

# Winning on LinkedIn in 2026:

How to build a LinkedIn strategy  
that drives pipeline

Drop where you're calling in from in the chat!



Tommy Clark  
Founder & CEO  
*Compound Content Studio*



Austin Hughes  
Co-founder & CEO  
*Unify*

# Agenda

**01**

Linkedin trends to watch

**02**

Post formats to get started

**03**

Turning attention to pipeline

**04**

Your next 30 days



# Trends to watch

# Trend 1: "How to" → "How I"

AI tooling like Claude and Chat GPT have commoditized 'value' content.

**Takeaway:** you must pair every 'take' with a narrative.

**Austin Hughes** · 1st  
CEO @ Unify, the System of Action for Revenue  
[Visit my website](#)  
3w ·

Account Executives are still clearing \$300-500K+ per year. But here's the honest reality of what it takes to hit that number in 2026.

Back in the 2020-2022 ZIRP era, AEs could make killer comp + hit 100-150% to goal living off of inbound and working <40 hours per week.

Those times are gone - and I'm not sure they're ever coming back.

In the early days at Unify, we drowned AEs in inbound. There were positives to this - reps ramped quickly and learned our pitch. But they also got overwhelmed by the volume of meetings and the quality of our sales process degraded.

Today, if you're an AE at Unify, you'll be fed enough opportunities that should comfortably get you 80% to goal.

To break 100% or to hit 150%+, you'll need to spend some of your time sourcing your own deals.

AEs see killer opportunities, and I always want them to be incentivized to go after them. Operating this way ensures that we're maximizing the dollars of new revenue coming into the business.

AEs who can self-source will be the highest paid ones in 2026

You and 360 others      31 comments · 1 repost

Take

Story

## Trend 2: Personality as a moat.

Anyone can write a 'decent' post with Claude in seconds. Real personality and authentic writing style help 'certify' you as a human that the reader can trust.

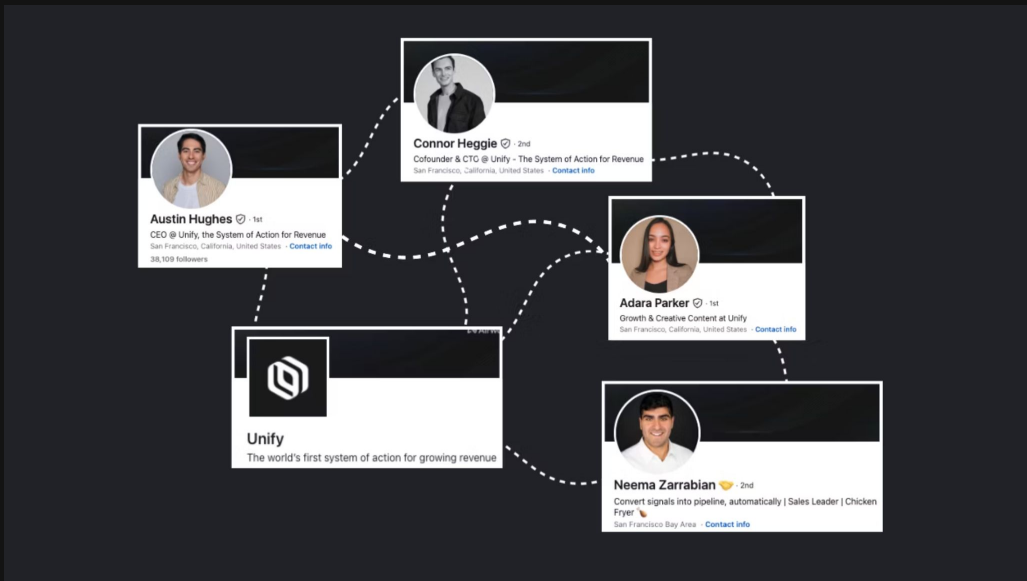
Sharing your *real* opinions, lived experiences, and unique personal interests helps tell readers you wrote the content.

(This is also why IRL photos are becoming more and more important...more on that in a few)

# Trend 3: Building a Content Ecosystem.

Most of you understand founder-led content is important.

V2 of this playbook is layering in **multiple voices**.



## Why this works:

- (1) LinkedIn is volume constrained (~1x per day per account)
- (2) More accounts let's you target specific subsets of your ICP.



**Alright, so what should you  
post?**

# FORMAT 1: The Origin Story

How to execute: tell the story of how you came to start your company, with your unique spin on it.




 **Austin Hughes**  · 1st  
CEO @ Unify, the System of Action for Revenue  
[Visit my website](#)  
2w · Edited · 

At 22, I thought my career would be a straight line up and to the right. I quit that job 2.5 years in. 10 years later: I'm the CEO of an 80-person AI company. Here's a year-by-year timeline of what that winding ...more



  You and 377 others

20 comments

 **Austin Hughes**  · 1st  
CEO @ Unify, the System of Action for Revenue  
[Visit my website](#)  
3y · 

I've talked a bit about my experience leading growth product at Ramp and how that led to the launch of Unify—but haven't talked much about the winding journey I took to becoming a founder.

Here's the actual story:

When I was 22, the concept of coming up with an idea, building it and witnessing how people engage with it has always fascinated me.

Early in my career I was always working on some sort of side project on nights and weekends. A few of those:

- Simon's Wealth: I wrote a blog centered on real estate investing
- Fisheye Surf: I built a marketplace for surfers to connect with photographers
- I thought about starting a DTC shoe company (glad I didn't)

I didn't really see where these were leading me. But what I know now is that I learned how to go 0 → 1 on ideas.

My time at Ramp led me to become a founder. When I joined in 2020, Ramp was already full of entrepreneurial energy, it felt natural to want to start something after.

I was fortunate to be a founding member of the growth team where I got to learn how to operate from people like Geoff Charles, Guillaume "G" Cabane, Gene Lee and Megan Yen.

Geoff taught me how to set the quality bar high for product. Guillaume taught me how to think from first principles and apply frameworks to learn faster. Gene taught me how to collaborate with a killer engineering leader. Megan taught me how to run through walls to get sh\*t done.

By the end of 2022 I was leading the growth product team and multiple teams all focused on making Ramp grow faster. I now knew how to build product and own revenue goals. I still had that same creative energy that motivated me to work on side projects on nights and weekends. I knew it was time to start my own thing.

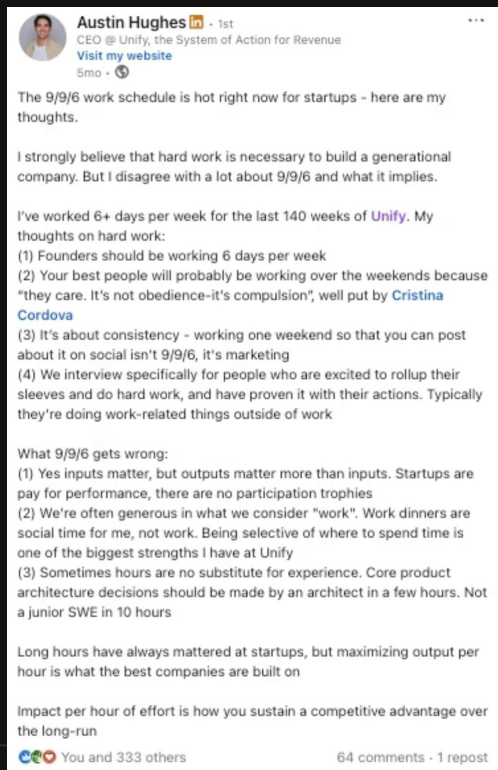
I never could have seen how Fisheye Surf was going to lead to Unify, but I'm glad it did :)


PS - Hyewon Kim (Design Lead at Unify) and I met working on Fisheye together.

Last thing: if you want to keep up with what we're building, follow along here on LinkedIn. I'll be posting regular progress updates (and our playbooks for how we execute).

# FORMAT 2: Contrarian Opinion + Narrative

**How to execute:** share a hot take (that's actually hot), and pair it with specific anecdotes from your lived experience.



**Austin Hughes**  · 1st  
CEO @ Unify, the System of Action for Revenue  
[Visit my website](#)  
5mo · 🌐

The 9/9/6 work schedule is hot right now for startups - here are my thoughts.

I strongly believe that hard work is necessary to build a generational company. But I disagree with a lot about 9/9/6 and what it implies.

I've worked 6+ days per week for the last 140 weeks of [Unify](#). My thoughts on hard work:


- (1) Founders should be working 6 days per week
- (2) Your best people will probably be working over the weekends because "they care. It's not obedience-it's compulsion", well put by [Cristina Cordova](#)
- (3) It's about consistency - working one weekend so that you can post about it on social isn't 9/9/6, it's marketing
- (4) We interview specifically for people who are excited to rollup their sleeves and do hard work, and have proven it with their actions. Typically they're doing work-related things outside of work

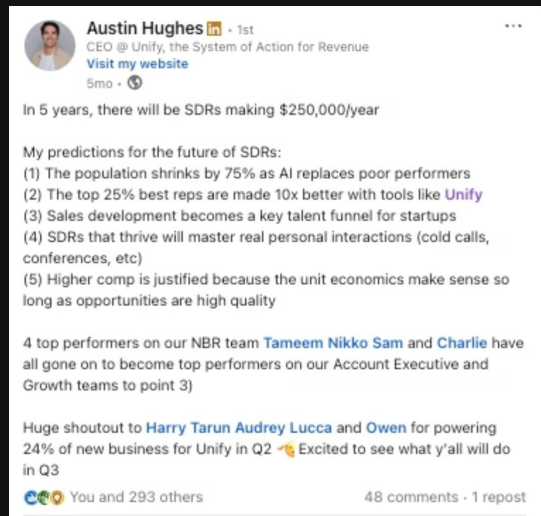
What 9/9/6 gets wrong:


- (1) Yes inputs matter, but outputs matter more than inputs. Startups are pay for performance, there are no participation trophies
- (2) We're often generous in what we consider "work". Work dinners are social time for me, not work. Being selective of where to spend time is one of the biggest strengths I have at Unify
- (3) Sometimes hours are no substitute for experience. Core product architecture decisions should be made by an architect in a few hours. Not a junior SWE in 10 hours

Long hours have always mattered at startups, but maximizing output per hour is what the best companies are built on

Impact per hour of effort is how you sustain a competitive advantage over the long-run

 You and 333 others      64 comments · 1 repost



**Austin Hughes**  · 1st  
CEO @ Unify, the System of Action for Revenue  
[Visit my website](#)  
5mo · 🌐


In 5 years, there will be SDRs making \$250,000/year

My predictions for the future of SDRs:

- (1) The population shrinks by 75% as AI replaces poor performers
- (2) The top 25% best reps are made 10x better with tools like [Unify](#)
- (3) Sales development becomes a key talent funnel for startups
- (4) SDRs that thrive will master real personal interactions (cold calls, conferences, etc)
- (5) Higher comp is justified because the unit economics make sense so long as opportunities are high quality


4 top performers on our NBR team [Tameem Nikko Sam](#) and [Charlie](#) have all gone on to become top performers on our Account Executive and Growth teams to point 3)

Huge shoutout to [Harry Tarun Audrey Lucca](#) and [Owen](#) for powering 24% of new business for Unify in Q2 🙌 Excited to see what y'all will do in Q3

 You and 293 others      48 comments · 1 repost

# FORMAT 3: Monthly Update

**How to execute:** Share a recap of the past month at your company. 3 wins, 3 learnings, and a preview of what's coming next. Pair with an IRL photo of you and/or the team from the past month.

 **Austin Hughes** · 1st  
CEO @ Unify, the System of Action for Revenue  
[Visit my website](#)  
5mo · 🌐

August Recap: Unify grew ARR 13% and we set another record for closed won revenue.

3 key highlights:

- (1) Unify brand awareness leveled up
- (2) Our sales engagement product is growing +65% M/M
- (3) Win rates more than 3x'd

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(1) Unify brand awareness leveled up

When I meet revenue leaders today and mention that I work at Unify, people typically say "oh I've heard of you guys".

On August 28 at our board meeting, our board shared the same sentiment: "3 months ago, you'd mention Unify and people wouldn't know who you were. Now, 8 out of 10 revenue leaders immediately recognizes the brand."

A combination of daily LinkedIn posts, product launches, and customers loving the product is helping us to create a movement.

(2) Our sales engagement product is growing +65% M/M

Just 6 weeks after launch, 35% of our customers are already using the product. Weekly active users are growing at 65% M/M.

Unify is now a multi-product company and it feels amazing.

(3) Win rates more than 3x'd

Our sales team has blown it out June-August, and set sequential records in every month.

A massive shoutout to [Anthony](#), [Neema](#), [Skyler](#), and [Hassan](#) and the rest of the team for rolling up your sleeves and up-leveling us. The best is still in front of us.

We also managed to sneak in a team boat ride on an incredible San Francisco day 🌞 SF summer is finally here.

Onwards 🚀

 **Austin Hughes** · 1st  
CEO @ Unify, the System of Action for Revenue  
[Visit my website](#)  
4mo · 🌐

In September, our new business team set a new record and sourced 33% of Unify's new revenue. September was a record month for us. ...more

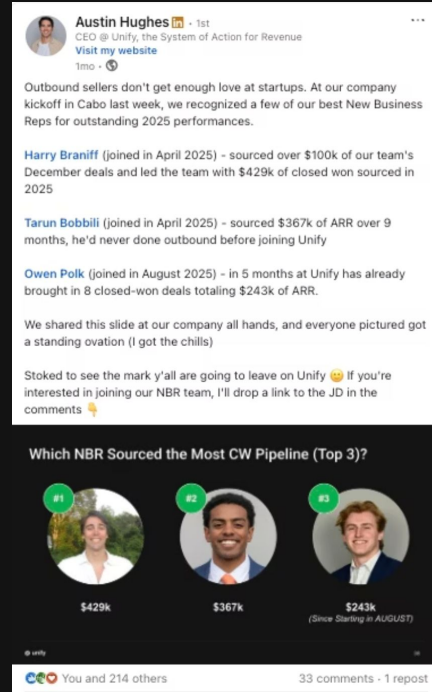


  89

9 comments

# FORMAT 4: Team Highlight

**How to execute:** Pick a team member to shout out. Include a specific narrative or anecdote to support it. Pair with a photo of the team member (ideally you and the team member).



**Pro-tip:** Highlight team members who also happen to fit your ICP (example: Unify: sellers). That allows you to get the bump of a typical team highlight post, while still targeting your ICP.

# FORMAT 5: IRL stunt

How to execute: plan an IRL activation with the intent to capture it for social.

**Austin Hughes**  · 1st  
CEO @ Unify, the System of Action for Revenue  
[Visit my website](#)  
2w · 

I told our growth team they couldn't spend \$100k on a Super Bowl commercial. Instead, they got **Unify** on ESPN's First Take with Stephen A Smith for \$48.52. ...more



FIRST TAKE PRESENTED BY DRAFTKINGS SPORTSBOOK  
**SHOULD PICKENS BE COWBOYS 1st PRIORITY THIS OFFSEASON?**

 You and 1,492 others    116 comments · 24 reposts

**Austin Hughes**  · 1st  
CEO @ Unify, the System of Action for Revenue  
[Visit my website](#)  
4mo · 

Last Thursday, **Tarun** and **Owen** almost got kicked out of Dreamforce for running one of the most brilliant conference plays I've ever heard. ...more



**Agentforce.**  
It's What AI Was Meant to Be.

Agentforce 360 Retail  
Agentforce 360 for Consumer Goods

Top BDRs  
Come Talk to  
US! (\$15)

 You and 635 others    52 comments

**Funny story:** the post about the Dreamforce stunt generating way more demos booked than the stunt itself.

# Other easy wins

- Case Studies
- Company Milestones (fundraising, anniversaries, etc)
- Personal Milestones ("Here's what getting engaged taught me about B2B SaaS")

**Austin Hughes** CEO @ Unify, the System of Action for Revenue  
Visit my website  
2mo · 🌐

Pylon's CEO **Marty Kausas** was manually sending 40 LinkedIn DMs a day, trying to MacGyver his dream outbound system with Clay. 4 weeks after switching to **Unify**, they drove \$300K in pipeline. Here's ...more



2:18 1x CC 🔊 🗉

You and 324 others 82 comments · 36 reposts

**Austin Hughes** CEO @ Unify, the System of Action for Revenue  
Visit my website  
1mo · 🌐

The entire **Unify** team (78 of us) is having a blast this week in Cabo 🌴

The team was so excited that 11 people flew out early to grab an ...more



You and 318 others 24 comments · 2 reposts

**Austin Hughes** CEO @ Unify, the System of Action for Revenue  
Visit my website  
1mo · 🌐

I ended 2025 honeymooning with my wife **Sophie** in South Africa 🌿 It was an incredible opportunity to reflect on the last 3 years of building **Unify** and how far we've come. ...more



You and 307 others 28 comments · 1 repost

# Anatomy of a winning post

**Key takeaway:** notice how intentional each element is. The goal is to work as many of these 'levers' in as possible, without sounding formulaic.

**Austin Hughes** · 1st  
CEO @ Unify, the System of Action for Revenue  
[Visit my website](#)  
5mo ·

**Trending term**

**Story-based hook** Last month I got 8 texts from people asking if I knew any "growth engineers" for hire. Companies are offering \$200-300K+ for these people deliver the same impact of a 10-person team. **Crazy (but true) take**

**Negativity bias** There's a massive shortage of this skillset - technical enough to work in revops, and hungry enough to own a revenue goal. They need to be comfortable being accountable for revenue while also being hands-on with systems.

**Appealing to identity** That's a rare blend.

I'm finding the best of these people come from RevOps, BizOps, or even sales roles. Some come from engineering with the desire to be a founder in the future.

The role combines creative thinking with execution. They're pulling inspiration from everywhere - communities, conversations, what's working at other companies. Then they're actually building the automations in tools like Unify, n8n, or Clay that deliver impact. **Seamless product plug**

They need to work with the CRM rigorously without destroying systems. Communicate with sales productively. Write emails that actually sound good. Have taste.

**Personal anecdote** Everyone's trying to poach our growth and product growth strategists for these roles.

The demand is insane.

You and 494 others 70 comments · 3 reposts

**HOOK**

**BODY**

**CTA**

If that last slide made you feel like this...



Don't worry. You'll do a lot of this stuff naturally. I only need you to focus on three core behaviors each time you sit down to write a post...

# "80/20" LinkedIn post principles

- (1) Funnel your focus to the hook. Use **2-4 hook 'levers'** in the first 1-3 lines (before 'see more')
- (2) Lead with your lived experience. Generic takes and 'tips' get scrapped.
- (3) Turn the dial up 20%. Sterile content gets **ignored** on today's timeline.

# A few more content rules (easy wins)

- (1) Post 3-5x per week. No...it's not too much.
- (2) Try to post mid-morning local time.
- (3) Always include a relevant IRL photo when possible.
- (4) Repost winners every 3-4 months.
- (5) Give as much value as possible in-feed, without requiring a click off-site.
- (6) Treat your office like a set. Capture more photos and video clips than you think you need.

# Your next 30 days:

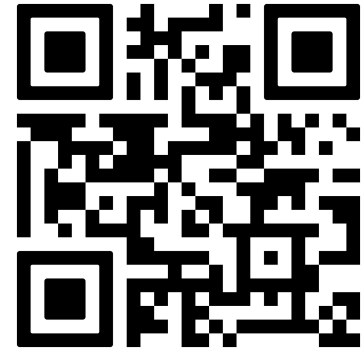
- ❑ Each founder: commit to publishing on LinkedIn at least 3x per week, alternating between the formats mentioned earlier.
  - ❑ *First post should be your Origin Story post.*
  - ❑ *Next should be a Monthly Update for February.*
  - ❑ *Write your own posts before leveraging AI.*
- ❑ Send 20x outbound connection requests to ICP accounts (blank, no note).
- ❑ Conduct outreach to ICP prospects engaging with your content.

# Q&A

## What can we answer?



Want to Unify to turn  
attention to pipeline?  
**Book a demo!**



Want to gameplan your  
strategy with Tommy?  
**Set time to chat!**

**Thank you!**