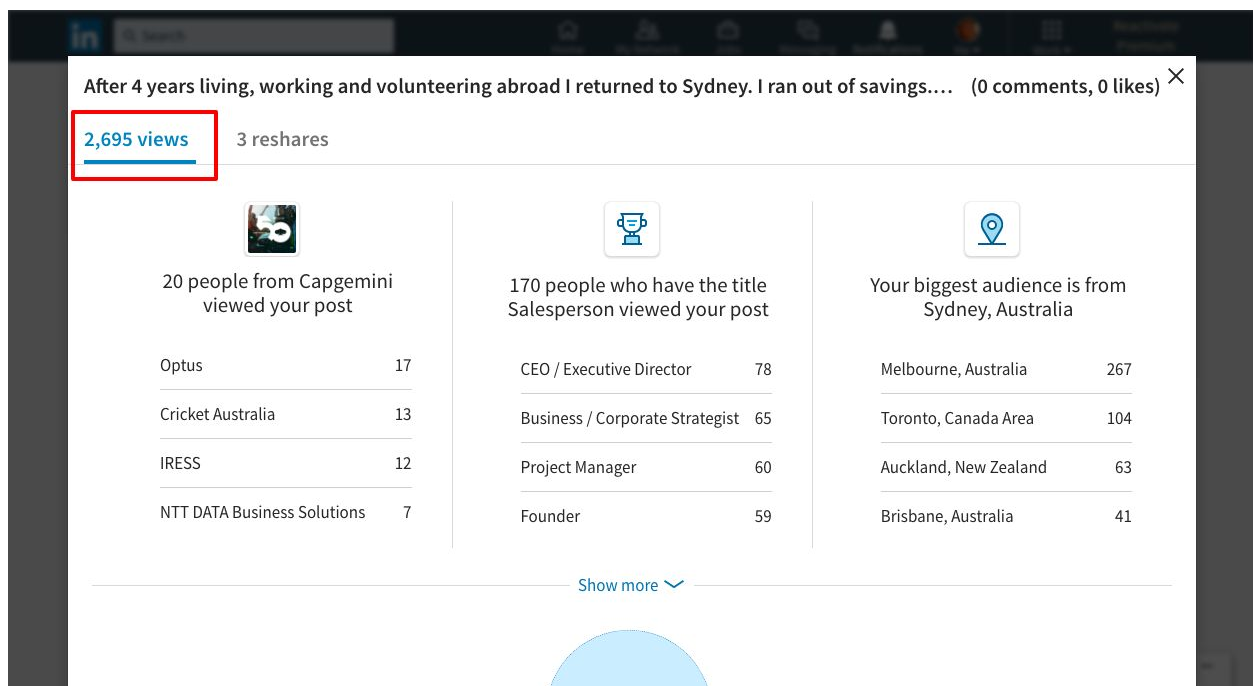
- Almost the entire piece is written in one line sentences which makes it easier to read.
- Post as a status update only, not on Pulse
- Do not include links or images (LinkedIn algorithm is currently designed to keep readers on their platform, so they don't want you sending people off the platform to your website or anywhere else)
- Not all posts will get massive reach, so you need to be consistent (publish at least once a week if you can't do daily) and accept that you're doing great if even 1 in 4 posts are getting great interaction (comments, likes and shares)

- The first 2 sentences are the most powerful - they act as your headline and if they aren't packed with emotion, curiosity and don't grab people's attention as they're scrolling through their feeds - your post will not have any readers.

If you want to know Josh's complete process, grab Josh's [BAMF Bible: 25+ Growth Hacks from 2017 \(including his "Anatomy of a Viral LinkedIn Post"\) here](#). (Side note: this ebook was the most successful book launch on product hunt ever so definitely worth a read)

I originally tested Josh's viral LinkedIn post format on my own LinkedIn profile.

Here's what happened:



2,695+ views within 2 weeks of posting ain't too shabby!

[\(Here's the post if you want to read it\)](#)

Our little secret - How we repurposed some old blog posts and made it viral on LinkedIn

Let me fill you in a little secret... we didn't write the content that went viral on LinkedIn from scratch.

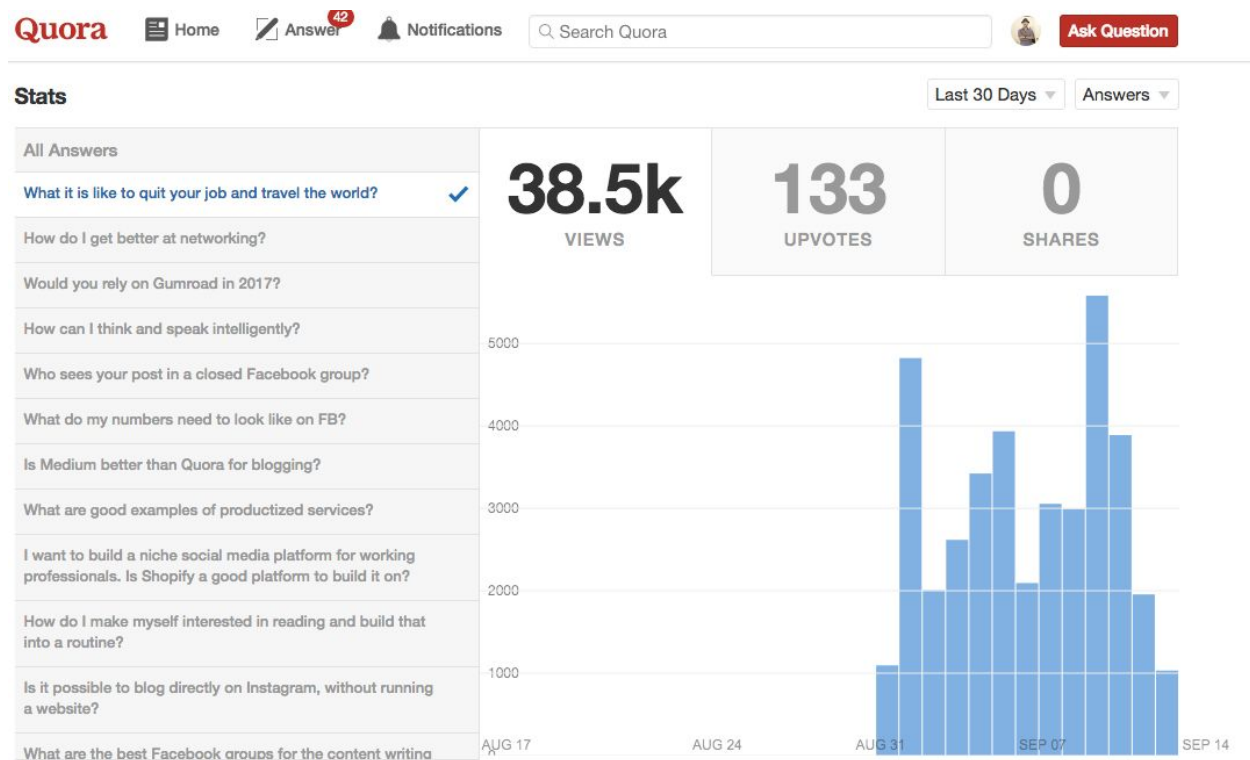
What we did instead was:

1. Take some content that we had written previously for our client as long-form (12,000-word) blog posts
2. Apply the [viral LinkedIn post formula](#) to it.
3. Published it to LinkedIn (and some other social platforms that we're currently testing)

Does this storytelling framework work on other social media channels?

We're still testing this but early indications suggests that yes it does work on different platforms.

Here's how [a post that we did on Quora](#), that followed the same post structure as mentioned above, recently performed:



Now I do want to clarify that not every single post has performed well, but we're finding about 1 in 5 posts will be exceptional. So overall this has a powerful effect on your organic reach, brand awareness, and interest in you and your business.

Where to from here?

Follow our steps and experiment with creating LinkedIn posts for your own business.


I've been running a pod experiment with a group of LinkedIn users this week (similar to an [Instagram Pod](#), except on LinkedIn) and the results so far have been fantastic.

These are the results from my first 4 days:

		Publishing (Inbound)			
Day	Date	Post URL	Views	Likes	Comments
Mon	12/4/17	https://www.linke	16,397	65	32
Tue	12/5/17	https://www.linke	3970	39	19
Wed	12/6/17	https://www.linke	6321	48	22
Thu	12/7/17	https://www.linke	1248	16	12

Pretty impressive, just after 4 days right?

A few of our members also had some nice wins:



Scott Gellatly shared his first post.
New Member · December 8 at 8:18am

ok. So now I'm a believer [Anfernee Chansamooth](#)

Previous 10 LinkedIn Post views:
Less than 1000.

One single LinkedIn Post since joining the Pod
3,464

My main posting schedule kicks off next week. Im damn excited.

Scott Tzvi Silverstone
New Member · 43 mins

Thank you, thank you, thank you!

Over 4k views for the cryptocurrency post I made yesterday. This morning alone, over 600 views for my business coaching post. Lots of engagement all around.

I'm thrilled with the results after just two days!

Let me know how I can help with your posts and the others in the POD.

May we all be successful in our business endeavors.

So much love to my LinkedIn POD & to [Anfernee](#) for organizing this project!

Clearly the results were so bad that LinkedIn didn't want to embarrass me with a view count.

Scott Tzvi Silverstone's Activity

Articles Posts All activity

Scott Tzvi Silverstone
Guiding tech companies from launch to exit - Business Coach & Mergers Analyst
12h

My least favorite question as a business coach is: "What niche should I pick?"

Niche simply means "target market" - Now that I've defined it, lets mov ...see more

11 Likes · 7 Comments

Like Comment Share

643 views of your post in the feed

Over 600 views in the first few hours!

Scott Tzvi Silverstone
Guiding tech companies from launch to exit - Business Coach & Mergers Analyst
1d

Are you passionate about Bitcoin? Me, too.

Yet the hate and negativity I'm reading about Bitcoin and cryptocurren ...see more

20 Likes · 14 Comments

Like Comment Share

4,236 views of your post in the feed

Over 4200 views in under 36 hours!

Scott Tzvi Silverstone
Guiding tech companies from launch to exit - Business Coach & Mergers Analyst
10mo

Excited to be a part of the team at [Jerusalem Equity Ltd.](#) Connecting Israeli tech orgs with a global tech market

[Jerusalem Equity Ltd](#)
יְרוּשָׁלַיִם הֶזְקָה בִּמְ"ס

4 Likes · 1 Comment

Like Comment Share

We recommend you publish daily or weekly for 30 days and measure your results. Let us know how you go too as we're always interested in feedback and profiling our community members in our newsletter and blog.

BONUS: Grab our [free LinkedIn Marketing Tracker](#) to make tracking results a whole lot easier

Following that...

What's the point of going to all this effort if it doesn't help your business, right?

Well, that all depends on your goals.

There's a lot to be said of publishing content consistently, sharing your valuable insights, building brand awareness and leveraging free content to build your audience.

Having said that, I'm currently conducting some testing on how to turn all this attention and reach into driving leads and sales for your business.

I'll be sharing updates on this via my email newsletter when I have some tangible data to share.

Also, soon I'll also be offering some online training for small business owners who are struggling with finding the time to make all this work for them through trial and error.

[Grab my free LinkedIn Marketing Tracker, join my newsletter and receive an invite to our next LinkedIn Pod experiment.](#)

You'll also receive updates on our services and future growth hacking experiments.

Looking forward to seeing your results!



Anf
Director,
Simple Creative Marketing

I help services-based business owners attract leads using better content.

[Connect with me on LinkedIn.](#)