



# LINKEDIN BUSINESS GROWTH

NEW SPACE EDITION



# THE PROBLEM

NEW SPACE FIRMS OFTEN MISS OUT  
ON 80% OF LINKEDIN POTENTIAL  
TO UNLOCK BUSINESS GROWTH.

SWIPE FOR THE  
IN-DEPTH SOLUTION.



# WHY ARE WE ON LINKEDIN?

1. Herd (bc everyone else is)
2. Pulse (we're alive)
3. Networking
4. Drive brand awareness
5. Elevate brand reputation
6. Attract talent
7. Attract partners
8. Attract investors
9. Attract clients



# GOALS DO MATTER!

- ⊗ Most NS firms use on LinkedIn barely hit the basic goals.  
Missed opportunities!  
Stick with me to see.
- ✓ LinkedIn can bring business results.
- ✓ But It takes strategic approach.



# FACTS TIME

76% of B2B buyers consider LinkedIn as a reliable source to find information on suppliers and their products or services.



# FACTS TIME

65% of B2B buyers prefer a virtual intro meeting over a personal one. Easy to schedule, efficient, less costly.

This is across industries. New Space used to be doing business via more personal touch. Time for change?



# FACTS TIME

Assuming that you can not profit from LinkedIn is essentially delivering business opportunities right to your competition.



# REALITY CHECK

What sort of content dominates  
NS firms LinkedIn feeds?

What goals it serves?





# 01A/ CONFS & EVENTS

“Come visit us at \_\_\_\_\_ event”

- ✓ Herd
- ✓ Pulse
  
- ✗ Networking
- ✗ Brand awareness
- ✗ Brand reputation
- ✗ Attract talent
- ✗ Attract partners
- ✗ Attract investors
- ✗ Attract clients



# 01B/ CONFS & EVENTS

“So excited being at \_\_\_\_\_ event”  
+ a group photo with a banner

- ☑ Herd
- ☑ Pulse
  
- ⊗ Networking
- ⊗ Brand awareness
- ⊗ Brand reputation
- ⊗ Attract talent
- ⊗ Attract partners
- ⊗ Attract investors
- ⊗ Attract clients



## 02/ ANNOUNCEMENTS

Funding, Partnerships,  
Milestones, Acquisitions

- ✓ Herd
- ✓ Pulse
- ✓ Brand awareness
- ✗ Networking
- ✗ Brand reputation
- ✗ Attract talent
- ✗ Attract partners
- ✗ Attract investors
- ✗ Attract clients



# 03A/ RECRUITMENT

## Job postings

- ✓ Herd
- ✓ Pulse
- ✓ Attract talent
- ✗ Networking
- ✗ Brand awareness
- ✗ Brand reputation
- ✗ Attract partners
- ✗ Attract investors
- ✗ Attract clients



## 03B/ RECRUITMENT

Video interviews with employees

- ✓ Herd
- ✓ Pulse
- ✓ Attract talent
- ✓ Brand awareness
- ✓ Brand reputation

These posts are great, and above average. Great opportunity to reveal a bit of the company culture.



# 04A/ LINKS TO INDUSTRY NEWS AND ARTICLES

Posted with no individual perspective  
and no or little commentary.

- ✓ Herd
- ✓ Pulse
  
- ⊗ Networking
- ⊗ Brand awareness
- ⊗ Brand reputation
- ⊗ Attract talent
- ⊗ Attract partners
- ⊗ Attract investors
- ⊗ Attract clients



# 04B/ LINKS TO INDUSTRY NEWS AND ARTICLES

Posted with commentary demonstrating unique angle or expertise.

- ☑ Herd
- ☑ Pulse
- ☑ Brand reputation
  
- ⊗ Networking
- ⊗ Brand awareness
- ⊗ Attract talent
- ⊗ Attract partners
- ⊗ Attract investors
- ⊗ Attract clients



## 05/ INDUSTRY PROBLEMS

Space responsibility, sustainability, debris, regulations etc...

- ✓ Herd
- ✓ Pulse
- ✓ Brand reputation

These kinds of posts are gold for brand reputation, when done seriously and with attention. → Check Privateer!





## 06/ EXPERTISE CONTENT

Posts providing greater value to the audience demonstrating company expertise.

- ✓ Herd
- ✓ Pulse
- ✓ Brand reputation
- ✓ Partnerships, clients, investors

This kind of content is gold.  
But we see little of it, rarely done right.



# LETS SUMMARIZE!



# GOALS GREATLY FULFILLED

- ✓ Herd
- ✓ Pulse

100%  
100%



# PARTIALLY FULFILLED

- Brand awareness 25%
- Networking 25%
- Attract talent 25%



# MISSED OPPORTUNITIES

⊗ Brand reputation	<10%
⊗ Attract partners	0%
⊗ Attract investors	0%
⊗ Attract clients	0%

Note: the percentage figures presented are an approximation of the average results New Space companies are getting given what and how they use LinkedIn as compared to full potential.



# SO, HOW TO UTILIZE UNTAPPED POTENTIAL OF LINKEDIN?



# ACTION PLAN

1. Clarify your objectives (page 4).  
Choose 3 key goals.
2. Create event a strategy (audience, tone, content pillars, frameworks).
3. Create a content plan  
(12 months, quarterly evaluation).



## 4. Source good visuals. This can make or break your impact.

### Options:

- Stock imagery (usually crap, you speak industry average voice)
- Inhouse ad-hoc creative (better)
- Order bespoke brand images (great, elevates brand reputation, but costs money)





# BRAND IMAGERY

Speak your unique voice,  
not industry average!



5. Assure your vision is clear, tone of voice is distinct and messaging is calibrated before you start any posting.

- ☑ It pays off do it right
- ☑ It breaks the effort if done wrong - do you want to confuse your audience?



6. Make sure to have company page and founders profiles optimized (if they're active).

- ☑ Check Richard Van Der Blom's resources on LinkedIn.
- ☑ Richard's LinkedIn algorithm compendiums are a gold mine.



## 7. Create cornerstone content

- ① The goal is to set a high standard.  
It takes lots of brain power.
- ① It's a job for founders/execs/experts,  
junior social media may do more harm  
then good - no traction, reputation risk.
- ① Reach for external expertise if needed.  
Choose carefully.



## 8. Audit, measure, iterate, improve.

- ☑ It's like learning to launch the Starship.  
Embrace the failure. When you don't blow it up  
you'll notice the take-off.



# NOTES

As you dig it, you may discover you'll need to get a few things fixed first:

- company vision
- brand personality, tone and voice
- messaging
- brand imagery

Fixing these things will generate results way beyond social media.



# CONGRATULATIONS

You just unlocked another  
superpower on your journey to  
become a new space superhero!





# BRAND IMAGERY

Speak your distinct voice,  
not industry average!





**Hey! I'm Patrick Kizny.**

I founded hypergalactic\_ to support ambitions of those, who dare to dream bigger than their earthly confines.

With a unique blend of strategic branding and creative execution, we unlock the exponential growth that new space ventures need to secure their spot in the future space economy.





# INTERESTING?

- ☑ Follow us for more free advice on branding, comms and creative for New Space firms.
- ☑ Want even more?



# BOOK A FREE DISCOVERY CALL

Let's make an action plan  
to take your firm to the next level.

[click or grab a link from my bio]



# TEST YOUR GROWTH VELOCITY!

Take our free assesment test to discover your strengths and blind spots and see how far off you are from reaching exponential growth.

[click or grab a link from my bio]



**OUTSMART → OUTPACE → OUTLAST!**

THE FUTURE SPACE ECONOMY IS TAKING SHAPE NOW. SECURE YOUR SPOT.