

— **Nicholas Krul**
Your LinkedIn Coach

The Multiplier Effect.

Why your people (not your page) are your greatest competitive advantage on LinkedIn in 2026.

The invisible company trap

The corporate megaphone is failing in 2026.

For a decade, the corporate playbook for LinkedIn was simple:

Build a company page, post brand updates, and hope for engagement.

In 2026, that playbook is no longer just ineffective. It's a liability.

While organizations pour money and human resources into "brand voice," the algorithm and the market have shifted toward the authentic human voice.

Your prospective clients and future talent aren't looking for a logo to follow; they are looking for people to trust.

THE "DIGITAL LOBBY" VS. THE "INDUSTRY EXPERT"

Think of your Company Page as your Digital Lobby. It's professional, it's polished, and it's where people go to verify that you are a legitimate entity.

It is necessary, but it is passive. Your people, however, are your industry experts.

They are the ones in the trenches, solving problems, sharing insights, and building the relationships that actually drive revenue.

When your people are silent, your company is **invisible**.



The Trust Gap

Research consistently shows a stark reality: The vast majority of B2B decision-makers trust recommendations and insights from individual professionals over brand-led advertisements.

In an era of AI-generated noise, authenticity is the only remaining currency.

THE OPPORTUNITY

Most companies have a "Human Capital" goldmine sitting right under their noses.

By shifting from a brand-centric approach to a people-powered strategy, you don't just increase your reach; you build a level of institutional authority that no ad budget can buy.

In this briefing, we will explore how to transition your team from "Digital Ghosts" to a distributed media network that drives trust, talent, and growth.

The data behind the shift

While your company page acts as your "digital lobby", it lacks the reach and leverage of your collective workforce on LinkedIn.

The **multiplier effect** is driven by three undeniable metrics that define the modern LinkedIn landscape:

- **Network reach:** Employee networks are typically much larger than most company's following on LinkedIn.
- **Engagement depth:** Content shared by individual professionals sees much more engagement than the exact same content shared by brand channels. (*You can check this yourself by looking at your company page posts*)
- **Conversion velocity:** Leads developed through employee-driven social efforts convert more frequently than those from traditional advertising.

THE 2026 REALITY: WHY NOW?

We have reached a tipping point where traditional corporate communication is no longer just ignored. It is filtered out.

True authenticity, especially with so much junk AI content about, has become invaluable.

THE RISE OF "DARK SOCIAL"

The majority of B2B buying decisions are now made behind closed doors, in private messages, WhatsApp groups, and conversations where brand ads cannot reach.

Your employees, who are industry experts, are your only "eyes and ears" in these rooms. Without them, you are locked out of the most important conversations in your sector.

THE SILENT MAJORITY

LinkedIn itself has evolved radically. For every "like" or "comment" on an executive's post, there are roughly 10 to 15 silent decision-makers reading in the background.

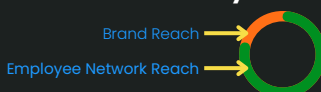
We call this **invisible authority**. These readers aren't clicking "thumbs-up" icons. They are evaluating your market credibility and forming a trust-bias that influences their next RFP.

THE AI SATURATION POINT

As corporate feeds become flooded with generic, automated content, the raw, human perspective of a practitioner becomes the only "signal" in the noise.

By shifting to a people-powered strategy, you move your organization from being a "digital ghost" to a visible, trusted market leader.

LinkedIn Visibility



People-powered framework

Transitioning from a brand-centric approach to a people-powered strategy requires more than just increased activity.

To turn your workforce into a competitive advantage, organizations must build their presence upon three foundational pillars.

1. EXECUTIVE PRESENCE (THE TRUST ANCHOR)

In 2026, the corporate megaphone is failing. To succeed, leadership must move from being a "logo to follow" to a "leader to trust".

- **Humanizing the C-suite:** Executives provide the human "signal" in the noise of the "AI saturation point".
- **Building invisible authority:** By sharing practitioner perspectives, leaders influence the "silent majority" – the decision-makers who evaluate leadership before an RFP is even issued.

2. EMPLOYEE ADVOCACY (THE MULTIPLIER)

This pillar focuses on unlocking the "human capital goldmine" sitting within your teams.

- **Mechanical leverage:** You gain "mechanical leverage" by utilizing employee networks that are easily 10, 12 or 15x larger than the brand's following.
- **Industry expert status:** By equipping your people to be industry experts, they become your eyes and ears in "dark social" – the private spaces where brand advertisements cannot reach.

3. STRATEGIC SOCIAL SELLING (THE CONVERSION ENGINE)

A "digital lobby" is passive; strategic social selling is active. This pillar ensures that your team's presence translates directly into business growth.

- Leads developed through employee-driven efforts convert 7x more frequently than traditional marketing funnels.
- Every shared insight builds a level of industry authority that no ad budget can buy.



When these three pillars are aligned, your organization moves from being a 'digital ghost' to a visible, trusted market leader.

Case-study: The results

THE CHALLENGE

A solar energy firm I worked with was trapped in the "digital lobby" model.

Despite a significant investment in their company page, their organic reach had stalled as their "corporate megaphone" was increasingly filtered out by the market.

While their team possessed deep expertise, they remained invisible to the decision-makers moving through "dark social" spaces.

THE SOLUTION

We implemented a structured coaching initiative across the leadership team and a group of more than twenty senior employees.

The strategy focused on three key shifts:


- **From resume to expert:** Transforming profiles from passive resumes into "industry expert" landing pages.
- **Humanizing the signal:** Training leaders to provide a human signal to cut through AI saturation.
- **Activating the network:** Equipping the team to leverage a collective network 12x larger than the brand's following.


THE IMPACT

Within 60 days, the company moved from being a "best-kept secret" to a visible industry authority:

- **10x Reach:** Total content impressions increased by over 1,000% by employees sharing content with their networks.
- **Engagement boost:** Content shared by the team received 8x more engagement than previous brand-led posts on their company page.
- **Conversion:** The firm saw a marked increase in deal velocity for inbound inquiries originating from LinkedIn.
- **Invisible authority:** Leaders reported multiple "silent" wins – prospects who had been following their content silently had started reaching out.

Their marketing manager shared this testimonial:



Sanam Badrinath  1st
B2B Marketing Manager | Energy | Creative Strategist | Brand Building | Demand Generation | Lead Generation | PR | ATL | BTL
July 17, 2024, Sanam was Nicholas's client

Working with Nicholas was a great experience! He was key in changing how we use LinkedIn at SPS. Nicholas made it easy for everyone to get on board and was super patient. By the end of his training, our team felt much more empowered & confident using LinkedIn, and our company page saw a big improvement.

I highly recommend working with Nicholas!

Evaluate your presence

WHERE DOES YOUR ORGANISATION STAND?

Most companies sit somewhere on a spectrum between invisible and influential.

The honest question isn't whether you should activate your people on LinkedIn. It's whether you currently have the architecture to do it.

Use this spectrum to locate yourself.

Stage 1 — The Digital Ghost

Your company page exists. Your people don't. Leadership has LinkedIn profiles that haven't been updated since their last job change. The company page posts product updates and award announcements to an audience that isn't growing.

Your team has expertise that no one outside the building knows about. You are invisible to prospects who are already researching your competitors.

The cost: You're losing ground without knowing it.

Stage 2 — The Reluctant Broadcaster

Someone is posting. But it's inconsistent, uncomfortable, and uncoordinated. One or two executives are active sporadically.

Content is either too corporate (reposts from the company page) or too personal (what someone had for lunch at a conference). There's no shared framework, so the team's individual efforts pull in different directions instead of building a unified market position.

You have the raw material. You lack the system.

The cost: Effort without compounding return.

Stage 3 — The Emerging Authority

Your people are visible. Your organisation is starting to be known. Key voices have been identified and are posting with some regularity. Profiles have been rebuilt as expert landing pages rather than CVs.

You're getting inbound enquiries that mention LinkedIn. But the reach is still concentrated in a few individuals, and the strategy hasn't scaled across the team.

You're building momentum. The multiplier hasn't fully kicked in yet.

The cost: You're leaving most of the network leverage on the table.

Stage 4 — The Multiplier

Your people are your marketing channel.

Executive presence, employee advocacy and social selling are operating as a coordinated system. Your team's collective network dwarfs your company page following. Decision-makers in your sector know your name before they issue an RFP.

Inbound leads cite LinkedIn as the reason they reached out.

You're not chasing authority. **You're compounding it.**

Bridging the gap

Identifying the human capital goldmine within your organization is only the first step.

The challenge most employees and leaders face isn't a lack of desire to be visible. It's the absence of a sustainable system to make it happen without adding "social media manager" to their job descriptions.

THE COST OF INACTION

Continuing with a strategy that relies solely on a corporate megaphone is no longer just ineffective; in 2026, it is a liability. When your people remain silent, your company remains effectively invisible to the very prospects, stakeholders, partners, and talent you need to reach.

WHY TEAMS FAIL ALONE

Most "employee advocacy" initiatives stall because they lack the necessary architecture to overcome three primary barriers:

- **The fear factor:** Executives and staff are often paralyzed by the fear of being "unprofessional" or misrepresenting the brand.
- **The content friction:** High-performers are too busy to spend hours wondering what to post or how to beat an algorithm.
- **The alignment gap:** Without a unified framework, your team's presence becomes fragmented, diluting your institutional authority rather than building it.

THE PATH FORWARD

You don't need more random social media activity. You need to transition your team from digital ghosts into an active distributed media network that drives trust, talent, and business outcomes.

By removing the technical and cultural friction, you can turn your people into your most powerful competitive advantage on LinkedIn.



Scale your authority

Your people are already your greatest asset. It is time to make them your greatest competitive advantage. Transitioning from a digital ghost to a trusted market leader does not happen by accident.

It happens through a deliberate, scalable framework.

THE LINKEDIN STRATEGY ASSESSMENT

I invite you to a 30-minute strategic briefing to evaluate your organization's current digital presence.

During this session, we will:

- **Identify the gaps:** Pinpoint where your executive presence and employee advocacy are currently leaking authority.
- **Map the multiplier:** Calculate the potential reach and commercial upside of your specific team's LinkedIn presence.
- **Draft the blueprint:** Outline a roadmap to turn your employee experts into industry influencers on LinkedIn.

HOW WE WORK TOGETHER

Whether you are looking to humanize your C-suite or activate your entire team, I work directly with your people, in structured coaching sessions, to transform their LinkedIn presence from passive profiles into an active pipeline-generating asset.

It's time to lead the conversation in your industry and drown out your competitors.

Get in touch



nicholas@nicholaskrul.com



+27 83 452 8716



<https://linkedin.com/in/nicholaskrulza>