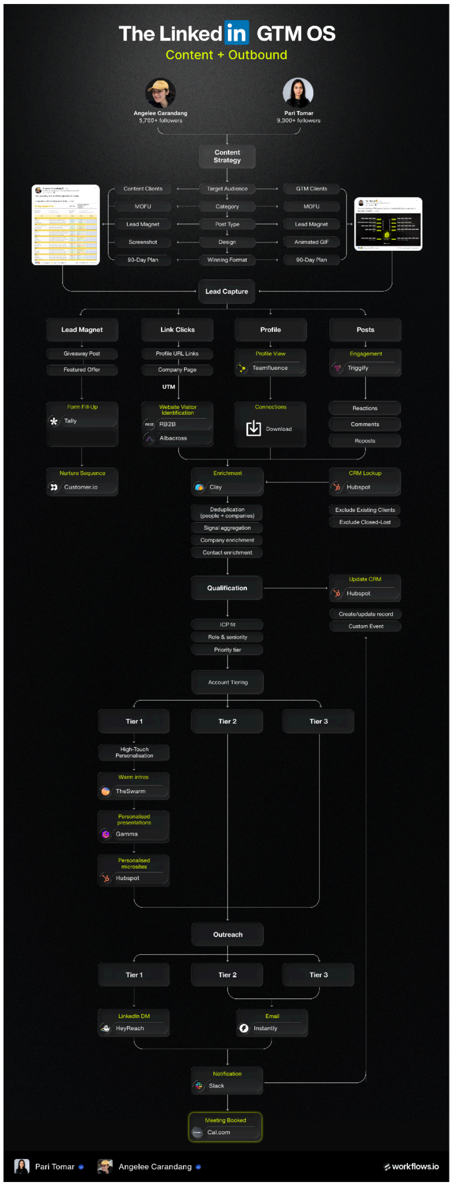
The LinkedIn GTM Operating System 2026



How it works?

Step 1: Define the content strategy

Set a clear direction before publishing content.

- Identify your **target audience**.
- Balance post **category** across the funnel ****(TOFU, MOFU, BOFU).
- Leverage a viral **post type** (lead magnet, carousel breakdown).
- **Design** a visual hook to match the insights (animated GIF, screenshot).
- Use in **winning formats** based on past performance (90-day plans).

Step 2: Publish content from founder and employee profiles

- Publish consistently from founder and employee accounts.
- Use practical, value-driven formats such as:
    - Workflows
    - Playbooks
    - Cheat sheets
    - Templates
    - Tech stacks
    - Carousels

Step 3: Capture lead signals across LinkedIn and the website

Turn audience activity into identifiable signals.

- Capture **post engagement** (reactions, comments, reposts) via **Trigify**.
- Capture **profile views** via **Teamfluence**.
- Capture **connections** by exporting LinkedIn connections.
- Capture **link clicks** from profile and company page URLs using UTMs.
- Identify **website visitors** via **RB2B** and **Albacross**.
- Capture **form fills** via **Tally**.
- Route lead magnets into nurture via **Customer.io**.

Step 4: Enrich and unify signals in Clay

Centralize and clean all captured data.

- Route all signals into **Clay**.
- Perform:
  - Deduplication of people and companies
  - Signal aggregation across sources
  - Company enrichment
  - Contact enrichment

Step 5: Perform CRM lookup

Check existing relationships before outreach.

- Look up contacts and companies in **HubSpot**.
- Exclude:
  - Existing customers
  - Closed-lost accounts
- Prevent duplicate or conflicting outreach.

Step 6: Qualify leads

Determine relevance before engagement.

- Evaluate:
  - ICP fit
  - Role and seniority
  - Signal strength
- Assign a **priority tier** to each account.

Group accounts by priority.

- **Tier 1:** strong-fit
- **Tier 2:** good-fit
- **Tier 3:** low-fit

Step 7: High-touch personalization for tier 1 accounts

- Identify warm paths via **The Swarm**.
- Create personalized presentations using **Gamma**.
- Launch personalized microsites using **HubSpot** microsites.

Step 8: Execute outbound outreach

Convert qualified accounts into conversations.

- **Tier 1**
  - LinkedIn DMs via **HeyReach**
- **Tier 2 & 3**
  - Email outreach via **Instantly**

Step 9: Sync data to CRM and monitor activity

- Push all qualified accounts and contacts into **HubSpot**.
- Associate contacts with their respective companies.
- Track outreach activity, replies, and deal progress.
- Set up **Slack notifications** for:
  - Replies
  - Meetings booked
- Book meetings through Cal.com.