LinkedIn Post Engagement Scraping Playbook

Workflow: https://drive.google.com/file/d/1IkxVgXDRNKYx1rhPZ3mJuRy23fVpY7og/view?usp=sharing

How it works?

Step 1: Select the LinkedIn post to scrape

Start with the post that will act as the signal source.

- Identify the LinkedIn post to analyze.
- Copy the LinkedIn post URL.

Step 2: Create a Clay table

Set up identifiers required for LinkedIn enrichment.

- Add a column called **Post URL**
  - Paste the LinkedIn post URL
- Add a column called **Post URN**
  - Use a Clay formula to extract the LinkedIn activity ID from the post URL
- Add a column called **LinkedIn Activity URN**
  - Use a formula to return:

    `urn:li:activity:` + Post URN

Step 3: Enrich LinkedIn post metadata

Pull engagement data from the post.

- Use Clay's **Enrich LinkedIn Post Metadata** action
- Connect any LinkedIn account inside Clay
- Under column mapping:

- ○ Map **LinkedIn Activity URN**
- Select the metadata fields to enrich:
  - ○ Reactions
  - ○ Reposts
  - ○ Comments
- Run the enrichment

Step 4: Split data into signal-specific tables

Organize engagement into separate workflows.

- Create three separate Clay tables:
  - ○ Impressions
  - ○ Connections
  - ○ Engagement
- Route enriched data into the correct table based on signal type.

Step 5: Enrich contacts and companies

Add context to every profile.

- Run contact enrichment in Clay:
  - ○ Role
  - ○ Seniority
  - ○ Department
  - ○ LinkedIn profile data
  - ○ Work email address
- Run company enrichment in Clay:
  - ○ Industry
  - ○ Company size
  - ○ Geography
  - ○ Funding status

Step 6: AI-based qualification

Filter for ICP relevance.

- Use AI qualification in Clay to evaluate:

- - Company fit
    - Role relevance
  - Output values:
    - Qualified
    - Not qualified
  - Remove non-qualified records from further steps.

Step 7: Lead scoring

Prioritize follow-up.

  - Use Clay formulas to assign a score.
  - Divide qualified leads into tiers:
    - **Tier 1:** Best fit
    - **Tier 2:** Good fit
    - **Tier 3:** Low fit

Step 8: Route Tier 1 leads to high-touch outreach

  - Send a connection request from the C-level LinkedIn profile via HeyReach
  - Notify the internal team via Slack
  - After the connection request is accepted:
    - Send a personalised LinkedIn DM via HeyReach
  - For the follow-up:
  - Trigger a personalised email sequence from the CEO's profile via Instantly

Step 9: Route Tier 2 and Tier 3 leads to automated outreach

  - Enroll leads into email sequences via Instantly