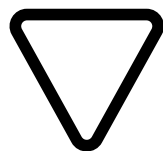


THE AUTHORITY FUNNEL BLUEPRINT

START HERE



01 02 03

A PROVEN SYSTEM FOR B2B LEADERS TO BUILD AUTHORITY AND PIPELINE THAT SCALES.

// CONTENT-LED GROWTH

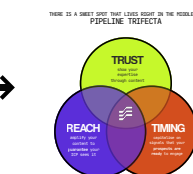
WHAT LIES AHEAD

- // WE NEED TO GET REAL
- // THE PIPELINE TRIFECTA
- // BUILD TRUST WITH CONTENT
- // INCREASE REACH WITH ADS
- // LISTEN ON SIGNALS WITH GTM
- // THE AUTHORITY FUNNEL BLUEPRINT

We need to get real about something...

Platform revenue budget is under pressure. The only way to guarantee that your message gets seen by your ICP is to build a system that can compete for attention in a crowded marketplace. But before you throw money at the problem, you need to understand the platform's algorithm and how it works. The system we suggest is not one that requires huge investment. We have designed this as a business of any size can manage.

(And actually sometimes, that's the best part. Because the market is so competitive.)



The smart approach in 2026.

1 Try to 'hack' the algorithm
2 Be algorithm-proof

We have no problem with those who go with option 1. But trying to understand it is like pushing sand uphill.

The LinkedIn algorithm changes constantly. Your best marketing assets are your leaders.

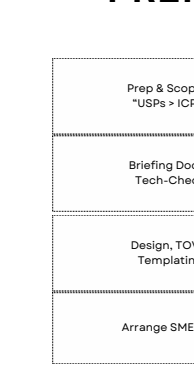
5 tips for strong Thought Leadership Ad Campaigns

Your content builds trust. But the platform decides who sees it first.

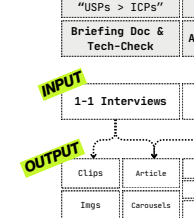
If you don't have anything to bring, then don't come to the party.

No one likes to be sold to. And people buy from people they trust.

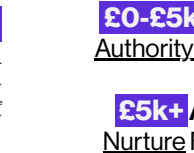
PREP



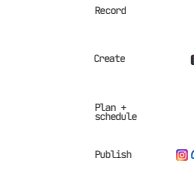
INPUT



OUTPUT



AMPLIFY



RESULTS



HOW TO:
 // BUILD TRUST
 // INCREASE REACH
 // SELL ON SIGNALS

Build Trust with CONTENT

Increase reach with ADS

Sell on signals with GTM

How to be algorithm-proof

Organic reach is fragile

We don't concur with 'spray and pray' outbound.

Your best marketing assets are your leaders

Now you have the content + reach... next is timing.

No one likes to be sold to. And people buy from people they trust.

surface unique knowledge

turn insights into content units

amplify to reach ICPs at the right moments

capitalize on signals and engagements at the right moments

£0-£5k / mo Authority Funnel

£5k+ / mo Nurture Funnel

Record

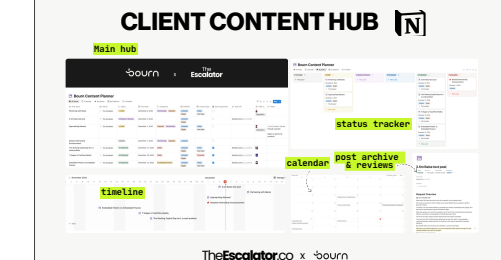
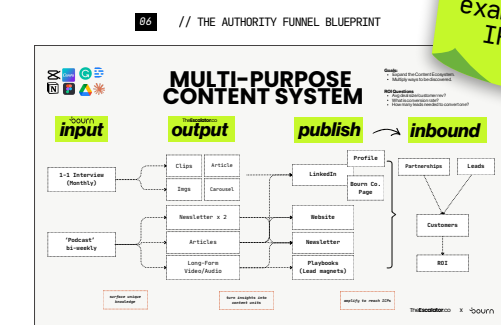
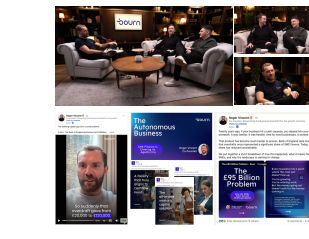
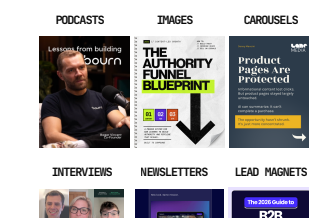
Create

Plan + Schedule

Publish

Amplify

Warmbound



client example IRL

client example IRL

START WITH Content TO BUILD TRUST

+ AMPLIFY WITH Ads INCREASE REACH

+ CLOSE WITH Warmbound BY SELLING ON SIGNALS

= Pipeline