

HOW WE HELPED RIGHTMETRIC 2X THEIR PIPELINE IN 6 MONTHS.

+2.5
NET-NEW QUALIFIED OPPS/MO

15x
ROAS

<1mo
PAYBACK PERIOD

ABOUT RIGHTMETRIC

RightMetric is a Vancouver-based marketing intelligence firm that studies how brands use social and digital channels, compiles benchmark data on content and ad performance, and packages its findings in concise insight reports so marketing teams can compare results and spot industry trends.

INDUSTRY	COMPANY SIZE	ICP	ACV
Market Research	11 - 50	Consumer Brands, 1K+ Employees	\$60K



In the first month of Thoughtful running my social we added \$49k in net-new pipeline.



CHARLIE GRINNELL
Co-founder & Co-CEO

THE CHALLENGE.

GTM for mid-market and enterprise B2B startups is incredibly hard right now. The old SEO-led inbound playbook is 2-3x less effective, Paid Ads are more expensive than they ever have been, and the “Predictable Revenue” approach to outbound is dead in the water (RIP 2013-2024).

Now try navigating that in the market research space, dominated by entrenched players like Gartner, McKinsey, and Mintel—all while bootstrapping.

In 2023/24 RightMetric was facing this scenario. SEO leads were trickling in, they were on their 4th attempt at outbound, and podcast/events worked, but were very difficult to scale to the next level. Resources were tight but growth was essential.

One of the only channels that worked reliably was Co-founder and CEO Charlie Grinnell posting on LinkedIn. He knew the customer problem space deeply, had 10+ years in the industry, and dozens of useful insights and frameworks that RightMetric’s ICP loved. Posting to Charlie’s LinkedIn achieved that top of mind awareness.

When that happened, leads DM’d and ICP folks booked demo’s, “...but **as founders we could never find the time to be consistent**” says Charlie. Fires would start, the business needed a leader, not a CEO acting as social media manager.

“The dream was a reliable team with the right playbook that could just do it for us—and do it right.”

THE SOLUTION (THOUGHTFUL'S APPROACH).

#1 — RESEARCH & STRATEGY

We used tools like CreatorMatch and Favikon to quantifiably research what's working for successful LinkedIn creators in RightMetric's space. Then combined that with Charlie's experience and the company narrative to align on 2-4 content pillars.

#2 — INTERVIEW FOUNDER & REPURPOSE

2x per month our team sits down with Charlie for a recorded interview. We ask questions that will get him sharing the right stories to inform content for our pillars. No prep required on his side. We also repurpose podcast & event recordings, and incorporate first-party research content the firm produces as part of their other content marketing efforts.

#3 — CREATE CONTENT

Our strategists, editors, and designers get to work translating the founder's POVs, narrative, company updates, and day-to-day stories into content designed to reach the ICP and resonate with them on LinkedIn.

#4 — GROW NETWORK (STRATEGICALLY)

Using LinkedIn Sales Navigator we find ICP-match contacts. Then setup automated (but TOS compliant) campaigns to connect with 5+ new ICP people daily. These folks are more likely to see Charlie's content & comments, starting the flywheel.

#5 — POST

2-4x per week. Consistency matters in the LinkedIn algorithm, but the posts also need to be quality. No emoji-laden fluff that reeks of ghostwriting, no cringe. Just translating Charlie's deep industry experience into a format that works on LinkedIn.

#6 — COMMENT (THE RIGHT WAY)

Commenting makes an account 25x more visible than posting alone (Source: Teamfluence research), but needs to be done strategically. High quality, nuanced comments on posts from ICP, competitors, and thought leaders. We surface the right posts to Charlie so he can make 5 quality comments in under 5 minutes per day, keeping things manageable but impactful.

#7 — MEASURE (BEYOND LINKEDIN)

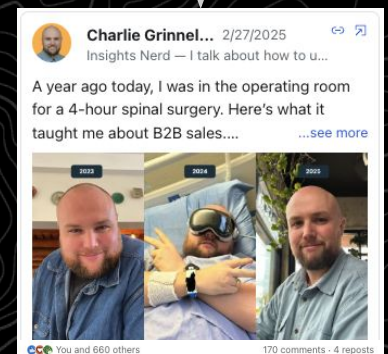
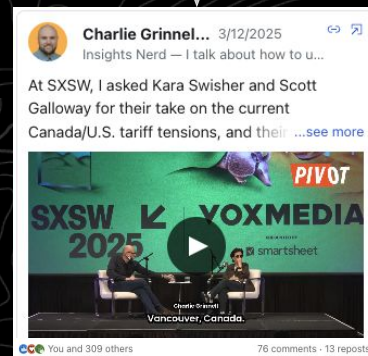
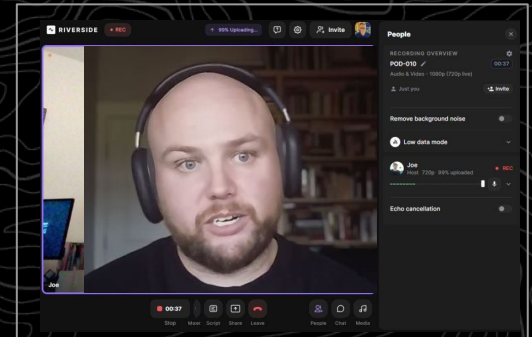
Naturally, we keep an eye on LinkedIn metrics, but what we really want to measure are inbound leads DM'ing, meeting bookings that self-report LinkedIn as "how you found us", and prospects mentioning LinkedIn content on sales calls.

#8 — ITERATE

While keeping a close eye on what post and commenting strategy was working on LinkedIn itself, we were in regular contact with Charlie (of course), RightMetric's lead Account Executive, Matt; and Marketing Lead, Nikki to create a feedback loop from real business outcomes into our future LinkedIn strategy.

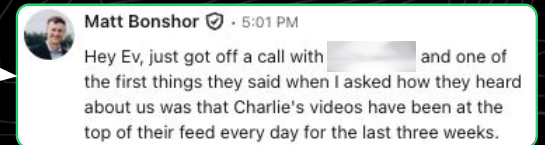
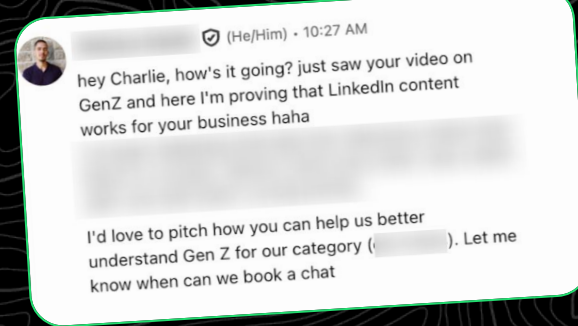
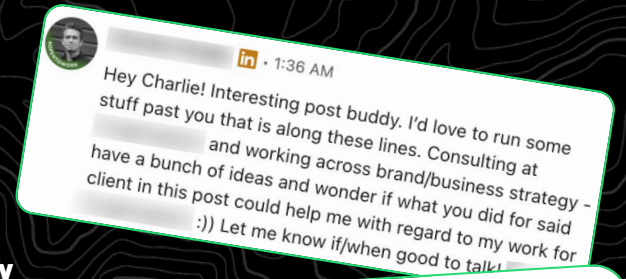
#9 — SUPPORT OTHER CHANNELS

There is no silver bullet for GTM success in 2025. LinkedIn has been a central piece of the growth formula for RightMetric, driving strong pipeline on its own, but it also supports other channels: (1) Creates social intent signals that the outbound/prospecting team can act on. (2) Builds trust that shortens sales cycles. (3) Generates content that can be repurposed in the Email channel. (4) Increases industry awareness that feeds into event & podcast invites.



THE RESULTS.

- ✓ **ICP-LEADS DM'ING THE FOUNDER**
- ✓ **AVG. +2.5 NEW QUALIFIED OPPORTUNITIES GENERATED MONTHLY**
- ✓ **+\$45K ARR GENERATED EACH MONTH**
2.5 Opps x 30% Close Rate = 0.75 Closed-Won deals per month @ \$60ACV
- ✓ **15x ROAS, PAYBACK PERIOD < 1 MONTH**
Monthly channel investment \$3K USD vs. +\$45K ARR.
- ✓ **~60% OF PIPELINE INFLUENCED BY LINKEDIN**
Proportion of customers that report LinkedIn Executive Thought Leadership playing a role in their decision to purchase.



OLD WAY vs. NEW WAY

BEFORE THOUGHTFUL

- ↓ Founder & exec-led content working well, but struggling to be consistent
- ↓ Tried another agency & internal person running founder social but lacked authentic voice & POV (aka it was cringe)
- ↓ Relying on word of mouth and client referrals, but lack of proactive and reliable brand building or lead generation channels
- ↓ Know that LinkedIn/Founder brand could work, but no system in place

WITH THOUGHTFUL

- ↑ Consistently publishing and commenting—now top of mind for ICP buyers when they are ready to buy
- ↑ Content feels authentic and valuable, while taking up minimal time (<5 hours/mo) from the founder and other executives
- ↑ A client acquisition channel that works reliably
- ↑ Repeatable process in place being managed for an ROI-positive cost

CONCLUSION

Overall, RightMetric found that LinkedIn founder brand either matched or significantly outperformed other channels like SEO, Paid Ads, Outbound, and ABM; and was a worthwhile, ROI-positive complement to the existing demand generation program.