



## CHALLENGE

# Validating product market fit

As they raise their Seed round, many startups have achieved a level of product market fit that points them on a path forward. Initial customer bases often comprise of first and second-degree connections of the founding team. While this is great for capturing feedback, startups that do this risk over-rotating to a small sample size. It quickly becomes important to test product market fit across a larger audience.

The sooner a startup can confidently determine its key buyer and company personas, the sooner it can begin building awareness, increasing consideration and generating demand.

However, with industry events pausing these past two years, companies face a gap in capturing market feedback. We've noticed enterprising startup marketers have begun to take their knowledge-gathering efforts online.

Want more insight?

[Read full report](#)



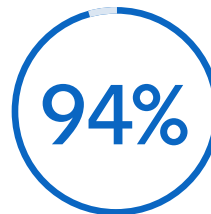
## Startups leverage LinkedIn audience insights to validate product market fit

### Startups sharpen their ideal customer profile using LinkedIn insights

Startups who deeply understand their ideal customer profile (ICP) can more effectively target high quality prospects who are best positioned to use their product. Using LinkedIn tools, such as the [Insight Tag](#) and [Website Demographics](#) helps startups unlock audience insights. We're seeing that by Series A, 92% of startups use the Insights Tags and 80% of startups use Website Demographics. Once startups understand exactly who they're trying to reach, they can better tailor their content to engage high value prospects.



of startups use LinkedIn Insight Tags by Series D



of startups use Website Demographics by Series D

By Series D, nearly all startups rely on these features to collect audience insights that can accurately inform their ICP.

### Startups increase awareness through a robust organic presence

To build awareness among ideal prospects, startups should invest in growing their organic presence.

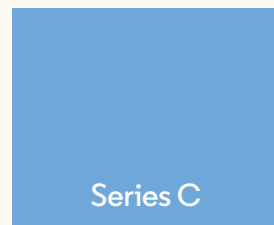
Unsurprisingly, we found that more frequent organic activity results in greater reach and a larger follower base. Looking at this by growth stage, our research details how LinkedIn Page posts increase as startups mature — with significant gains in follower bases. On average, startups increase their monthly LinkedIn Page posts from 10 to 50+ from Seed to Series D.

Organic posts per month increases as startups grow

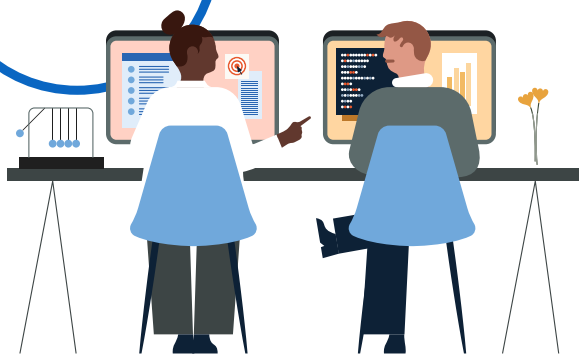


Followers increase dramatically as startups mature from Series B to C

+ 177%



unique reach with paid vs. organic alone



### Startups amplify reach through paid advertising

By advertising on LinkedIn, startups can expand their presence to precisely engage their ICP.

Our research shows that Series A startups running LinkedIn ads see 13x more unique reach than organic posts alone. This number climbs to 16x reach for later-stage startups. LinkedIn's targeting attributes and features enable startups to nurture high potential leads and better convert them into quality customers.



# KNOTCH

How [Knotch](#) promoted valuable content to drive high quality leads

Series B startup Knotch is a content intelligence platform that helps businesses measure the sentiment and engagement of the content they publish.



## Challenge

Expand lead-gen efforts through results-driven messaging.



## Solution

Using a curated list of potential leads, Knotch promoted high value content through a series of LinkedIn ads. The team relied on LinkedIn's targeting tools to define job titles and company sizes, ensuring a relevant audience would see the report offer.



## Results

Drove over 1,100 content downloads, with a high level of interest from quality leads.



# 1,100

content  
downloads



"We found that, not only were we getting large numbers of interested people, they were quality leads that turned into real opportunities."

**Liz Lowman**

Senior Director of Marketing, Knotch

## Put these insights into action

1

Leverage LinkedIn's free insight tools to validate your target audience.

2

Invest in growing your organic presence through active posting.

3

Amplify your reach with LinkedIn's targeted advertising.