



# Ira Bodnar

Founder of Ryze AI — AI that runs your paid ads

23k followers • [View Profile](#)

8

POSTS / WEEK

6 PM, UTC

MAIN POSTING TIME

80

AVG REACTIONS

25 comments

73%

CALL-TO-ACTION

FREQUENCY

## #1 SUCCESS FACTOR

He makes one clear promise everywhere (“AI that runs your paid ads”), then backs it up with posts that feel like ready-to-use work instructions (task lists, rules, and templates) instead of opinions. He finishes many of these posts with a one-word “comment to get the file/guide” ask, which both boosts reach through replies and turns attention into direct conversations in DMs.

## FORMAT BREAKDOWN

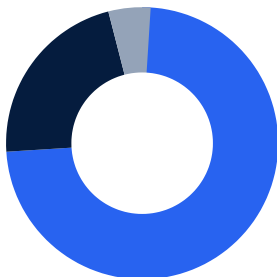


Image	74%	100 avg reactions
Video	22%	70 avg reactions
Text Only	5%	20 avg reactions

## 7 Tactics You Can Steal

01 [End with “comment ONE word” to get the free file](#)

02 [Start with “this just launched” plus the one big new ability](#)

03 List the exact chores it can do, then show copy-paste rules

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04 Put the whole checklist in one image so people save it

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05 Use simple before-and-after numbers to prove it's worth trying

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06 Promise "it won't change anything until you approve it"

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07 Repeat the same winning post later with small tweaks

# 7 Tactics You Can Steal

## 1 End with “comment ONE word” to get the free file

He teaches something useful first, then ends with one easy ask like “Comment ‘ADS’ and I’ll send it.” This works because people get a clear next step, and all those comments push LinkedIn to show the post to more people. In his dataset, posts with CTAs average 8.50x relative engagement versus 0.65x without, and the biggest spikes are usually keyword comments. To copy it: offer one thing people can use today (a guide, template, checklist), ask for a single keyword, and send it in DMs.

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

## 2 Start with “this just launched” plus the one big new ability

Many of his highest-performing posts open like a breaking update (“just dropped,” “went live”) and immediately say what the new thing lets you do. It works because people love being early, and the first line makes the benefit obvious before they scroll. This style also fits his “AI that runs your paid ads” positioning, so the hook doesn’t feel random. To copy it: lead with the news, then in the same sentence say the new outcome in plain words.

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

## 3 List the exact chores it can do, then show copy-paste rules

His top posts don’t stay vague—they list the boring chores someone does all week, then show the exact “if X happens, do Y” rules or example commands. This works because people can picture it working in their own life, and it turns a big claim into something testable. Several of his highest-performing posts include long bullet lists plus example commands, which helps explain why those posts hit 19–44x relative engagement. To copy it: write 8–15 chores, then add 3–5 sample lines someone could literally paste and run.

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

## 4 Put the whole checklist in one image so people save it

He often puts the “full list” in a single image so readers can save it and share it without hunting through paragraphs. This works because images outperform his other formats (image posts average 7.36x relative engagement vs 4.98x for video and 0.24x for text-only). It also makes the post feel like a mini handout, not a rant. To copy it: turn your steps into a clean one-page graphic, then use the caption to explain what it is and how to use it.

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

**5**

### Use simple before-and-after numbers to prove it's worth trying

He repeatedly uses plain before/after math like "2 hours → 10 minutes" or "scale 20x without hiring." This works because anyone can feel time, money, and workload pain—even outside marketing—and the "delta" is easy to repeat to a friend. Multiple top performers lean on time-to-complete and scale claims, which helps explain their outlier engagement (often 20x+ relative engagement). To copy it: pick one painful task, show the old time/cost, show the new time/cost, then list what the system outputs.

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

### Promise "it won't change anything until you approve it"

When he talks about automation, he adds safety steps like approvals before changes go live. This works because people fear losing control, especially when money or reputation is on the line, so guardrails make the promise believable. You see this in his system-style posts that include Slack/email approvals and clear alerts, which helps them earn both trust and comments. To copy it: say exactly what the tool can do, then add the rule that humans approve important actions first.

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

### Repeat the same winning post later with small tweaks

He doesn't treat a great idea as "one and done"—he reposts the same hook and structure again as a fresh update. This works because many people never saw the first version, and the repeated message builds memory ("this is what he's about"). The broader content analysis shows repeated near-duplicates among top performers, and even the top set includes two standalone versions of the same winning idea. To copy it: keep a swipe file of your best posts, then re-run the same structure 2–6 weeks later with one new detail or example.

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

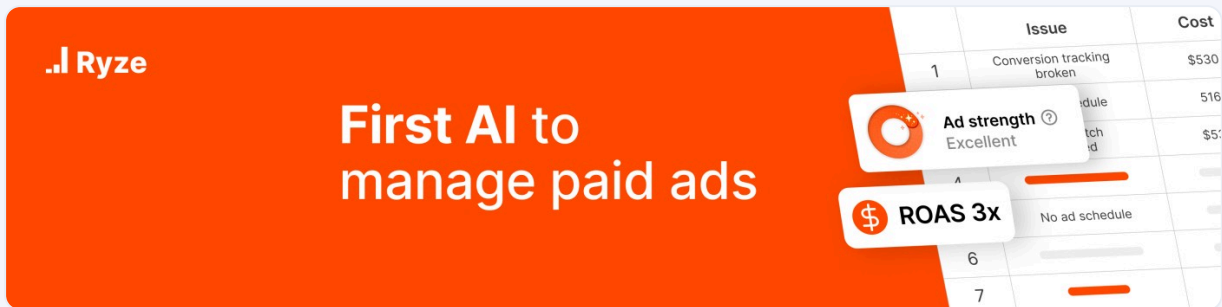
# Profile Breakdown

## HEADLINE FORMULA

Founder of Ryze AI — AI that runs your paid ads

[Authority role] of/at [product name] — [plain-English job it does]. Why it works: the role (“Founder”) signals ownership and expertise, the product name is memorable, and the last clause is a concrete job-to-be-done (“runs your paid ads”) that instantly qualifies the right buyer.

## BANNER STRATEGY



Design the banner like a high-contrast ad: 1 bold category claim + 1 outcome metric + UI/dashboard-style visuals (widgets, ROAS, “ad strength”) + logo. Why it works: it repeats the exact same promise as the headline, uses the buyer’s “numbers-and-dashboards” language for instant credibility, and makes the profile feel like a product landing page without needing lots of text.

# Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
<b>AI that does the work (automation tools, agents, audits)</b>	<b>32%</b>	Specific, execution-focused breakdowns win: within this pillar, deep “what it can do” posts with concrete examples and a clear deliverable spike hard (17 posts at $\geq 6.00x$ relative engagement, averaging 19.87x). Broad, low-specificity product updates underperform (6 posts below 2.00x, averaging 1.24x), especially when they don’t show an output or a setup path.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>What’s changing in ads (news + “what it means” explainers)</b>	<b>26%</b>	Breaking-news explainers with an “everything we know” structure outperform (7 posts at $\geq 2.97x$ , averaging 12.40x) because they’re easy to share and make people feel up to date. Longer context/think pieces without immediate utility tend to land below median (16 posts at $\leq 0.84x$ , averaging 0.56x).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>How-to workflows and operator resources (playbooks, templates, troubleshooting)</b>	<b>28%</b>	Step-by-step playbooks with a concrete deliverable outperform (8 posts at $\geq 4.89x$ , averaging 9.57x). Vague “link in comments” or low-context continuation posts consistently underperform (13 posts below 1.00x, averaging 0.44x).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Community + light posts (games, quick prompts, recruiting)</b>	<b>14%</b>	These are volatile. The best ones work when they invite replies (4 posts at $\geq 0.51x$ , averaging 1.20x), but most minimal/vague posts flop (8 posts at $\leq 0.42x$ , averaging 0.28x).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>

# Conversion Strategy

## Their Offer(s)

Ryze AI — AI that runs paid ads (reads account data, audits, and helps manage campaigns)

AI Ads Auditor / audit automation for agencies (client-ready reports, many parameters)

Clawdbot + workflow automations (often paired with n8n)

Community + newsletter bundle around AI for paid ads operators

Resource lead magnets (prompt libraries, guides, setup files, databases)

## How They Promote in Posts

CTAs are frequent and usually placed at the end. Depending on how you count CTAs, about 52% of posts use an explicit “comment to get” CTA (46/88), and about 73% use any CTA at all (64/88). The payoff is huge: posts with CTAs average 8.50x relative engagement versus 0.65x without, and explicit “comment a keyword to get the asset” posts average 11.28x versus 0.96x without an explicit CTA. Most CTAs are value-first and low-friction (one word), which turns a helpful post into both reach (comments) and lead capture (DM list).

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

The profile works like a mini landing page: the headline states the job-to-be-done, and the banner repeats the category claim with performance-style proof cues (ROAS, strength indicators). The Featured section points to a single Ryze explainer asset that bundles product + community + newsletter into one ecosystem. A visible gap is the missing About section (blank in the provided data), so the conversion path relies more on post → comment keyword → DM than on a written on-profile pitch.

[View Profile →](#)

# Top 10 Posts

1



## Claude just dropped Cowork with Computer Use

He shares a new Claude feature and explains it as an AI that can see the screen and operate the ad platform interface. The post lists specific actions it could take inside an account and includes example commands with clear thresholds. He ends by offering a setup guide if people comment a single keyword.

♡ 1191    💬 3603    ↻ 36

2



## Our community put together 72 GPT-5.2 prompts

He offers a vetted prompt library for improving and troubleshooting paid ads, framed as curated by experienced operators. The post lists real day-to-day problems the prompts solve and explains that the shared set is the "best of" a larger collection. He asks readers to comment a keyword to receive the pack and setup instructions.

♡ 781    💬 3988    ↻ 21

3



## Claude Skills dropped last month.

He explains a new "Skills" format in simple terms and presents a set of reusable workflow files he built for marketers. The post gives multiple examples of what you can paste in (data, URLs, test results) and what you get out (audits, fixes, messaging, sequences), including time-saved claims. He offers to send the files to anyone who comments a keyword.

♡ 1248    💬 3167    ↻ 30

4



## Clawdbot is an open-source AI employee

He presents a low-cost, always-on automation setup as an "AI employee" that can run on inexpensive hardware. The post lists recurring tasks it can handle (analysis, reporting, research, audits) and compares the old manual workflow to the new "text the AI" workflow with time reductions. He ends with a comment keyword to get the setup guide.

♡ 1125    💬 3021    ↻ 45

5



## AI rewrote the ads playbook

He argues the paid ads landscape changed dramatically in the last year and lists specific new surfaces, tools, and workflows that didn't exist before. The post is packaged as a single "all in one doc" guide that helps readers catch up quickly. He offers to send the guide if people comment a keyword.

♡ 540    💬 2268    ↻ 13

6



### Claude plugs into ad workflows

He explains how an AI can plug into real workflows and highlights a handful of practical use cases like diagnosing spikes, finding waste, forecasting budgets, catching fatigue, and writing report summaries. The post emphasizes speed ("seconds" instead of manual tab switching) and claims it uses actual account data. He ends with a comment keyword for a DM follow-up.

♡ 458    💬 2003    ↻ 17

7



### How to start an AI ads agency ✨

He frames AI ads as a new channel shift and outlines why this moment creates opportunity for new service providers. The post names what's already live today and uses familiar "gold rush" examples from prior marketing waves to make the story easy to understand. He offers a multi-chapter guide in exchange for a keyword comment.

♡ 454    💬 1918    ↻ 25

8



### ClawdBot + n8n handle 5,000 accounts

He claims an automation setup can manage thousands of client accounts without hiring more people. The post walks through an end-to-end process: data pulls, checks, alerts, approval steps, client emails, and auto-generated reports, with specific triggers and outputs. He ends by asking readers to comment a keyword to see how the setup works.

♡ 622    💬 1683    ↻ 26

9



### Your new ads team: 32 AI agents

He turns AI capabilities into the mental model of a full "team," with a clear count and categories of specialists. The post describes what the agents can do across auditing, targeting, testing, creative, and reporting, and includes a concrete example insight with a suggested fix. He offers setup help if people comment a keyword.

♡ 438    💬 1851    ↻ 17

10



### Claude recently dropped Cowork with Computer Use

He repeats the core idea that an AI can operate the ad platform interface directly by seeing the screen and clicking buttons. The post again lists the actions it can take and provides example commands with simple performance rules. He closes with a one-word comment CTA to get a setup guide.

♡ 560    💬 1521    ↻ 19