

The LinkedIn machine

Seven steps that turn a B2B page into a demand system.

Built for a pan-African API marketplace, and the process I bring to every B2B brand I work with.

0 Audience **1** Research **2** Pillars **3** Content **4** Refine **5** Media **6** Distribute **7** Measure

The case

A pan-African API marketplace inside a telco group. I led 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 started as a five-step content process, run in six-week cycles, became a machine with three more parts: an audience it's built for, people who carry it, and a scorecard that closes the loop.

60k → 280k

community growth across channels

Loren Humphreys

THE BRAND

A pan-African API marketplace. B2B, developer-led, five markets.

MY ROLE

LinkedIn end to end. Strategy, calendars, copy and design. Three posts a week, every week.

THE JOB TO BE DONE

A page that's worth stopping for post by post, and consistent month by month. Then, a page that starts conversations.

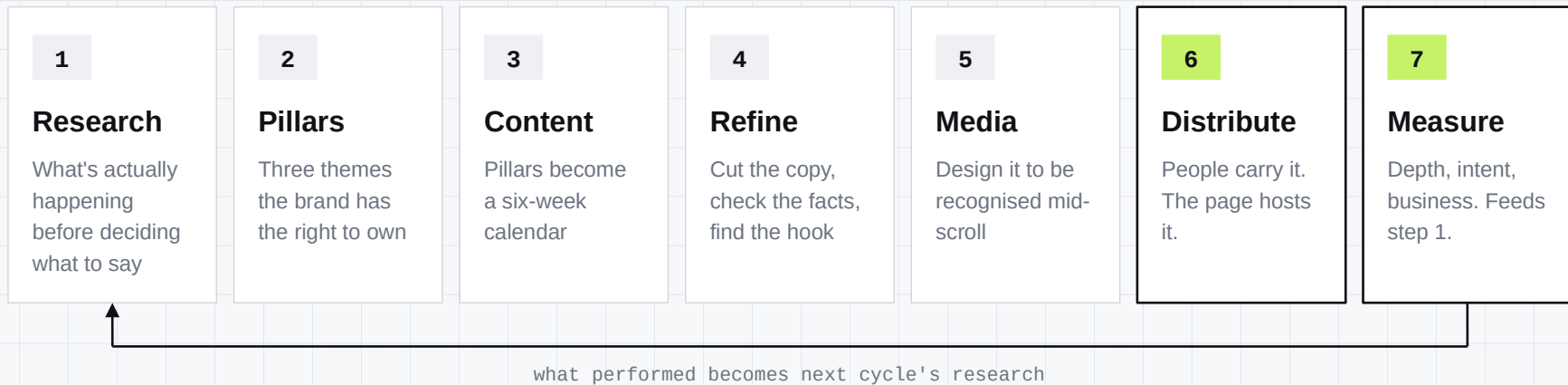
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The machine

One foundation, seven steps, on repeat every six weeks.

0 Audience

Who it's for, by account and by role. Set once a cycle. Everything below is built on it.



Before a word is written

0 Audience

Named account types and named roles across the markets that matter. Kept as a watch list. Used for the daily warm-up, for paid targeting, and for judging whether the right people engaged.

THE RULE

One head of payments at a target account is worth more than a thousand strangers. Follower count and reach are no longer the same thing.

1 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 runs out by week three.

FROM THE BUILD

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

2 Pillars

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

FROM THE BUILD

Six pillars, from AI and automation to fraud and risk to regulation, rebalanced each cycle. The refined rule: three core, the rest occasional.

Making it

3 Content

Pillars become a calendar: six weeks at a time, two to three posts a week, each tied to a pillar, a format and a voice. Every piece leads with the story before the product. No external links in the body.

FROM THE BUILD

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

4 Refinement

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

FROM THE BUILD

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

5 Media

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

FROM THE BUILD

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

After it's made

Publishing isn't the end of the process. These two steps are.

6 Distribute

People carry, the page hosts. Every post gets a voice assigned before it's drafted: the CEO for opinion, the product lead for how it works, the page for proof and announcements. Then the first hour is treated as part of publishing, not something that happens after.

FROM THE BUILD

Ghostwriting a LinkedIn voice for the CEO of a sister brand: monthly voice capture, drafted in his words, posted from his own account.

7 Measure

Every post is scored at 72 hours on four tiers. A six-week review turns the scores into five written decisions, and those decisions are the first input to the next round of research.

Attention	was it seen
Depth	saves, real comments, reposts
Intent	profile visits, inbound, named accounts
Business	the one action the cycle exists for
Follower count is not the headline.	

What makes it work

● A voice you can describe

"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

Two or three good posts a week, every week, beats a brilliant month followed by a quiet one. The calendar protects that.

● Story before product

Set the scene, build the tension, then introduce the product. People follow stories. They scroll past feature lists.

● People beat logos

The page is where a buyer checks you're real. Reach comes from the people who work there. Marketing's job is to be their editorial desk.

The pillars change. The voice changes. The machine doesn't.

THE SYSTEM IN NUMBERS

280k	community, up from 60k
3	posts a week, every week
18	weeks planned ahead
2	reusable design systems
7	steps, one foundation