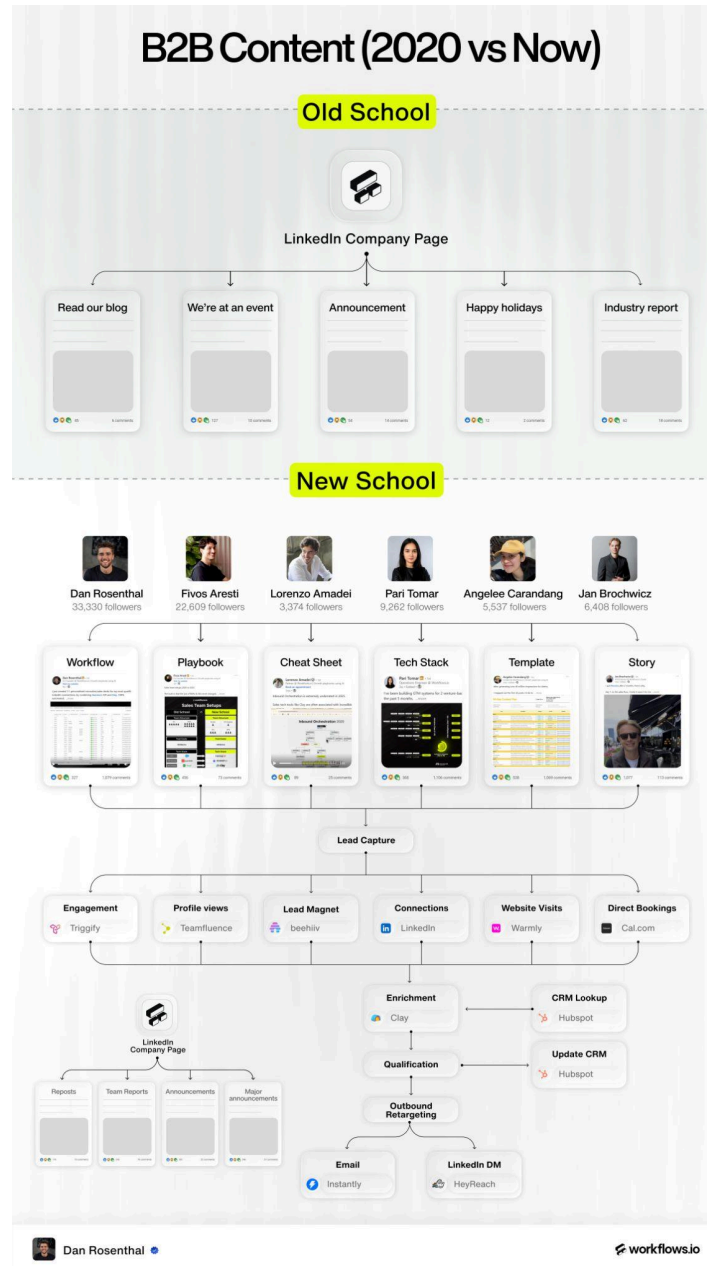


Content-Driven Demand Generation Playbook 2026



How it works?

Step 1: Publish high-quality content on LinkedIn

Create and publish content designed to generate meaningful engagement.

- Publish content consistently from founder and employee profiles.
- Use practical, educational formats such as:
 - Workflows
 - Playbooks
 - Cheat sheets
 - Templates
 - Tech stacks
 - Stories and lessons learned
- Write posts to encourage interaction and discussion, not announcements.

Step 2: Capture engagement and audience signals

Convert LinkedIn activity into identifiable leads.

- Capture likes, comments, and reposts via **Trigify**.
- Capture profile views via **Teamfluence**.
- Grow an owned audience through lead magnets via **beehiiv**.
- Export LinkedIn connections for warm access.
- Identify website visitors via **Warmly**.
- Enable direct booking via [Cal.com](https://cal.com).

Step 3: Enrich and score captured leads

- Route all captured leads into **Clay**.
- Look up each contact in the CRM (for example, **HubSpot**).
- Find and verify emails using **Findymail**.
- Qualify leads in Clay based on:
 - Company relevance
 - Job title and seniority
- Enrich phone numbers for **Tier 1** leads via **BetterContact**.

Step 4: Run outbound retargeting

Convert qualified demand into conversations.

- Run automated email campaigns via **Instantly**.
- Run automated LinkedIn DM campaigns via **HeyReach**.
- Execute cold calling through CRM tasks, Slack alerts, and a dialer.