

From a quiet profile to a founder- grade channel

Ninety days of managed LinkedIn content for Baltej Singh — what we published, who it reached, and why it compounds from here.

PREPARED FOR

Baltej Singh · Founder, GetNautis

PERIOD

8 May – 5 August 2026

THE QUARTER IN FOUR NUMBERS

Reach grew six-fold — and the audience got more senior, not less

113,741

Impressions in 90 days

+535%

vs. the prior 90 days

64,170

Unique members
reached

2,058

Social + link
engagements

THE SHORT VERSION

It reaches the right sixty-four thousand

Three months ago the profile published occasionally and reached a few thousand people a quarter. Today it reaches sixty-four thousand — and one in five of them is a founder.

Four out of five impressions came from outside the existing network. The account stopped depending on who Baltej already knows and started compounding on its own.

21%

are Founders or Co-Founders

60%

sit at Senior level or above

57%

work in companies under
200 people

49%

are technology-native industries



PART ONE

Reach compounded instead of spiking



01 · CONTENT PERFORMANCE

The line never went flat

May was the launch push — a steep climb as a consistent cadence hit an audience that hadn't heard from this profile in a while.

What matters is what came after. June and July kept adding, with a visible step-change in late June when the format mix shifted toward founder-POV posts.

A spike would mean one lucky post. This shape means a working system.

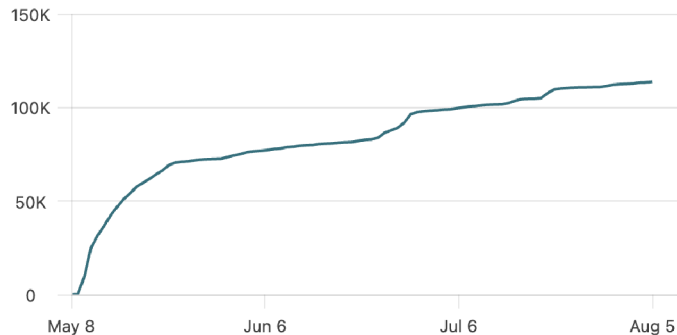
Content performance ⓘ

Impressions ▾

Cumulative ▾

113,741 Impressions

▲ 535% vs. prior 90 days



Daily data is recorded in UTC

81% of the reach was brand-new audience

Discovery ⓘ

113,741 Impressions

👤 In-network (followers and connections)

19%

🌐 Out-of-network

81%

64,170 Members reached

New audience, not recycled attention

Content is being served to strangers who match the topic — not just to a first-degree circle that would have seen it anyway.

1.77 impressions per member

The same relevant people saw the founder more than once. That is how recall gets built.

The warm base stayed warm

19% still delivered ~21,600 impressions to existing connections — reach was added, not traded.

81% out-of-network 19% in-network

Engagement ⓘ

1,944 Social engagements

👍 Reactions 1,676

💬 Comments 223

🔄 Reposts 13

🔖 Saves 22

➤ Sends on LinkedIn 10

114 Link engagements

📌 Premium custom button engagements 74

🔗 Visits to links in all posts 40

03 · ENGAGEMENT

They responded, they didn't just scroll

1,944 social engagements on 113,741 impressions is a 1.71% engagement rate — comfortably above the 0.8–1.2% band typical of B2B founder accounts at this reach.

1.71%

Engagement
rate

223

Comments

114

Link / profile
actions

22 saves and 10 direct sends are small numbers with outsized meaning: saving and forwarding are what people do with content they intend to act on. In a buying committee, a send is a warm introduction you didn't have to ask for.

PART TWO

Who is actually reading

Reach only matters if the room is the right room.



One in five readers signs their own cheques

14%

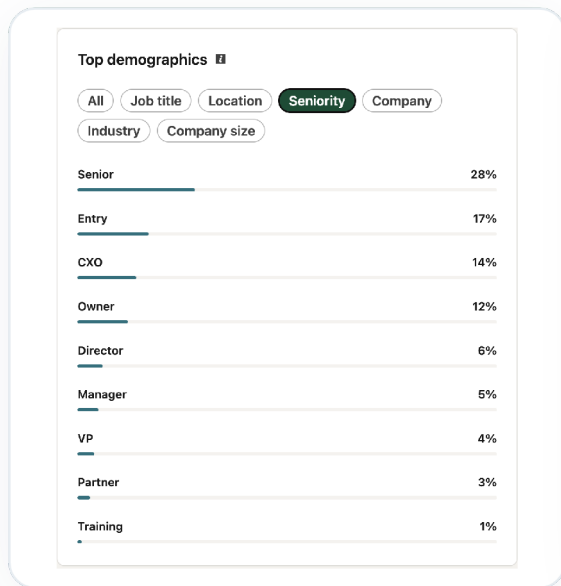
CXO

12%

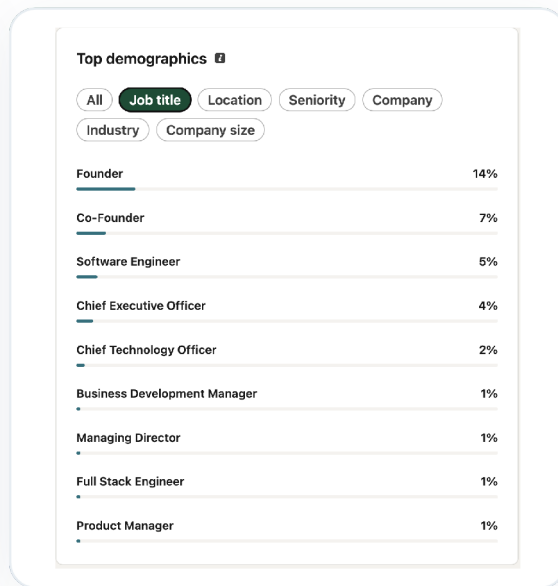
Owner

21%

Founders



Seniority — 60% Senior and above.



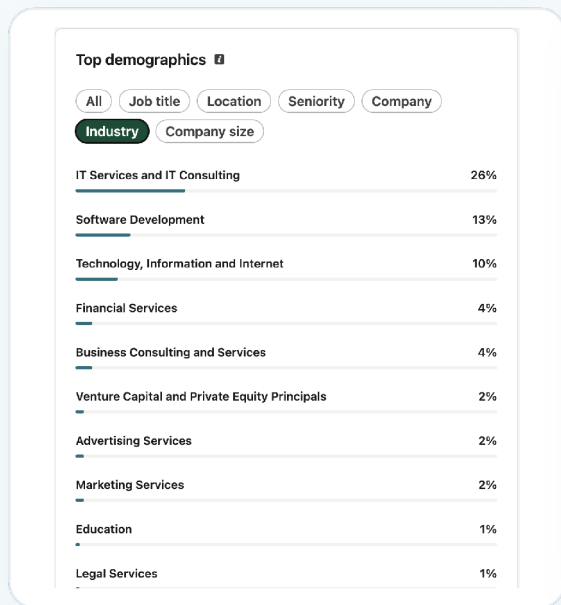
Job titles — Founder is the #1 cohort.

Keep the 17% Entry level

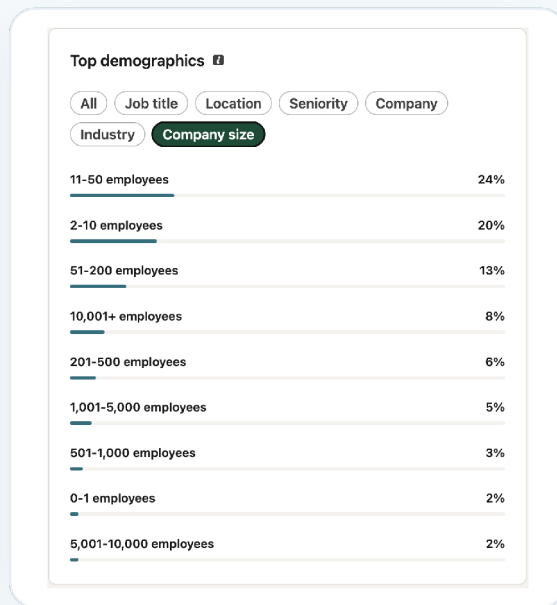
Junior engineers and analysts evaluate tools in practice and recommend them upward — and they are the most likely to share.

A feed that only reached CXOs would engage half as much.

The audience matches the GetNautis ICP



Industry — 49% technology-native.



Company size — 57% under 200 employees.

Technology-native readers

IT Services 26%, Software Development 13%, Tech & Internet 10%.

Startup and growth stage

A founder's post read by the person who can decide to buy the same day.

Investors in the room

2% Venture Capital & PE — the people who make introductions.

A quarter of the audience is within driving distance

24%

Delhi NCR (Delhi + Noida)

Top demographics

All Job title **Location** Seniority Company
Industry Company size

Greater Delhi Area	18%
Greater Bengaluru Area	9%
Mumbai Metropolitan Region	6%
Noida	6%
Chandigarh	3%
Greater Hyderabad Area	3%
San Francisco Bay Area	2%
Greater Chennai Area	2%
Greater Ahmedabad Area	2%

Locations — three metros plus a Bay Area foothold.

Top demographics

All Job title Location Seniority **Company**
Industry Company size

Arctic Invent	1%
Round The Clock Technologies	1%
SanchiConnect	1%
Tata Consultancy Services	< 1%
IDFC FIRST Bank	< 1%
Kahana	< 1%
Freelance Self-Employed	< 1%
E2E Cloud	< 1%
Infosys	< 1%

Companies — a long tail, by design.

Home-market density

18% Greater Delhi plus 6% Noida — exactly where in-person follow-up costs the least. Bengaluru 9% and Mumbai 6% cover the other two markets that matter.

No single employer above 1%

Healthy for a founder account: reach spread across hundreds of organisations rather than trapped in a handful — while still surfacing SanchiConnect, E2E Cloud and Round The Clock alongside TCS, Infosys and IDFC FIRST Bank.

Organic content doesn't pay back in weeks

The first month buys the algorithm's attention. The second establishes cadence and format fit. The third is when compounding becomes visible in the curve. This quarter completed the arc.

1

Launch

Cadence established, dormant network reactivated — the steepest part of the curve.

2

Consolidate

Format mix narrowed to what founders engage with; out-of-network share climbed.

3

Compound

Reach kept accruing on already-published work — the proof month.

Quarter one built the audience. Quarter two builds the pipeline.

01 Convert the 223 commenters

Every comment is a named, warm, self-identified prospect. A weekly reply-and-connect routine turns engagement into conversations.

02 Write harder for the 21% founders

Already the largest title cohort. Leaning further into founder-to-founder problems lifts engagement and reach together.

03 Give clickers somewhere to land

74 profile-button clicks with only 114 total link actions. A clearer destination is the cheapest conversion gain available.

04 Use the Delhi NCR density

A quarter of the audience is nearby. One small in-person format — a dinner, a roundtable — converts reach into relationships.

THANK YOU

The audience exists. Now let's put it to work.

64,170 technology decision-makers now recognise the founder's name.
Quarter two is about turning recognition into conversations.

SUCCESSBREW

All figures from LinkedIn Analytics
8 May – 5 August 2026