

2026

LINKEDIN MARKETING SUCCESS GUIDE

TIPS & TECHNIQUES TO GROW
YOUR LINKEDIN PROFILE

Linked in

This document was created without the use of artificial intelligence. The insights are based on the research, knowledge, and experience of the RGC team.



15,000,000+ AUSTRALIANS ARE ON LINKEDIN AND THE PLATFORM IS GROWING AT MORE THAN 11% PER YEAR.

46% OF THE SOCIAL MEDIA TRAFFIC VISITING B2B COMPANY SITES COMES FROM LINKEDIN.

LINKEDIN IS RESPONSIBLE FOR 80% OF THE B2B LEADS FROM SOCIAL MEDIA.

LinkedIn Matters

LinkedIn has evolved beyond its roots as a resume-sharing and recruitment tool. It is now one of the most powerful B2B marketing platforms in the world and has become a place where trust is built, influence is hard-earned, and commercial conversations begin.

At RGC Media & Mktng, we have seen first hand how executives and organisations that invest in LinkedIn strategically outperform those that treat it as an afterthought. Decision-makers are more active than ever on LinkedIn, consuming content daily, following brands they respect, and engaging with leaders who show up consistently and authentically.

What has changed most is the rise of personal and corporate branding working together. Buyers no longer connect with brands alone. They connect with people, perspectives, and purpose. The most successful brands in 2026 are those that empower their leaders, teams, and businesses to tell compelling stories at scale. This guide is designed to provide some simple, practical insights into starting or expanding your LinkedIn profile.

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Tip 1: LinkedIn prioritises people, not brands

Personal LinkedIn posts have significantly higher organic reach and engagement than corporate posts because LinkedIn's algorithm favors individual profiles.

This bias reflects human preference for authentic connections over brand content. It means company pages struggle to reach even 2% of followers, while personal page content that is built around genuine insights and thought leadership is seen significantly more.

Personal profiles consistently outperform company pages on every metric that matters:

- Impressions are typically 5-10x higher for identical content
- Engagement rates often exceed company pages by 300-500%
- Conversion actions (profile visits, link clicks, connection requests) show similar disparities.

In most cases, the most effective strategy is a thoughtful hybrid approach:

- Start with your personal brand to generate initial traction and visibility
- Cross-post strategic content to your company page (with slight modifications)
- Gradually shift the balance as your company grows

Think of your personal brand as the *top of funnel* that attracts people to your broader message, while your company page serves as the conversion point once they're interested in specific solutions.

The Facts

Personal profile content generates

5-10x

more impressions and engagement than corporate posts

Personal page engagement rates often exceed company pages by

300-500%

Content shared by individuals is reshared

24x

more often than identical messages from a corporate account

Brand posts now account for only

1-2%

of the average user's feed, down from roughly 7% in 2021

Employee networks are

10x

larger in aggregate than a company's follower list, and their posts are 2x more likely to be engaged with



Tip 2: Creative design is your secret weapon

Humans are inherently visual thinkers. The brain processes images dramatically faster than text, with a significant portion of its capacity dedicated to interpreting visual information. As a result, people instinctively gravitate toward imagery to understand and assess information quickly.

This cognitive preference is reinforced by modern media consumption habits. On average, individuals spend more than two hours per day scrolling through social media feeds, creating an environment where attention is scarce and competition is intense. In this context, visual design plays a decisive role in capturing and retaining audience interest. **On social platforms, imagery is the single most influential driver of engagement, making differentiation essential.**

Research indicates that strong creative assets become more effective over time and can deliver exponential improvements in performance, generating significantly higher sales impact compared to weaker creative.

Four core components underpin high-performing creative, particularly on platforms: imagery, copy, format, and testing.

When executed cohesively, these elements produce recognisable, scalable creative that captures attention, communicates value, and tells a compelling story across channels.



Great creative is simple

Distinctive and consistent imagery anchors recognition, while carefully chosen language reinforces clarity and message strength. Varying formats sustains audience interest, and continuous testing enables optimisation through data-driven learning.

Tip 3: Embrace video

Video is five times more likely to start a conversation than any other content type on LinkedIn, and video is shared over 20x more than other forms of content. LinkedIn video stats reveal this is also the preferred method for consuming content. If the content is found in both video and written format, 59% of executives would choose video to consume it.

Video doesn't need to be ultra-slick and super expensive. Do-It-Yourself (DIY)-style videos are a great way to engage your audience.

Regardless of the quality, it is the content that matters. Videos that inspire, excite and inform viewers can add a deeper level of authenticity and personality to your brand.

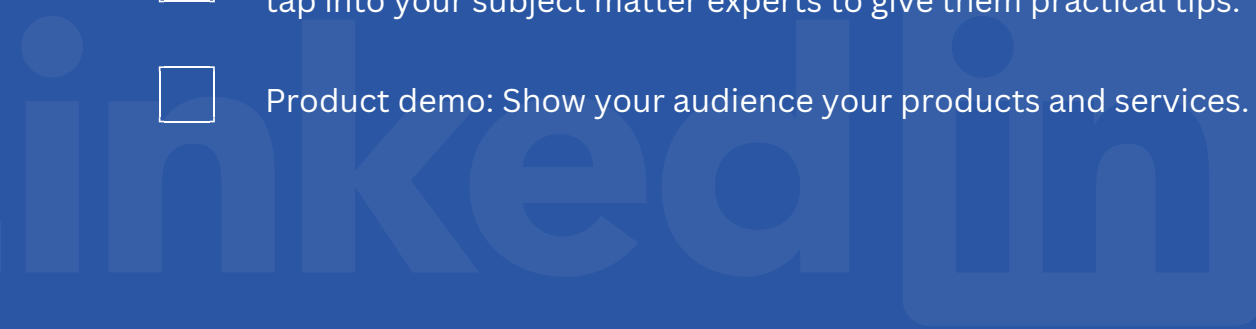
However you use video, you should always add a creative dimension to your story. Here are a few tried-and-true best practices you should follow for your video content:

- Add captions to ensure your videos are accessible and watchable on mute.
- Plan for mobile viewing and record in portrait mode, rather than landscape.
- Land your hook within the first ten seconds.
- Keep brand awareness and consideration videos under 30 seconds long.

Experiment with different video formats and types to see which resonate most effectively with your audience.

Videos that convert

- ☐ Industry insights: Share recent insights and trends or unique points of view that will pique your audience's interest.
- ☐ Brand story and interviews: Tell compelling brand stories, showcase your talent and expertise and use third-party experts.
- ☐ Events: Pre-, during, and post-event coverage (behind the scenes and key takeaways).
- ☐ Tips and best practices: Members want to learn and develop new skills so tap into your subject matter experts to give them practical tips.
- ☐ Product demo: Show your audience your products and services.



Tip 4 : Consistency is critical to success

Achieving maximum organic reach on LinkedIn requires consistency, balance, and active participation. The platform's algorithm prioritises content that generates meaningful engagement, making both posting cadence and interaction quality critical.

For most brands and professionals, publishing original content three to four times per week strikes an effective balance. This frequency maintains visibility without overwhelming followers or triggering content fatigue. Posting less frequently can limit reach, while posting daily may dilute engagement unless supported by consistently high-value content.

Beyond publishing, both sharing and commenting play a substantial role in extending organic reach. Sharing relevant third-party content one to two times per week helps reinforce expertise and keeps profiles active between original posts. Commenting should be a daily practice.

The Research

An analysis of more than 2 million LinkedIn posts by Buffer shows that posting frequency has a strong impact on reach and engagement.

- Accounts that post more often consistently achieve higher impressions and interactions per post than those posting once a week.
- Increasing cadence from one post weekly to two to five posts leads to a clear lift in visibility, with additional gains seen at six to ten posts per week.
- The highest-performing accounts, posting 11 or more times weekly, can see engagement nearly triple.
- LinkedIn does not penalise frequent posting; instead, reach generally increases as posting frequency rises, provided content quality remains high.

Your 95 min LinkedIn Week

	Monday	Tuesday	Wednesay	Thursday	Friday
Post (15 mins)	✓	✓		✓	
Comment (5 mins)	✓	✓	✓	✓	✓
Share (5mins)	✓	✓	✓	✓	✓

Tip 5: Blend organic efforts with paid

LinkedIn is designed for members to move fluidly between organic and paid media, with many of the ad formats similar to organic post formats. This highlights the need to be present in both earned and paid channels. If executed well, your audiences likely won't notice any difference between your organic and paid content.

On their own, organic and paid can each help you reach your goals, but they are most effective when used as part of a cohesive strategy that complements them.

When a potential customer sees your brand more often, they learn to recognise it more quickly, and they'll start to associate your brand with a possible solution for their unique problem or pain point.

Page followers exposed to both organic and paid content are 61% more likely to convert compared to those who are only exposed to paid media. An integrated organic and paid strategy can reduce your cost per conversion by 12%.

Pairing organic and paid (Sponsored Content) content increases your overall reach. It also reduces your cost per conversion as it enables you to build brand awareness among your followers and target audience. The best part - you can leverage the same content across your paid and organic strategies, allowing you to gain efficiency in your day-to-day operations.

Sponsored Content leaps to the front of your audience's feeds, so the best way to make it effective is to make it eye-catching and topical. This is the place for your biggest, clearest, and boldest messaging. Bonus points if you can incorporate something timely that pertains to your specific audience

Organic + Paid



Likelihood of

+61%
conversion



No time for LinkedIn?

RGC can support your ongoing personal and corporate LinkedIn strategy. Book an exploratory meeting today.

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