

LinkedIn Growth Strategy to Scale Riten Debnath from 22K to 100K Followers

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Objective

The aim of this strategy is to grow the LinkedIn profile from around 22K followers to 100K followers by improving content and engagement.

Content Audit (My Observation)

After going through recent posts, I noticed some common patterns.

What worked well:

Posts with a strong first line got more attention

Personal stories performed better

Simple content was easier to read

Short paragraphs helped readability

In my opinion, people like content that feels real and easy to understand.

What didn't work:

Posts without a strong starting line

Very general content

Long paragraphs

No clear reason to engage

These posts didn't catch attention while scrolling.

Content Strategy

I would focus on these types of content:

1. Founder experiences

Sharing real stories, mistakes and lessons

2. Growth and personal branding

Simple tips about LinkedIn and content

3. Work process and consistency

How to stay consistent and manage content

4. Case studies

Breaking down what works and why

Content Ideas

I grew from 0 to 22K followers. Here's what worked

Stop posting daily. Try this instead

3 mistakes in LinkedIn growth

What I would do if I start again

Reality of building a startup

Simple content system that works
Why most people don't grow here
Behind the scenes of building
How I test content ideas
From low reach to high reach

Content Formats

1. Hook + simple points + question
Start strong, give value, end with a question
 2. Story format
Situation → problem → learning
 3. Simple list format
Short and easy to read points
- 2-Week Plan

Week 1

Founder story
Growth tips
Case study
Personal learning
Simple framework
Opinion post
Weekly recap

Week 2

Mistakes post
Process post
Story post
Educational post
Opinion post
Case study
Engagement post
Engagement Strategy
Comment on other posts daily
Reply to all comments
Stay active after posting
Connect with similar creators
Reuse content ideas that worked
Post Observation
From what I noticed:
High-performing posts:

Strong starting line
Personal content
Simple structure
These work because people connect easily.
Low-performing posts:
No hook
General content
No personal touch
These don't grab attention.
Expected Result
Better engagement
More reach
Steady follower growth

Task 2 – Proof of Work

Account Worked On

Kousi Daily Vlogs (Instagram Page)
Growth
Started with around 80 followers
Now around 2748 followers
What I Did
Planned simple and relatable content
Focused on strong hooks in reels
Posted consistently
Used hashtags for reach
Replied to comments and engaged
One Post That Worked Well

Topic: related reel
Why it worked
Topic was trending
First few seconds were engaging
Content was simple
People were curious about the topic
From this, I understood that trending topics and simple explanation help reach more people.

My Learning

Hook is very important

Simple content works better

Trending topics can boost reach

Consistency matters

Conclusion

In my opinion, LinkedIn growth depends on consistency and good content.

If the content is simple and useful, growth will happen over time.

Note:

This is based on my observation and understanding.