# Aravind Srinivas

Cofounder & CEO, Perplexity

**788k** followers  •  **View Profile**

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## 2
POSTS / WEEK

## 7 PM, UTC
MAIN POSTING TIME

## 2650
AVG REACTIONS
105 comments

## 44%
CALL-TO-ACTION
FREQUENCY

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**#1 SUCCESS FACTOR**

He treats LinkedIn like a company newsroom: most posts read as clear, verifiable "real-world updates" (partners, launches, adoption, momentum) rather than personal takes. That makes the feed instantly trustworthy, and the profile keeps the next step simple—recognize the brand, then try the product—so attention turns into action without heavy selling.
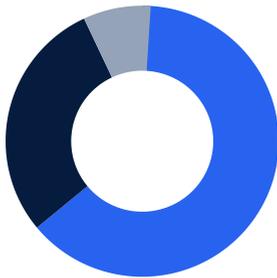
**FORMAT BREAKDOWN**

| | | | |
|---|---|---|---|
| 🔵 | Image | **64%** | 2730 avg reactions |
| ⬛ | Video | **29%** | 1870 avg reactions |
| ⬜ | Text Only | **8%** | 4350 avg reactions |

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## 7 Tactics You Can Steal

**01**  Start with a famous name or big company in the first line

**02**  Use "now available" words so people know it's real today

**03**  Show a screenshot so people believe you without reading much

# 7 Tactics You Can Steal

**1** **Start with a famous name or big company in the first line**

He often opens with a real, recognizable name (a company, platform, or institution) so the post feels like news, not a hot take. This works because people can judge "is this real?" in one second, which makes them more likely to share. Partnership/milestone posts average about 2.99x relative engagement, and celebrity/investor tie-ins can reach about 4.85x. To copy it: put the biggest name and the concrete relationship/outcome in line one, then add one sentence on what it means for users.

Example 1 →    Example 2 →

**2** **Use "now available" words so people know it's real today**

Many of his strongest product posts use simple "now" language ("now available," "rolling out," "for all users") so there's no confusion about timing. This works because people only act when they feel the change already happened, not "coming soon." In his broader set, big launches average about 1.35x relative engagement, while small model/version bumps average about 0.61x. To copy it: start with the new availability, add one line on what changed, and end with who can use it right now.

Example 1 →    Example 2 →

**3** **Show a screenshot so people believe you without reading much**

When announcing a feature, he frequently includes a simple screenshot-style image that proves the thing exists and shows what you'll see. This works because a picture answers "what is it?" faster than paragraphs, which increases saves and questions. While image/video posts average about 1.31x relative engagement overall, the proof-image format shows up repeatedly in the biggest feature announcements. To copy it: share one clear screenshot with labels visible, and keep the caption to the one job the feature does.

Example 1 →    Example 2 →

**4** **Drop one big number or rank so people stop scrolling**

He uses simple numbers people can repeat (fastest-growing, number-one rank, big counts) to turn a claim into a fact. This works because numbers make the post quotable and spark comparison in the comments. Inside his momentum content, quantified posts average about 2.12x relative engagement, while vague "momentum" posts average about 0.37x. To copy it: pick one number or rank, say the timeframe or market, then add one sentence on what it means for the customer.

Example 1 →    Example 2 →

**5** **Tie your announcement to a place or day people feel proud of**

Some of his biggest spikes come from posts linked to a shared identity or local moment (especially India-linked updates). This works because people share what reflects on their group, not just what's useful. India-specific posts average about 2.77x relative engagement versus about 1.32x for the rest of the set. To copy it: connect the update to a real date/event or community, then make the benefit concrete (who gets access, what changes today).

Example 1 → Example 2 →

**6** **Say who gets it, what it costs, and what's next**

He often adds one plain sentence that answers the three buyer questions: who can use it, what plan it's on, and what's coming soon. This works because it removes confusion and turns attention into real trying or upgrading. The feed is heavily product-led (about 77.5% of posts are promotional by topic), but the specifics make it feel like progress updates instead of ads. To copy it: after the main announcement line, add a short "Free vs paid" line and one teaser about the next release so people stay tuned.

Example 1 → Example 2 →

**7** **Put the link last, and only when someone can act now**

When he uses links, they usually come after the value is clear and the action is immediate (download, read the guide, get started). This matters because link/CTA posts tend to get slightly lower engagement—about 1.29x versus 1.46x for posts without link-outs—so the link works best as the final step, not the hook. A stricter count of direct CTAs shows about 18 out of 80 posts (22.5%) explicitly ask for an action, while a broader "link present" count is higher (about 43.75%). To copy it: write the post so it stands alone without the link, then add one line at the end: "If you want it, here's the link."
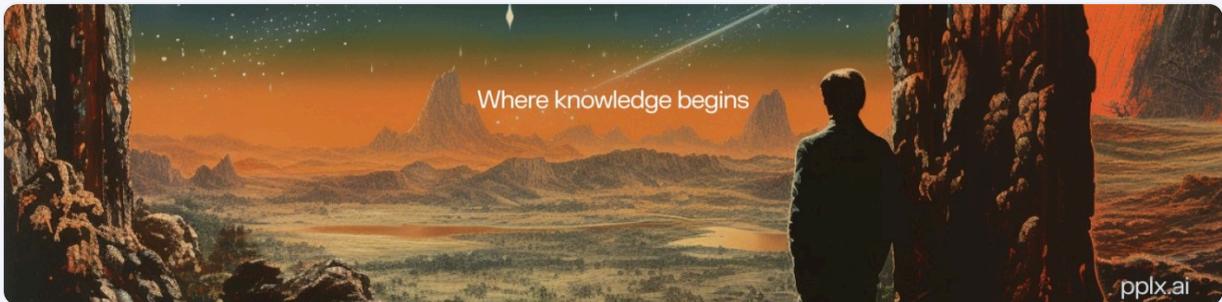
Example 1 → Example 2 →

# Profile Breakdown

### HEADLINE FORMULA

> Cofounder & CEO, Perplexity

[Highest-authority role] + [company/brand]. Why it works: it's instantly readable in feeds/search, signals "from the source" credibility (CEO/founder authority marker), and transfers trust from the brand name without extra words. Optional add-on if needed: "| [category keyword]".

### BANNER STRATEGY



Billboard-style banner: (1) one short promise line ("Where knowledge begins."), (2) emotional/aspirational visual (exploration vibe), (3) small domain-style brand mark ("pplx.ai"). Why it works: it communicates the category and feeling in seconds, repeats brand recall every visit, and stays consistent with the product-as-discovery positioning without technical explanation.

# Content Strategy

| PILLAR | % | WHAT CRUSHES | EXAMPLES |
|--------|---|--------------|----------|
| Product shipping that feels immediately usable (launches, new tools, clear upgrades) | **63%** | New launches and availability changes beat small version bumps. "Launch/now available" product posts (18 posts) average about 1.35x relative engagement, while model/version bump updates (6 posts) average about 0.61x. The winning pattern is: plain-English benefit first, then one quick line on who gets access (free vs paid) so it's actionable. | Post 1  Post 2  Post 3 |
| Big partnerships, distribution, and brand moments | **13%** | This is the biggest engagement lever overall: partnership/milestone announcements (10 posts) average about 2.99x relative engagement versus product-update posts (50 posts) at about 1.09x. The biggest spikes come when the partner is instantly recognizable and the outcome is clear (distribution, co-launch, major collaboration). Smaller "integration partner" notes can underperform inside this pillar (lowest example around 0.46x), so the bar is "big name + clear outcome." | Post 1  Post 2  Post 3 |
| Proof and trust builders (rankings, safety, earned media, real adoption) | **16%** | Concrete proof beats vague "momentum." Quantified momentum posts inside this theme (2 posts) average about 2.12x, while vague low-information momentum posts (2 posts) average about 0.37x. Trust-building content also works best when it reduces risk (security/compliance explanations) or borrows credibility from third parties (press/interviews) and real buyers/users (named adoption). | Post 1  Post 2  Post 3 |
| Short opinions and human moments (quick reactions, founder reflections) | **8%** | Very short "reaction" posts outperform long, formal enterprise narratives: one-liner reactions (3 posts) average about 1.96x, while enterprise case-study/vertical posts (2 posts) average about 0.32x. The key is keeping it small and easy to agree (or disagree) with—so people comment fast without needing context. | Post 1  Post 2  Post 3 |

# Conversion Strategy

## Their Offer(s)

Perplexity's subscription products (Pro/Max) and the broader Perplexity + Comet ecosystem

Perplexity Search API

Perplexity Enterprise (including self-serve Enterprise)

Vertical experiences (e.g., Finance, Patents, Government)

## How They Promote in Posts

CTAs are direct and practical, usually placed at the end ("Download here," "Get started," "Subscribe"). Depending on how you count, around 18 out of 80 posts (22.5%) include an explicit action CTA, while a broader "link-out present" measure is about 35 out of 80 (43.75%). CTA/link-out posts are slightly lower engagement on average (about 1.29x vs 1.46x without link-outs), which fits the pattern: he uses CTAs when the goal is clicks and trials, while the biggest engagement spikes often come from pure news and proof even without a link.

Example 1 → 　 Example 2 → 　 Example 3 →

## How They Promote in Profile

The profile is built like a one-step product funnel: a minimalist authority headline (CEO) + a billboard banner with a single promise line and brand mark, then an ultra-short About with one explicit next step ("Try it out at https://www.perplexity.ai"). A single Featured item exists, but its conversion strength can't be verified from the provided details, so the most reliable always-on converter is the About link backed by consistent brand recall in the banner.

View Profile →

# Top 10 Posts

**1** It's an honor to welcome Cristiano Ronaldo as a partner and investor to Perplexity.

He announces a major partnership and investment involving a globally recognizable public figure. He briefly explains why the person fits the brand and points readers to a hub link for more details, supported by a branded video.

♡ 20223   ⊡ 587   ⇄ 368

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**2** Today is Engineers Day in India, named in honor of Sir Mokshagundam Visvesvaraya born on this day in 1861.

He uses a cultural moment to introduce a large-scale education initiative tied to India. The announcement includes a credible partner and a very large, immediately available offer for students.

♡ 19839   ⊡ 340   ⇄ 211

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**3** An interview with The Economic Times

He shares earned media with a major publication, using a screenshot-style image that carries a bold, aspirational headline and highlights recognizable topics and names. The caption itself stays minimal so the media preview does the work.

♡ 12536   ⊡ 267   ⇄ 242

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**4** Introducing Perplexity Patents - the first time you can apply a research agent to help you search and understand patents with simple natural language.

He introduces a new vertical product experience and explains the promise in plain language (patents become searchable and understandable through natural language). The post clarifies access and hints at a broader roadmap for other professions, paired with a demo-style visual.

♡ 11052   ⊡ 374   ⇄ 413

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**5** You can now track insider trading on Perplexity Finance.

He announces a new finance feature in one sentence and backs it with a product screenshot. He adds a short teaser about an upcoming related feature to build anticipation.

♡ 10250   ⊡ 226   ⇄ 122

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**6** Excited to make Perplexity's Comet browser generally available to all.

He announces broader access to a core product by removing gating and highlights demand with concrete adoption numbers. The post describes the user benefit in simple terms and includes a direct download link and a near-term roadmap tease.

♡ 8451   ⊡ 270   ⇄ 233

**7**



### Perplexity is now an in-built default search option for all Firefox users.

He shares a major distribution milestone: becoming a built-in default search option on a well-known browser. The post is short and supported by a co-branded visual, with a hint that more collaboration is coming.

♡ 8666    ▢ 184    ⇄ 88

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**8**

### Since January 1 2025:

He posts two simple cadence metrics tied to a clear start date, describing how often the team ships product/features and how often new top models become available. The format is short and easy to quote.

♡ 7174    ▢ 222    ⇄ 47

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**9**



### This day, three years ago, we launched Perplexity.

He reflects on a company anniversary and shares a vivid behind-the-scenes detail from the launch period. The post highlights organic growth as the emotional payoff and includes an early product artifact image.

♡ 6513    ▢ 193    ⇄ 35

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**10**



### We've acquired Visual Electric (acquired by Perplexity).

He announces an acquisition in the first sentence, names the leaders joining, and explains what it will enable for future consumer product experiences. The post includes a simple announcement graphic and a near-term shipping promise.

♡ 6468    ▢ 176    ⇄ 42