

THE STARTUP FOUNDERS GUIDE TO **LINKEDIN.**

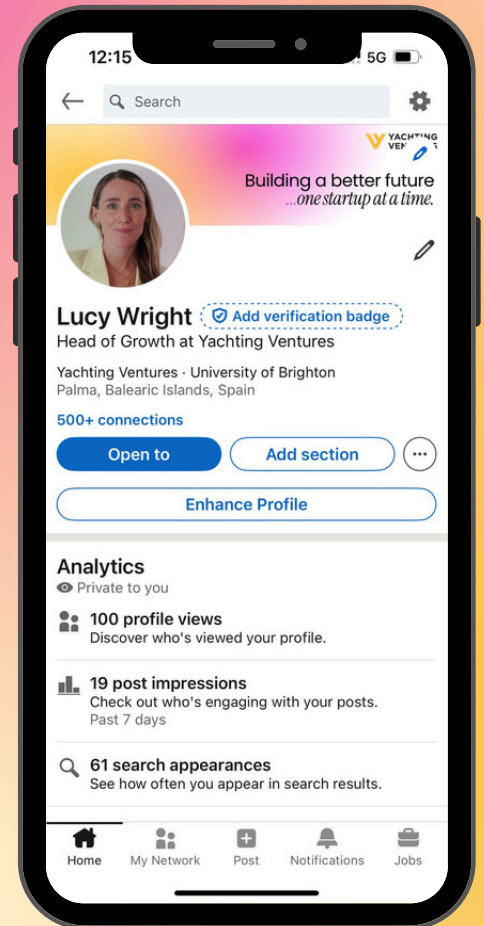


How to build authentic connections, showcase milestones, raise investment and create **real traction.**

WHY DOES LINKEDIN MATTER?

It's 2025. If your startup isn't on LinkedIn, it's practically invisible.

With **1 billion members** and 84% of B2B marketers using the platform, LinkedIn is the fastest growing space for professional networking and brand visibility.



Here's what LinkedIn can help you to achieve:

- Access to decision makers and clients/partners
- Lead generation and nurturing
- Community building
- Access to investors
- Status as an industry thought leader
- Strong personal brand

Tip 1. FOCUS ON YOUR PERSONAL BRAND.

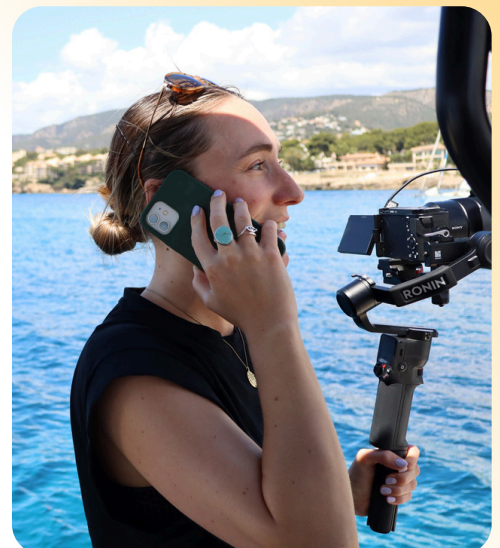
It's not just about sharing business wins, it's about connecting with others through your unique **founder story**.

Did you know that:

→ 92% of people trust people more than companies

→ The founding team is the most important factor driving investment decisions

Using LinkedIn to demonstrate why you're the right person to drive innovation in the marine space is **super important**.



Tip 2.

BE INTENTIONAL WITH YOUR BIO.



1. Introduce yourself

Tell your story. What's your background and how did you get here? Make it engaging and easy to read.

2. Share your "Why"

Explain why you chose to innovate in leisure marine. What problem are you passionate about solving? Why do you get out of bed every morning?

3. Establish trust

Position yourself as a credible entrepreneur who knows the industry and a forward-thinker capable of leading meaningful change.

Tip 3. **SHOUT ABOUT YOUR WINS.**

Big or small, share them all. LinkedIn is the place to share your achievements...so don't be shy.

Post regular updates, even if they seem small. Just spoke on a panel? Share it. Finally secured that patent? Let people know.

Keeping your network updated on your progress helps attract investors and customers. It keeps you top of mind.

Think of it like a **digital track record** of your business growth!



Tip 4.

STAY CONSISTENT AND AUTHENTIC.

Building a following on social media is all about consistency. Take your followers on your entrepreneurial **journey** and share **regular** updates.

How often should I post?

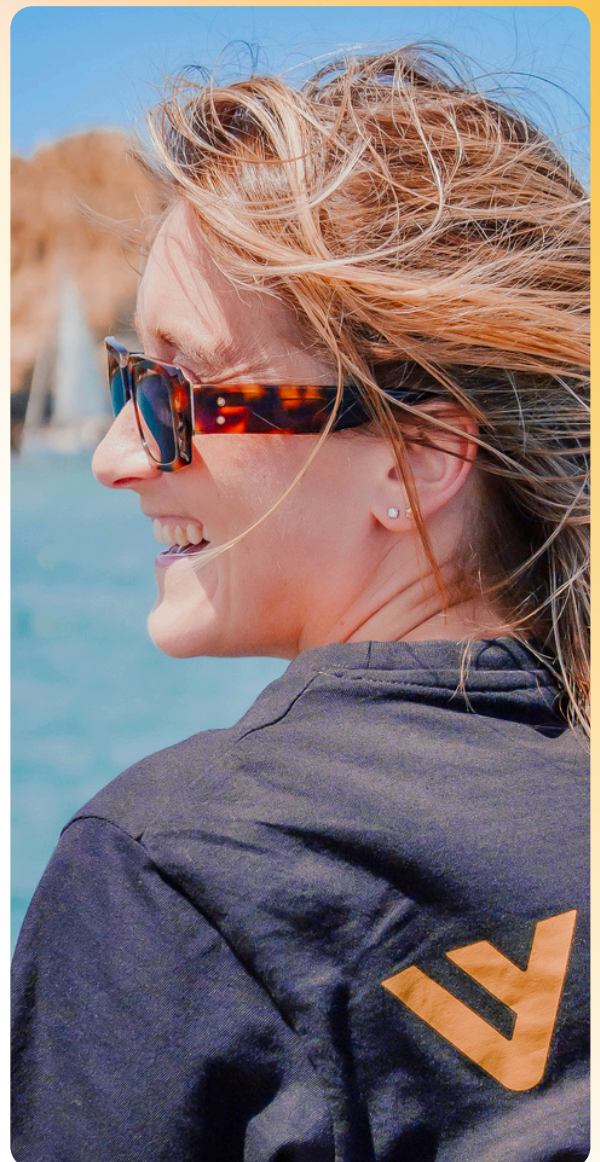
Aim for around 1–3 posts a week but focus on quality over quantity (don't post for the sake of posting).

What do I post?

Steer away from sales-heavy posts and lean into more authentic 'about the journey' content.

How do I write a good post?

Start with a hook that will make your followers stop scrolling. Tools like ChatGPT can help here, but make sure it still sounds like 'you'.



Tip 5.

KNOW WHAT'S TRENDING.

The algorithm on LinkedIn is **constantly changing**, so make sure to review your strategy regularly.

Staying on top of how the platform is functioning means you won't waste time creating content that simply isn't going to get picked up by the algorithm.

For example, **employee-generated content** is having a moment so shoot a video that introduces your team.

Top tip: sign up to newsletters such as *Social Media Today, Later and We Are Social*.



Tip 6. USE LINKEDIN CONNECTIONS TO DRIVE LEADS.

LinkedIn gives you access to clients and investors, and it's the perfect opportunity lead generation tool.

But there is an art to this...

- Personalised connection requests are essential (but no hard sell).
- Move the conversation to a call ASAP.
- Stay on top of your profile views. It's free (and valuable) intel.
- Don't forget to invite your connections to follow your company page.



KEY TAKEAWAYS.

LinkedIn is a powerful tool for driving startup growth, as long as you use it in an effective way.

When posting, make sure to focus on your entrepreneurial journey. **People love vulnerability.**

Stay consistent, and post regularly, even if you think there is nothing to say. Being present online is crucial for raising investment and driving traction.

But remember, quality over quantity. Don't spam your followers. Prioritise what you really want to say and use a clear CTA at the end of the post.

Happy posting!

