



Dharmesh Shah

Founder and CTO at HubSpot. Helping millions grow better.

1.2M followers • [View Profile](#)

4

POSTS / WEEK

8 PM, UTC

MAIN POSTING TIME

540

AVG REACTIONS

90 comments

32%

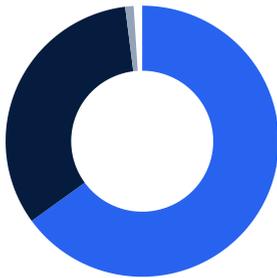
CALL-TO-ACTION

FREQUENCY

#1 SUCCESS FACTOR

He repeatedly turns big, noisy topics into simple words and rules people can repeat, then backs them with real examples from building products and leading teams. That creates instant trust, makes posts easy to share, and lets him promote new tools and company moves as the natural "next step" instead of a hard sell.

FORMAT BREAKDOWN



Text Only	65%	550 avg reactions
Image	33%	490 avg reactions
Video	1%	2060 avg reactions

7 Tactics You Can Steal

- 01 [Rename the trend so people have better words to use](#)
- 02 [Post breaking news fast, then add one simple meaning](#)
- 03 [Turn a tough question into a short list people can scan](#)

04 Write a one-line rule first, then tell one real story

05 Give your idea a name so people remember and repeat it

06 When you share a win, add "receipts" and thank people by name

07 Sell like a builder: show the thing, then ask for feedback

7 Tactics You Can Steal

1 Rename the trend so people have better words to use

He takes a label everyone is using, then swaps it for a sharper label that explains the real point. This works because people love sharing language that makes them sound clear and smart in meetings. Several of his biggest posts do this, including one that hit 5.32x relative engagement by introducing a new “better label” and then proving it with real-life examples. To copy it: write “People keep calling it X. The better way to think about it is Y.” then give 2–3 quick examples that make Y feel obvious.

[Example 1 →](#)

[Example 2 →](#)

2 Post breaking news fast, then add one simple meaning

He uses a newsroom-style first line (“BREAKING NEWS”) and immediately follows with one big, plain takeaway. This works because the headline stops the scroll, and the takeaway gives people something to repeat when they repost. Across 10 “BREAKING NEWS” posts, this framing averaged 1.59x relative engagement vs 1.32x for posts without it. To copy it: write one clear headline, then add a single sentence starting with “This means...” or “The big shift is...”

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

3 Turn a tough question into a short list people can scan

He opens with a real question people argue about, then answers it with a numbered list or tight bullets. This works because lists feel fair (“here are my reasons”) and they’re easy to read on a phone, so more people finish the post and respond. A top-performing example of this pattern reached 3.89x relative engagement, and several other top posts use the same “hook + structured reasons” shape. To copy it: quote the question, give your surprising answer in one line, then list 3–5 reasons with short, concrete points.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4 Write a one-line rule first, then tell one real story

He starts with a single sentence that sounds like a rule you’d put on a poster, then proves it with one concrete practice. This works because the rule is easy to quote, and the example makes it feel safe to copy at work. Two of his strongest posts use this “rule first” style and earned 4.9x and 3.05x relative engagement. To copy it: write the rule as one sentence, then share the smallest real example you’ve done (or seen) that proves it.

[Example 1 →](#)

[Example 2 →](#)

5**Give your idea a name so people remember and repeat it**

He turns fuzzy ideas into memorable names (like a named “type of person” on a team) and then gives a simple rule for what to do with it. This works because people can’t share what they can’t name, but they can easily say “I know one of those” and add their own story in the comments. One of his top posts using a named character and a clear rule reached 3.48x relative engagement. To copy it: name the pattern, define it in one line, then give a short “When this happens, do this” rule.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**6****When you share a win, add “receipts” and thank people by name**

When he announces good news, he doesn’t just celebrate—he adds specific proof points (what happened, how long it took, what he did) and then shows gratitude. This works because it feels real (not braggy) and it gives commenters something concrete to react to besides “congrats.” The one video in this dataset is also a standout: video had a 3.54x average relative engagement (n=1) and 2,063 median likes vs ~554 for text-only. To copy it: share the win, add 3–5 concrete details, include a photo/video if you have it, and end with a short thank-you.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**7****Sell like a builder: show the thing, then ask for feedback**

He promotes by “shipping in public”: explain what he built, show an example of it working, then ask people to try it and tell him what breaks. This works because the audience feels like helpers, not targets, so the ask feels earned. Promotion is frequent (about 22 of 81 posts are promotional, ~27.2%), but CTAs correlate with slightly lower engagement overall (CTA posts averaged ~1.24–1.31x vs ~1.37–1.41x without), so the posts that sell best do it after delivering value. To copy it: demo the outcome in the post, give a one-step link, and ask for one specific kind of feedback.

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

Profile Breakdown

HEADLINE FORMULA

Founder and CTO at HubSpot. Helping millions grow better.

[Credible role/title] at [recognizable company]. Helping [large audience/scale signal] achieve [clear outcome]. Why it works: the first half borrows trust from a real position and brand, and the second half turns the profile from "job title" into a mission with proof of scale (the number/size claim).

BANNER STRATEGY



A branded "topic menu" banner: (1) who you are (name/@handle + founder/CTO authority), (2) what the company is (clear category descriptor), and (3) 2-4 repeatable topic lanes shown with simple icons/arrows. Why it works: it sets expectations in one glance, makes the content promise memorable, and signals both builder credibility and human range (serious work topics plus a personal lane).

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
AI + tech trend news, with a clear takeaway	36%	Short, skimmable takes on timely AI/tool news that add one plain-language implication perform best. "BREAKING NEWS" framing is a proven lift in this feed: 10 such posts averaged 1.59x relative engagement vs 1.32x for posts without that framing. What consistently underperforms here is tool-friction/debugging content (5 posts averaged 0.42x).	Post 1 Post 2 Post 3
Leadership + founder/operator lessons people can use tomorrow	24%	This is the highest-performing pillar overall: 19 posts averaged 1.85x relative engagement, and the strongest subset (8 posts at $\geq 2.0x$) averaged 3.22x. What wins are universal principles and decision rules (values one-liners, founder advice, simple heuristics). What flops are lower-signal housekeeping and niche micro-takes inside this pillar (4 posts at ≤ 0.60 averaged 0.41x).	Post 1 Post 2 Post 3
HubSpot + Agent.ai news and product vision (big moves, not tiny updates)	22%	Strategic announcements and vision posts massively outperform incremental build-in-public updates in this category. Big news posts averaged 3.58x relative engagement, while incremental shipping updates/community asks averaged 0.62x. The winning pattern is: explain what changed, why it matters, and the broader shift it connects to (so even non-customers care).	Post 1 Post 2 Post 3
Personal + humor to stay human (short beats long)	19%	Personal content is volatile: this pillar averages 0.86x overall. The bright spot is short, relatable humor (3 posts averaged 1.51x), while low-stakes updates and niche gear talk tend to underperform (5 posts averaged 0.41x). The workable rule here is to keep it tight and make the "joke" or human point land fast.	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

Agent.ai (and the agents/apps he ships on it, such as ImageGen .ai and CompanyResearch .ai)

HubSpot's Agentic Customer Platform / HubSpot CRM strategy and updates

simple .ai newsletter

Occasional podcast/earned media appearances

How They Promote in Posts

CTAs show up in about a third of posts (about 29.6% in one cut of the dataset and 32.1% in another; the post sample size differs). CTAs are usually soft and placed at the end: a simple question ("what do you think?") or a "try it and tell me what breaks" request with a short, easy-to-type domain. In this sample, posts with CTAs average slightly lower relative engagement overall (about 1.24–1.31x) than posts without CTAs (about 1.37–1.41x), likely because many CTAs are tied to niche shipping updates—so the safest pattern is value first, ask last.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built for instant trust and topic clarity, not direct selling: authority-first headline, a banner that acts like a "topic menu," and a very short About section that anchors credibility with a single durable asset (his book link). The featured item reinforces an evergreen operating philosophy rather than pointing to a dedicated onboarding link for Agent.ai, so most conversions happen when a reader encounters a product/shipping post in the feed and clicks a short domain.

[View Profile →](#)

Top 10 Posts

1



I've been working and building in the CRM industry for 30+ years (so have far exceeded the needed 10,000 hours).

He argues CRM is entering a new platform shift driven by AI agents, and says the winning approach is being "context-first," not just "AI-first." He makes the idea real with specific workplace context examples, then connects the thesis to HubSpot's product direction and points readers to a supporting announcement link.

♡ 3149 💬 170 ↻ 67

2

Here's the thing I've learned about good people:

He shares a short observation about what "good people" do when others succeed. The message is positive, universal, and ends with a small twist that adds punch.

♡ 2867 💬 198 ↻ 58

3



"Why should companies pay for SaaS (HR/CRM/ERP/etc.) when they could just vibe code them?"

He answers a timely question about whether companies should replace SaaS with AI-built apps, and gives a clear "no" for most teams. He supports it with a numbered argument focused on maintenance, focus, and long-term ownership risks.

♡ 2032 💬 279 ↻ 169

4

BREAKING NEWS: @OpenAI announces ability for developers to build full apps that work inside ChatGPT.

He shares a breaking update about developers being able to build full apps inside ChatGPT. He adds one simple takeaway about what this could mean for the future of AI apps.

♡ 2108 💬 166 ↻ 46

5



Woo hoo! OpenAI highlights HubSpot partnership on main stage at #DevDay.

He celebrates HubSpot being highlighted by OpenAI and shares why the moment matters personally. He adds specific backstory points about his history with OpenAI and HubSpot, and includes event video proof.

♡ 2063 💬 81 ↻ 111

6

You likely have people on your team that have been consistently *right* most of the time.

He describes a familiar kind of teammate who's often right, gives that pattern a memorable name, and explains what leaders should do when decisions feel like a coin flip. He backs the idea with his own experience and ends with a question that invites stories.

♡ 1901 💬 262 ↻ 56

7 Friendly advice for my startup founder friends:

He gives founders messaging advice: position your product for customers, not for investors or headlines. He critiques common buzzword positioning and rewrites an example into clearer customer-value language.

♡ 1819 💬 314 ↻ 62

8



BREAKING NEWS: OpenAI launches Atlas, an AI-powered browser.

He shares breaking news about an AI browser and explains a few concrete benefits, like remembering what you've seen and letting you chat with a page. He then zooms out to the broader strategic impact of owning a key place people spend time.

♡ 1683 💬 208 ↻ 62

9 Never spend more time debating the priority of a product improvement than it would take to actually go ahead and do it.

He shares an operating rule about moving faster on small improvements. He supports it with a concrete internal practice of shipping frequent small "delights" and explains the compounding benefits.

♡ 1738 💬 163 ↻ 40

10 Woo hoo! Thrilled to announce that HubSpot is acquiring XFunnel.

He announces an acquisition and explains what the company does in plain language. He connects it to a larger shift in how people find information through AI search, and welcomes the incoming team.

♡ 1729 💬 88 ↻ 45
