



Amanda Natividad

VP Marketing at SparkToro | Originator of "Zero-Click Content"

62k followers • [View Profile](#)

3

POSTS / WEEK

5 PM, UTC

MAIN POSTING TIME

110

AVG REACTIONS

30 comments

55%

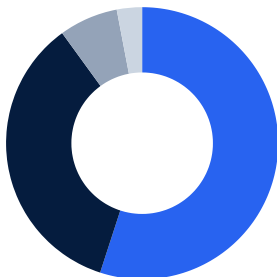
CALL-TO-ACTION

FREQUENCY

#1 SUCCESS FACTOR

She consistently turns big, messy marketing debates into simple, memorable points people can repeat—usually by starting with a strong stance, backing it with something concrete (a number, example, or story), and ending with a clear question. Her profile makes that style believable (senior operator + owner of a named idea), and her selling works best when it feels like “extra depth” after the insight, not the point of the post.

FORMAT BREAKDOWN



Text Only	55%	130 avg reactions
Image	35%	90 avg reactions
Video	7%	60 avg reactions
Carousel	3%	100 avg reactions

7 Tactics You Can Steal

01 [Start with a bold take, then say what to do instead](#)

02 [Use real numbers and name where they came from](#)

03 Give one tiny tip people can try in five minutes

04 Use a simple photo when you want extra reach

05 End with one clear question people can answer fast

06 Teach the full idea first, then add a link as extra

07 When you sell, lead with the story and the point

7 Tactics You Can Steal

1 Start with a bold take, then say what to do instead

She opens with a strong statement that people might disagree with, then quickly replaces it with a better way to think or act. This works because disagreement stops the scroll, and the “here’s the better way” makes it useful instead of just spicy. This pattern shows up in several of her highest-performing posts (roughly 4 out of the 10 best). To copy it: write one line that challenges the default, then immediately give your replacement rule or question in the next 1–2 lines.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

2 Use real numbers and name where they came from

She doesn’t just say “things are changing”—she uses exact numbers and names the source, then turns it into a decision question for the reader. It works because people trust and share stats they can quote in meetings, and the final question pulls comments from people comparing their own experience. Data-backed AI/zero-click posts are one of her most reliable winners (10 posts averaging ~2.17x relative engagement), and multiple top posts use this exact move. To copy it: include 2–4 numbers, name the source, and end with “So what should we do differently now?”

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

3 Give one tiny tip people can try in five minutes

Her best “craft” posts often teach one simple move, explain what it catches, and stop there. This works because it’s easy to try right away, easy to share, and doesn’t demand a big time investment. In this dataset, short how-tos (4 posts) average ~2.19x relative engagement, while dense “full model” posts (3) average ~0.47x. To copy it: pick one behavior (not a whole system), give the exact step, and list 2–3 specific problems it fixes.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

4 Use a simple photo when you want extra reach

She leans on images when the post is meant to travel farther, not just when she has something “pretty” to share. It works because photos are fast to understand and give people an easy reason to react, even before they read every word. In this sample, image posts are her best average format (35 posts averaging ~1.91x relative engagement) versus text-only (1.50x) and video (0.57x). To copy it: pair your point with one clear photo or screenshot that supports the message, and keep the caption readable without needing the image.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

5

End with one clear question people can answer fast

Many of her biggest posts don't end with a lecture—they end with a question that's easy to respond to (ethics, choices, "what would you do?"). It works because people want to share their side, and a clear prompt removes the awkwardness of "what should I comment?" Several of her top posts do this, and her typical post gets a strong comment baseline (median 32 comments). To copy it: write your post, then add one question that can be answered in one sentence, and make it about a real choice or opinion.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**6**

Teach the full idea first, then add a link as extra

Even when she includes a link, the post usually stands on its own—like a complete lesson—so clicking feels optional. This works because people don't feel tricked into leaving LinkedIn; they can get value right there and only click if they want more. In this sample, posts without CTAs got more interactions on average (about 263.5 vs 184.9 for posts with CTAs), so making the post self-contained protects performance. To copy it: write the post so it fully makes sense without the link, then add "If you want the deeper version, here it is" at the end.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**7**

When you sell, lead with the story and the point

Her best promotional posts don't start with "buy this"—they start with a lesson, a behind-the-scenes story, or a clear reason the thing matters. This works because people will engage with the idea even if they aren't buying, and that engagement gives the promo more reach. In this dataset, story/value-first promos (3 posts) average ~2.22x relative engagement versus straight promos (4) at ~0.41x. To copy it: write the "why this matters" mini-story first, then add the offer and a simple next step at the end.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

PART 2

Profile Breakdown

HEADLINE FORMULA

VP Marketing at SparkToro | Originator of "Zero-Click Content"

[Senior role + function] at [recognizable company] | [Originator/Creator of "named idea"]. It works because it stacks three fast trust signals in one line: seniority (decision-maker), brand credibility (company), and a memorable "I own this idea" label that makes her easy to remember, search for, and refer to others.

BANNER STRATEGY



Real-world "proof" image (speaking on stage) instead of a designed graphic. The message is: public-facing expert who teaches, not just an internal marketer; it reinforces the 'originator' positioning and earns trust before anyone reads a word.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Zero-click, AI, and how audiences really find information	20%	This pillar wins when it's concrete and high-stakes: AI/search/LLM visibility posts are a reliable high-performing cluster (10 posts averaging ~2.17x relative engagement). The weaker versions are vague "research is coming" or recap/reminder takes without a sharp new angle (3 posts averaging ~0.72x).	Post 1 Post 2 Post 3
Simple, usable marketing craft (writing, measurement, decision-making)	23%	Short, do-this-now how-tos beat dense "full model" frameworks in this set: quick how-tos (4 posts) average ~2.19x relative engagement, while longer/denser frameworks (3 posts) average ~0.47x. The best-performing craft posts feel like one behavior change you can try today, not a theory lesson.	Post 1 Post 2 Post 3
Personal + career, but with a real takeaway	26%	Personal content performs best when it helps someone or shares something specific and a bit vulnerable: "helpful/vulnerable personal" posts (5) average ~2.59x relative engagement. Low-context novelty/inside-joke posts are the weakest (3 posts averaging ~0.36x) because people don't know how to react beyond a like.	Post 1 Post 2 Post 3
Promotion for SparkToro, events, partners, and projects	30%	Promotion works when it reads like a story or lesson first: story/value-first promos (3 posts) average ~2.22x relative engagement, while straight promos (4 posts) average ~0.41x. The "best" promo posts can be read and shared even if someone never clicks—then the CTA simply gives the next step.	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

SparkToro (audience research software/tool) and related research content

SparkTogether (paid conference tickets + workshops/training)

1:1 marketing/content consulting (via DMs/comments)

Meme Team podcast

Substack newsletter

Sponsored/partner campaigns (e.g., HubSpot, Typeform, Databox)

How They Promote in Posts

CTAs are frequent (54 out of 99 posts, ~54.55%), usually placed at the very end after the story or lesson. There's one conflicting count in the same dataset (46 CTA posts, ~46.5%), which likely comes from different definitions of what "counts" as a CTA; directionally, it's roughly "about half." Performance-wise, CTA posts average fewer interactions than non-CTA posts here (about 184.9 vs 263.5), so the strongest approach is value-first: make the post the full insight, then offer the link as optional depth or the next step. CTAs are often playful/low-pressure ("link below...") or time-bound when selling tickets/training.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

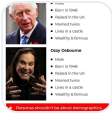
How They Promote in Profile

The profile is built more like a trust page than a sales page: a speaking-photo banner signals authority, the headline ties her to SparkToro and her named idea ("Zero-Click Content"), and the About section stacks credibility (publishing, speaking, teaching, consulting) with a memorable joke. The Featured section emphasizes recognition (Top Voice), which boosts trust but doesn't clearly route visitors to one primary conversion link—so most conversions happen through individual posts that include links, ticket CTAs, or a DM invite.

[View Profile →](#)

Top 10 Posts

1



Buyer personas aren't helpful. Your audience is more than a database of demographics.

She argues that demographic-heavy buyer personas don't help much, and replaces them with a broader "audience persona" view that includes influencers and where people spend time. She uses an unexpected cultural reference and a supporting visual to make the lesson memorable, while keeping it grounded in practical marketing thinking.

♥ 3521 💬 210 ↻ 205

2

It's shockingly easy to influence LLMs like ChatGPT, Perplexity, and Gemini.

She explains how easy it can be to manipulate what AI tools recommend, using vivid examples and real business consequences. She contrasts spammy tactics with a more legitimate approach and ends by asking where the ethical line should be.

♥ 693 💬 91 ↻ 41

3

The simplest way to improve your next piece of marketing content:

She shares one editing tip: read your writing out loud before publishing. She explains exactly what it helps you catch (jargon, awkward phrasing, wordiness) and keeps the tone friendly with a small joke.

♥ 495 💬 110 ↻ 14

4



I'm so excited to announce I was just named a LinkedIn Top Voice, selected by LinkedIn's editorial team!

She announces a recognition, then immediately calls out how boring typical announcement posts are and makes the whole thing audience-focused. She explains what followers can expect from her content and invites people to introduce themselves and ask questions.

♥ 470 💬 106 ↻ 1

5

Everyone keeps saying "AI is going to kill Google."

She challenges a popular prediction by sharing specific adoption numbers for traditional search versus AI tools. She reframes the real strategic question as: how much is your own audience adopting AI, rather than arguing about industry hype.

♥ 395 💬 133 ↻ 24

6

Nobody's clicking anymore.

She explains why clicks are declining by showing how people finish their "journey" inside platforms like search results with AI summaries. She backs it with clear before/after numbers and lists what people do instead of clicking, then asks what teams should optimize for now.

♥ 446 💬 77 ↻ 22

7 I'm not looking for a full-time job right now — but you or someone you know might be. Here's how I try to help...

She shares a practical way she helps job seekers in her network, with a clear step-by-step checklist of what she asks for so she can advocate effectively. She adds reassurance for job seekers and asks others to share how they help, too.

♡ 429 💬 45 ↻ 19

8



New headshot! I realize it is a bold choice to update this while I still have braces but my previous PfP was so old, I've been worrying I'm catfishing you all.

She posts a new headshot and explains the timing with a self-deprecating joke about her old photo. The post is light and personal, with a specific detail that makes it feel like a real moment rather than "content."

♡ 424 💬 67 ↻ 0

9 We marketers need to ask better questions.

She reframes content planning: instead of asking what to post, ask what customers care about right now. She argues that once you answer that, the rest of the strategy becomes much easier.

♡ 336 💬 43 ↻ 18

10 Perhaps the best career advice I've gotten...

She shares career advice to keep an eye on opportunities even when you're not actively job hunting. She frames it as "recalibration" and reflection rather than restlessness, and gives a few simple behaviors to do it safely.

♡ 324 💬 65 ↻ 1
