

The LinkedIn Approach.

How I build a consistent content machine—researched, on-brand, and worth stopping for. The process behind the Chenosis LinkedIn page, and the one I bring to every brand I work with.

01 Research

02 Pillar creation

03 Content creation

04 Refinement

05 Media creation

The Case

Chenosis is MTN's pan-African API marketplace, and I lead its LinkedIn presence end to end — strategy, calendars, copy and design. The brief I set myself was simple to say and hard to do: publish consistently, sound like one brand, and earn attention in a feed full of B2B noise.

What follows is the process behind it. Five steps, run in six-week cycles, so the page never goes quiet and never scrambles. It's the difference between posting content and running a content machine.

60K → 280K

Chenosis community growth across channels, under this approach.

THE BRAND

Chenosis

MTN's pan-African API marketplace.

MY ROLE

LinkedIn, end to end — strategy, calendars, copy and design. Three posts a week across five African markets.

THE JOB TO BE DONE

A page that's catchy post by post, and consistent month by month.

The Process

Five steps, on repeat.

01

Research

Find what's actually happening before deciding what to say.

→ 02

Pillar creation

Organise it into themes the brand has the right to own.

→ 03

Content creation

Turn the pillars into a working calendar of posts.

→ 04

Refinement

Tighten the copy, check the facts, sharpen the angle.

→ 05

Media creation

Design it so the brand is unmistakable mid-scroll.

...then back to the top.

What performed feeds the next round of research. The cycle repeats every six weeks — that's what makes it a machine.

In Detail

01

Research

Every cycle starts with what's happening in the market, not with what the brand wants to say. Policy moves, fresh stats, real shifts. Content built on research has something to say; content built on opinion alone runs out by week three.

FROM THE CHENOSIS BUILD

Tracking AI policy, fraud data and fintech developments across five African markets — every stat traced to a verifiable source.

02

Pillar creation

The research gets organised into content pillars — the handful of themes the brand can credibly own. Pillars keep a page consistent without it repeating itself: every post has a home, and every theme gets its turn.

FROM THE CHENOSIS BUILD

Six pillars, from AI & Automation to Fraud & Risk to Regulation, rebalanced each cycle as the market moves.

03

Content creation

Pillars become a calendar: six weeks at a time, three posts a week, each post tied to a pillar and a format — single image, carousel or long-form article. Every piece leads with the story before the product.

FROM THE CHENOSIS BUILD

Three consecutive six-week calendars — eighteen weeks of content, planned before it was needed.

In Detail

04

Refinement

The first draft is never the post. Copy gets out back, claims get fact-checked, and the angle gets sharpened until the hook is genuinely worth stopping for. Catchy isn't decoration — it's usually hiding inside the facts.

FROM THE CHENOSIS BUILD

Fact-checking one carousel surfaced a nine-week gap between a policy announcement and the official gazette. That gap became the hook.

05

Media creation

Copy and design are one job, not a handover. Posts are built inside defined design systems — templates with rules for type, colour and white space — so every post is unmistakably the brand, and production stays fast.

FROM THE CHENOSIS BUILD

Two reusable design systems, built to be recognised mid-scroll before the logo is even seen.

...and repeat.

The cycle closes where it began: what the audience responded to becomes the sharpest input for the next round of research.

What Makes It Work

- **A voice you can describe**

Chenosis speaks “smart, never smug — conversational, never casual.” If you can’t describe a brand’s voice in a sentence, you can’t keep it consistent for a year.

- **Consistency beats intensity**

Three good posts a week, every week, beats a brilliant month followed by a quiet one. The calendar is what protects that.

- **Story before product**

I use the Pixar storytelling method: set the scene, build the tension, then introduce the product. People follow stories. They scroll past feature lists.

- **Research earns attention**

“Catchy” is a by-product of having something real to say. Verified stats and sharp angles do more for reach than any growth hack.

Let's Work Together.

The pillars change. The voice changes. The machine doesn't. This is the process I bring to every LinkedIn engagement— for a pan-African tech marketplace, or a brand of any size with something real to say.

Loren Humphreys

Intentional strategies: Intuitive business

THE SYSTEM IN NUMBERS

280K community, up from ~60K

3 posts a week, every week

6 content pillars

18 weeks planned ahead

2 reusable design systems