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2

POSTS / WEEK

2 PM, UTC

MAIN POSTING TIME

60

AVG REACTIONS
20 comments

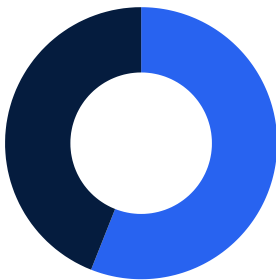
24%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He leads with bold, debate-worthy statements, then quickly backs them up with real proof (numbers, charts, clear reasoning), so the content feels both exciting and trustworthy. His profile then stacks credibility and social proof so new readers instantly understand what he does and feel safe starting a DM or visiting his site. That combination turns shareable insights into steady, high-intent conversations.

FORMAT BREAKDOWN



- Text Only 56% 40 avg reactions
- Image 44% 60 avg reactions

7 Tactics You Can Steal

- [Say something people will argue with, then prove it fast](#)
- [Use one chart, then write three simple takeaways underneath](#)

03 Write a checklist people can save, then end with one punchy line

04 Turn one post into a simple 'raise your hand' lead list

05 When hiring, add specifics so good people apply and others don't

06 Use one real-world scene as proof that a bigger shift is happening

07 Use simple 'this isn't X, it's Y' contrasts all the way through

7 Tactics You Can Steal

1 Say something people will argue with, then prove it fast

He often starts with a strong line that challenges the usual story, then immediately backs it up with real numbers so it doesn't feel like empty hype. This works because people can't resist reacting to a bold claim, and the proof gives them confidence to like, comment, or repost. Evidence: his data-led "scoreboard" style posts average about 1.7857× relative engagement, and several of his very best posts use a claim + numbers structure. To copy it: write one firm sentence, add 3–6 numbers with a source name, then end with one plain-English takeaway.

[Example 1 →](#)[Example 2 →](#)

2 Use one chart, then write three simple takeaways underneath

When he shares a chart or screenshot, he doesn't just drop it—he explains what to notice in short bullet points. This works because the image earns attention, and the bullets make the reader feel smart in 10 seconds. Evidence: image posts average about 1.3295× relative engagement versus about 1.1492× for text-only posts. To copy it: post one clear visual, write 3–5 "what this means" bullets, then finish with one sentence that summarizes the pattern.

[Example 1 →](#)[Example 2 →](#)

3 Write a checklist people can save, then end with one punchy line

His best framework posts read like a simple checklist: short bullets that cover the full situation, not one tiny tip. This works because readers can quickly scan, save it for later, and comment on just one bullet they agree or disagree with. Evidence: framework/teardown marketing posts average about 1.4433× relative engagement versus about 0.5275× for generic marketing statements. To copy it: name the checklist, write 7–12 short bullets, and end with a short line people want to quote.

[Example 1 →](#)[Example 2 →](#)

4 Turn one post into a simple 'raise your hand' lead list

His highest-intent CTAs are very direct: comment a keyword, DM, or email, with clear instructions at the end of the post. This works because it's easy to act on, and the comments themselves become a public list of interested people. Evidence: in the posts reviewed, CTA posts averaged about 111.82 total interactions versus about 94.03 without CTAs, and recruiting-style CTAs are the biggest driver (about 2.5750× relative engagement across detailed recruiting posts). To copy it: give one action, make it doable in 5 seconds, and tell people exactly what happens next after they respond.

[Example 1 →](#)[Example 2 →](#)

5**When hiring, add specifics so good people apply and others don't**

His strong hiring posts don't just say "we're hiring"—they list roles, what 'good' looks like, and how to apply. This works because specificity makes it easy for the right people to self-qualify and for others to tag a friend who matches. Evidence: detailed recruiting posts average about 2.5750× relative engagement, while low-context company updates average about 0.5525×, and the shortest one-line hiring update drops to about 0.07×. To copy it: include 4 parts—context (why now), role list, 2–3 expectations per role, and one clear application channel.

[Example 1 →](#)[Example 2 →](#)**6****Use one real-world scene as proof that a bigger shift is happening**

Some of his top posts start with a single vivid scene or symbol, then explain what it signals about a bigger change. This works because the picture in your head makes the idea feel real, not theoretical, so people share it as a story. Evidence: this pattern shows up in his highest-performing institutional-style posts, which earn strong engagement without needing a hard CTA. To copy it: open with one concrete thing you saw, explain why it matters, then give a simple step-by-step model for what happens next.

[Example 1 →](#)[Example 2 →](#)**7****Use simple 'this isn't X, it's Y' contrasts all the way through**

He repeatedly uses clear contrasts (instead of fuzzy advice) so readers instantly know what side he's on. This works because contrasts are easy to remember and they invite a quick "agree/disagree" comment without the post turning into noise. Evidence: his contrarian framework posts are much stronger than generic statements (about 1.4433× vs about 0.5275× relative engagement). To copy it: pick one common belief, flip it into a two-part contrast, then give 3–5 bullets showing what to do instead.

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

PART 2

Profile Breakdown

HEADLINE FORMULA

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Founder/Leader @ {Company} | {Big third-party credibility marker} | {Niche specialty + money-result skill}. It works because it answers "who are you?", "should I trust you?", and "what do you help with?" in one fast scan (operator role + outside validation + clear niche offer).

BANNER STRATEGY



Dark, high-contrast banner with (1) a short promise slogan, (2) the company name/logo centered, and (3) a "Trusted by..." strip of recognizable client logos. It works because it delivers proof in under a second on mobile and repeats the same promise you see in the headline/About, so the brand feels real and low-risk.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Scoreboards and market reality checks (numbers, rankings, adoption signals)	50%	Data-first "scoreboard" posts (rankings, revenue/usage totals, comparisons) are the most reliable winners: 7 posts of this type average about 1.7857x relative engagement. The weak version is short predictions or generic proclamations without proof: 4 posts average about 0.5575x. The repeatable pattern is: one clear claim → a small set of numbers people can compare → one simple line telling readers what the numbers mean.	Post 1 Post 2 Post 3
Marketing beliefs that challenge the usual advice (clear frameworks, not hype)	25%	Framework and teardown posts outperform generic marketing statements: 6 framework-style posts average about 1.4433x, while 4 generic/motivational marketing posts average about 0.5275x. The winning version uses simple contrasts (like "hype vs credibility"), then gives a short replacement playbook in bullets that feels usable immediately.	Post 1 Post 2 Post 3
Company growth and opportunity posts (hiring, recruiting, events)	20%	Detailed recruiting posts are the biggest engagement lever: 4 detailed recruiting posts average about 2.5750x relative engagement. Low-context "quick updates" underperform: 4 posts average about 0.5525x, and the shortest one-line hiring update is the worst performer at about 0.07x—a massive gap. The repeatable pattern is: explain the opportunity, spell out who it's for, list benefits/requirements, then give one clear action (comment/DM/email/RSVP).	Post 1 Post 2 Post 3
Personal POV with real context (policy, principles, credibility)	5%	Specific personal context and a clear argument perform better than generic mindset posts: 2 posts of the "specific context" type average about 0.8550x, while 2 generic encouragement posts average about 0.4950x. The repeatable pattern is: a real situation → your stance → what it means for the reader (not just motivation).	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

Cryptic: a crypto/Web3 marketing and growth firm (go-to-market execution, founder-led brand building, narrative and distribution, KOL/creator campaigns).

Hiring for Cryptic roles

Recruiting LinkedIn-based creators into a crypto KOL network for paid collaborations

Private events/meetups with RSVP signup

How They Promote in Posts

CTAs show up in roughly one out of every four posts in the 45-post sample (11 posts), but another slice of the content shows a lower rate (about 18%), so the true rate likely sits in that range depending on the time period. When used, CTAs are almost always at the end and are operational: comment a keyword, DM, email, or RSVP. CTA posts averaged about 111.82 total interactions versus about 94.03 without CTAs, but the lift mainly comes from recruiting/hiring CTAs (detailed recruiting posts average about 2.5750×); question-only CTAs are much weaker (about 0.5633×).

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile does most of the selling so the feed can stay value-first: the banner provides instant trust ("Trusted by..." logos + clear promise), the headline stacks role + outside credibility + niche, and the About section acts like the sales page with proof (years/projects/client names), a clear service menu, and a direct next step (DM or website). The featured item is a high-value framework post, which reinforces expertise quickly before someone chooses to DM or click through.

[View Profile →](#)

Top 10 Posts

1



Solana is not “emerging.”

He argues that a major crypto platform shouldn't be described as “up and coming” because it is already leading on a key business metric. He lists a ranked set of revenue numbers across multiple platforms and explains why revenue is a clean signal of real demand and usage.

♡ 349 💬 91 ↻ 27

2

We are recruiting Crypto KOLs on LinkedIn.

He announces a recruitment push for insight-driven creators, clearly defining the type of content and professionalism expected. He also spells out what recruits get in return (structured collaborations, access, clear briefs, and transparent pay), then asks people to comment a keyword or DM.

♡ 215 💬 140 ↻ 6

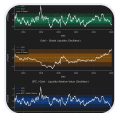
3

🚀 We're Hiring, Aggressively.

He shares a fast-growth hiring announcement tied to expansion across regions and larger campaigns. The post lists multiple roles and includes unusually specific expectations (especially for writing and narrative skills), ending with a direct DM/email path to apply.

♡ 214 💬 53 ↻ 16

4



Global liquidity is telling an interesting story.

He presents a chart-led view of how different assets tend to behave under changing liquidity conditions. He highlights a few concrete observations from the visuals and uses past market periods as context, while clearly stating it's a framework, not a price call.

♡ 119 💬 40 ↻ 11

5

The Crypto Marketing Playbook for 2026

He lays out a forward-looking checklist of what will matter for marketing in the next year, starting from the idea that attention is expensive and trust is low. The post gives a scannable list of priorities across distribution, founder presence, and measurable growth outcomes.

♡ 132 💬 20 ↻ 2

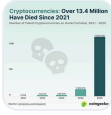
6

PR is overrated in crypto.

He challenges a common spend category by arguing that traditional media coverage doesn't move behavior if there's no real distribution behind it. He then explains where attention actually lives today and offers a simple alternative plan built around repeat visibility and proof.

♡ 103 💬 47 ↻ 3

7



2025 was not a breakout year for crypto.

He reframes the year as a shakeout instead of a success story, anchored to a surprising statistic about how many tokens have failed. He then lists what survives in tougher conditions and ties it to how new industries mature over time.

♡ 91 💬 43 ↻ 10

8



The Bitcoin whitepaper displayed at the New York Stock Exchange is a powerful institutional signal.

He uses the image of a well-known document displayed in a major financial venue to talk about shifting institutional attitudes. The post contrasts the original intent of the technology with how it's being reframed inside traditional systems.

♡ 82 💬 37 ↻ 9

9

Web3 Marketing is misunderstood.

He argues that many people confuse marketing with hype, and that the real job is building credibility that lasts. The post is short, principle-driven, and aimed at founders who default to noisy updates instead of clear narrative and proof.

♡ 76 💬 44 ↻ 6

10

Crypto narratives in 2026 won't be loud. They'll be institutional.

He predicts a shift toward more serious, balance-sheet-friendly themes and lists several concrete areas where that shift could show up. Each theme includes a brief explanation of what matters and why it fits an institutional audience.

♡ 85 💬 32 ↻ 4
