

**Test:**

**Is daily posting worth it?**

I decided to do a **6-week test** to see if creating daily posts was worth it.

I have two goals with  
LinkedIn: **lead generation**  
and **brand exposure**

For me, it's "worth it" when...

more qualified **leads** are  
generated, and there's **more**  
**engagement** and views on our  
content

# Posting twice per week **before** starting daily posting

11/25/19 - 1/5/20			
LinkedIn Engagement (2 posts / week)			
Post	Views	Likes	Comments
1	2,306	18	9
2	9,267	86	30
3	33,879	102	106
4	5,049	667	20
5	5,173	49	21
6	3,044	27	22
7	5,096	77	22
8	12,408	59	47
	76,222	1,085	277

# Six week test (daily posting)

1/6/20 - 2/18			
LinkedIn Engagement (Daily Posts)			
Post	Views	Likes	Comments
1	1,343	13	6
2	696	5	0
3	4,162	35	13
4	3,420	31	22
5	5,242	49	35
6	2,203	27	7
7	939	8	2
8	7,477	80	38
9	1,690	16	8
10	2,247	23	13
11	367	3	1
12	3,970	43	21
13	3,069	39	10
14	1,136	7	5
15	1,544	15	9

# Six week test (daily posting, continued)

1/6/20 - 2/18			
LinkedIn Engagement (Daily Posts)			
Post	Views	Likes	Comments
15	1,544	15	9
16	10,830	109	47
17	1,362	11	1
18	7,389	86	12
19	833	4	1
20	21,342	189	106
21	3,174	33	21
22	1,535	9	7
23	1,849	34	2
24	1,308	14	6
25	18,002	156	75
26	2,166	28	7
27	5,093	46	24
28	2,930	36	8
29	11,616	101	34
	128,934	1,250	541



# Results

1/6/20 - 2/18 Comparison							
Date	#Posts	#Views	Views / Post	Likes, Comments / Post	Leads	Leads / Post	Leads / Week
11/25/19 - 1/5/20	8	76,222	9,528	170	10	1.3	1.7
1/6/20 - 2/18	29	128,934	4,446	62	19	0.7	3.2

**90% more qualified leads,  
69% more post views**



# What I'm learning...

**My posts are producing less views and likes/comments per post, but the lead volume and overall exposure is higher.**

**Don't use vanity metrics to determine if your content strategy is working.**

# What I'm learning...

If you're considering daily posting, make sure you allocate more time to maintain quality.

Don't increase quantity at the cost of decreasing quality.

# What I'm learning...

Being more provocative and opinionated with my content has done 10x more than playing the algorithm. Take a side.

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