

Next up...

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How AI has changed LinkedIn
Best practices for growth of personal and
professional brands



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Best practices for growth of personal and professional brands

Presented by **Viktorija Jancurova**



The LinkedIn evolution

2023: The Golden Era

Post an introduction, go viral, close clients.

Organic reach was abundant and effortless.

1

2

2024: The AI Awakening

AI posts flooded feeds: obvious, clunky, easy to spot. It was **AI lovers** vs. **AI haters**.

3

2025: The Smart Shift

AI mastered our tone, our style, our secrets. Ads everywhere, AI generated content and comments flooded with bots.

BORING

Generic content that sounds like everyone else

NOT EFFECTIVE

Strategies that worked yesterday fail today

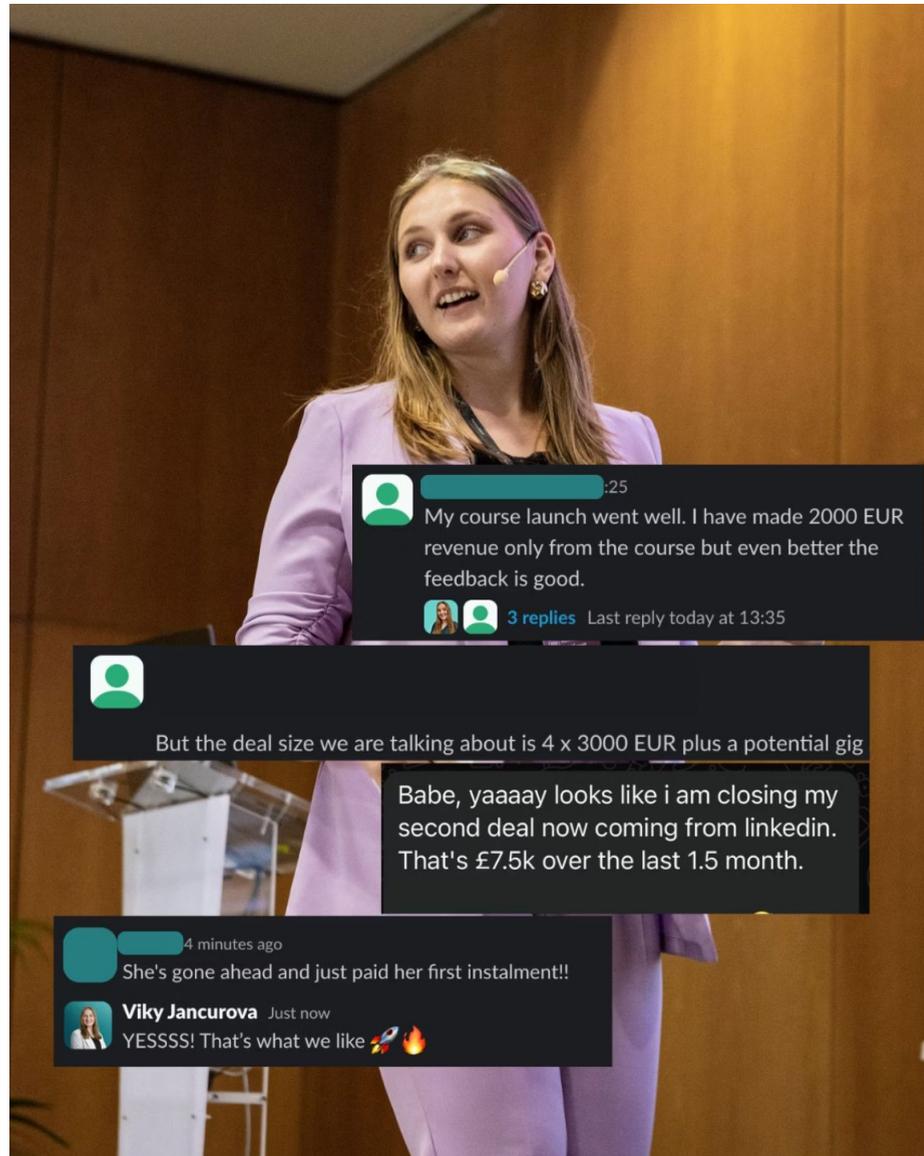
MISSED OPPORTUNITIES

Real connections lost in automation noise

Does LinkedIn still work for businesses?

Yes.

Understanding the difference between a **compelling brand** that resonates with the right people and a brand that just exists is everything.





Stop obsessing over impressions

The truth about views

Impressions alone won't tell you if you're succeeding. Organic marketing covers multiple funnels simultaneously.

- Attracting new followers
- Building relationships and trust
- Nurturing curiosity
- Driving conversions

The big picture approach

Monitor views, but **focus on trends over time**. Compare performance across 1, 3, or 6 months.

Don't hunt for views, it'll cost you dearly. Look at the complete journey your audience takes with your brand.



Content that commands attention

The noise problem

If anyone in this room could copy and paste your content, you're contributing to the noise, not cutting through it.

01

Create a unique brand voice

Be you, embody your values and be unmistakably different

03

Human first

Let personality shine through. Be quirky, direct, fun when appropriate

The AI challenge

In an era when AI dominates feeds, generic content makes you invisible. You become another follower, not a leader.

02

Own your topics

Focus on themes tied to your personal or company brand identity

04

Personality over value

Not every post needs a revolutionary idea, but every post needs *you*

**You don't need to scream value in each piece.
But you do need to scream personality.**

Strategic commenting: Build real connections

Stop wasting your time on big accounts

Hundreds of comments mean yours becomes just another forgotten number.

Get strategic instead

- Identify your precise target audience
- Create a list of 20-50 ideal profiles
- Check their recent posts regularly
- Write thoughtful, meaningful comments

Add value, don't echo

Share personal experience. Offer fresh thoughts. Politely disagree when you have a different perspective.

Show personality

A unique point of view is invaluable. Let your authentic voice shine through every interaction.

Your secret weapon: LinkedIn outreach



Get in front of the right people

When someone replies to your message, the algorithm notices. It'll start pushing your content into their feed, thinking "these two are connected! They'll want to see each other's posts!"

Capitalise on this!



Achieve faster conversions

Neglecting outreach unnecessarily extends the time until your next client finds you. Messages accelerate the journey.

Don't hide from your success.

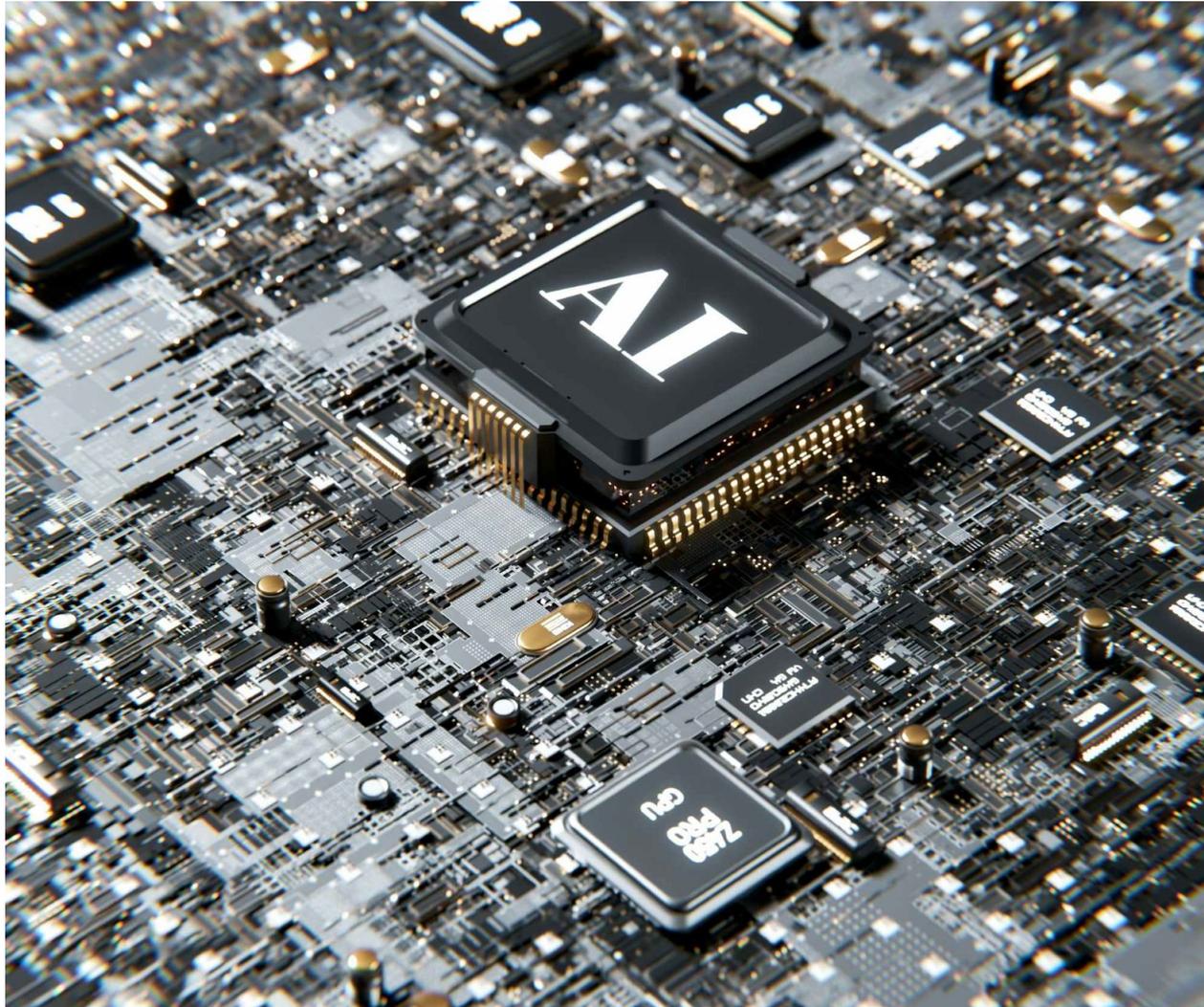
Think networking event. Not pitch competition

You walk into a room. Say hello. Start a conversation. Learn about them. Share about yourself. Natural. Authentic. Human.

Messages work exactly the same way. Start conversations. Show up as yourself. Share what you're working on. Ask what they need. If you can help, **tell them how**.

Worst case? They say "no" and you move on. No hard feelings. Simple as that.

The real threat isn't AI...



It's blending in

Whilst everyone's busy trying to automate authenticity, the winners on LinkedIn will be those who **dare to show up as who you are first, marketer second.**

It's not about chasing the next algorithm update.

It's about building real relationships through your content, your comments, and your conversations.

Your action plan for tomorrow



Post something that sounds like you

Not a template. Not AI-generated. Authentically, unmistakably *you*.



Comment with intention

Share your perspective. Build genuine connections, one thoughtful comment at a time.



Message someone

Reach out to someone you genuinely want to build a relationship with.

That's how LinkedIn works today

Not through hacks. But through humans who leverage the platform with **intent**.

Scan the QR code for all the freebies!



PS: Don't forget to connect with me on LinkedIn or Instagram!