

**RENEGADE.**



# The Startup playbook for LinkedIn growth

Proven steps to generate leads, attract talent,  
and impress investors

# Ready to Get LinkedIn Famous?

At Renegade, we don't just help tech startups exist on LinkedIn – we help you own it. From crafting killer content strategies that pull in qualified leads to attracting top-tier talent and impressing investors, we make sure your LinkedIn presence isn't just active, it's driving growth. Whether you need a solid content strategy or expert management of your LinkedIn channels, we've got you covered.

Stop wasting time on generic posts that get lost in the noise.  
**Let's turn LinkedIn into a powerhouse for your business.**

Start transforming your LinkedIn presence into a magnet for leads, talent, and investors.

**Contact Renegade Marketing Today:**

hello@renegade-marketing.com  
www.renegade-marketing.com



# 5 practical steps to amplify your LinkedIn presence for business impact

Best for:

**Tech founders building their category**

**B2B startups growing their visibility**

**Executive teams ready to lead with influence**

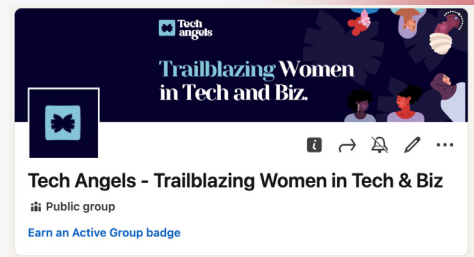
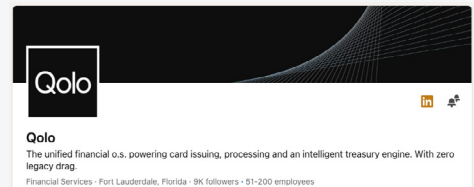
## Step 01.

# Optimise your company and team profiles

Your LinkedIn profiles are your startup's digital storefront to prospects, potential hires, and investors. A professional, clear, and compelling profile builds trust and encourages meaningful engagement.

### How to optimise for maximum impact:

- Use high-quality professional photos and branded banners that reflect your identity.
- Craft headlines that clearly communicate your value proposition and include relevant keywords (e.g., "AI Startup | Automating Customer Service for SMEs").
- Write an engaging "About" section that tells your startup's story, highlights key milestones, and ends with a clear call to action.
- Showcase measurable achievements and relevant skills to build credibility.
- Personalise LinkedIn URLs to improve discoverability and ease of sharing.



### Why this matters:



A **polished profile** builds confidence, making prospects more likely to reach out, talent more eager to join, and investors more confident in your potential.

# 33%

Companies that actively share updates, news, and thought leadership see **33%** higher engagement rates on their Company Page. *(LinkedIn Marketing Labs)*

# 3-5x

Pages managed by specialized agencies see **3-5x** faster follower growth on average due to strategic outreach and engagement. *(SocialPilot)*



## Step 02.

# Create and share value-driven content

Content is your opportunity to demonstrate expertise, share innovation, and build credibility with your key audiences.

### How to create content that drives results:

- **Post consistently.** Aim for 2 to 3 high-quality posts per week.
- **Use a variety of formats:** videos, case studies, infographics, and thought leadership articles.
- **Share educational content and practical insights** that address your audience's challenges.
- **Tell authentic stories about your startup's journey, product development, and customer successes.**
- **Include clear calls to action** inviting readers to book demos, apply for roles, or learn about funding milestones.



### Why this matters:



**Value-driven content** attracts qualified leads, engages top talent, and impresses investors by showcasing your startup's expertise and traction.

# 3x higher engagement

Companies using agencies see higher-quality content and 42% more consistent posting, leading to **3x** higher engagement. *[UpCity]*

## Step 03.

# Master the LinkedIn algorithm to maximise reach

Understanding LinkedIn's algorithm helps your content reach the right people organically.

### Tips to work with the algorithm:

- Respond to comments within the first hour to increase visibility.
- Encourage interaction by ending posts with questions or prompts.
- Upload native content (videos, documents) rather than linking externally.
- Place external links in comments to avoid limiting reach.
- Post during peak business hours when your audience is most active.



### Why this matters:



Maximising organic reach **increases the chance your content is seen by prospects**, candidates, and investors — without additional cost.

## 200+ algorithm changes

At Renegade, we continuously track LinkedIn's algorithm changes (**occurring 200+ times/year on average**), ensuring content stays optimised for reach.

## Step 04.

# Engage employee advocacy to amplify your message

Your team's networks are powerful channels to extend your startup's visibility and credibility.

### How to build an effective advocacy programme:

- Encourage leadership participation to inspire the whole team.
- Provide clear guidelines and ready-to-share content for employees.
- Publicly recognise and celebrate employee advocates.
- Offer training on professional LinkedIn use.



### Why this matters:



**Employee advocacy multiplies your content's reach and builds trust** through authentic voices, helping attract leads, talent, and investor attention.

# 8x more engagement

Agencies can build and manage programs where employee-shared content gets **8x** more engagement and reaches 561% further (LinkedIn).

## Step 05.

# Analyse and adjust for continuous improvement

Regular analysis ensures your LinkedIn efforts deliver measurable business outcomes.

### How to measure and optimise:

- Track engagement rates, profile views, inbound enquiries, and follower growth.
- Focus on meaningful actions like demo requests, job applications, and investor contacts.
- Identify your top-performing content to guide future posts.
- Set clear, measurable goals aligned with your business objectives.
- Regularly refine your strategy based on insights.



### Why this matters:



#### Data-driven optimisation

maximises your return on time and effort, ensuring LinkedIn activity supports your growth goals.



## Where **76%** fail, we deliver

Only 24% of businesses effectively measure social ROI (*Sprout Social*), and 52% of in-house teams struggle to prove social's value (*Hubspot*). **At Renegade, we use specialised tools for deep insights and actionable reporting, constantly testing and optimising your presence on LinkedIn.**



**Bonus Tip:**



# Developing your company's Tone of Voice

## Why Tone of Voice Matters

Your tone of voice conveys your startup's personality and values, helping you connect authentically with prospects, candidates, and investors — making your communications memorable and trustworthy.

## How to Develop Your Tone of Voice

Define your **core values** (e.g., innovative, approachable, reliable).

**Understand your audience's communication preferences** and what tone resonates.

**Audit your current messaging** for consistency and alignment.

**Choose 4–5 descriptive adjectives** (e.g., confident, friendly, clear, practical).

**Create tone guidelines** with examples and dos/don'ts to ensure consistency.

# Tone of Voice Dos and Don'ts

## Do's



### **Be authentic and consistent**

Keep your tone true to your brand and stay consistent across all posts.

### **Tailor tone to audience and context:**

Adjust your tone based on who you're speaking to and the purpose of the message.

### **Use clear, concise messaging:**

Keep it sharp and to the point—no fluff, just value.

### **Show empathy and confidence:**

Speak to your audience's needs with confidence, while showing you understand their pain points.

## Don'ts



### **Avoid robotic or insincere language:**

Don't sound like you're reading from a script or trying too hard to be formal.

### **Don't use jargon-heavy or overly complex language:**

Avoid overwhelming your audience with unnecessary technical terms or complicated phrasing.

### **Avoid vague or generic phrasing:**

Don't use ambiguous terms like "innovative" or "cutting-edge" without showing what makes you different.

### **Don't sound cold or disconnected:**

Avoid sounding robotic or distant; your audience wants to feel like you care.

# Who is Renegade:

FinTech branding isn't cereal-box branding – it's a whole different beast, and that's where we thrive. We put customers at the centre of tech brands, ditching the technical jargon overcomplicated tech speak for brands that spark real human connections.

From FinTech to SaaS and beyond, we take the complexity and turn it into branding that's sharp, daring and remembered.

At our core, we're rebels with a cause. We take every brand and flip the script, fusing strategy with bold, innovative thinking and creative designs to build brands that refuse to blend in.



## RENEGADE.

## Let's Talk:

If you're ready to take your brand to the next level and start setting the tone for the future of fintech, let's chat.

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