



Mats Georgson, Ph.D.

Strategic Growth Architect. Advisor to CEOs and CMOs. Creator of Demand Point Constellations.

13k followers • [View Profile](#)

5

POSTS / WEEK

3 PM, UTC

MAIN POSTING TIME

50

AVG REACTIONS
10 comments

28%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He turns complicated, high-stakes business arguments into simple, shareable “takes” (often with one strong visual, one clear rule, or one hidden assumption). That makes senior leaders feel both challenged and helped, so they follow for the next clarity hit—and the profile makes it easy to convert that trust into inbound advisory through a premium, method-led position and a direct contact path.

FORMAT BREAKDOWN

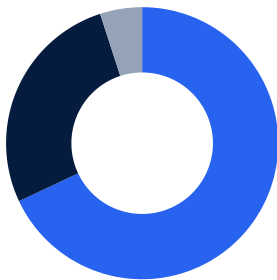


Image	68%	50 avg reactions
Carousel	27%	40 avg reactions
Text Only	5%	40 avg reactions

7 Tactics You Can Steal

01 [Ask an either-or question that makes people choose a side](#)

02 [Show the real screenshot, then explain what's wrong with it](#)

03 Use one chart and give one number people can repeat

04 Start with a strong claim, then walk through the logic step-by-step

05 Turn one belief into a bold poster people can reuse

06 Run a named series so followers know what they'll get

07 Keep your 'asks' small, and put them at the end

7 Tactics You Can Steal

1 Ask an either-or question that makes people choose a side

He often starts with a simple question that forces a choice, so readers can't stay neutral and scroll past. It works because the comments become easy: people just pick a side and explain why. When he uses direct engagement questions, it turns the post into a conversation instead of a lecture (there are multiple posts built around question-style CTAs). To copy it: open with "A or B?" or "Which matters more?" then give your answer in 3-5 short points so people have something specific to agree or argue with.

[Example 1 →](#)

[Example 2 →](#)

2 Show the real screenshot, then explain what's wrong with it

Instead of describing a problem in general, he posts the exact "receipt" (like a message or behavior) and then points out the specific failures. This works because people trust what they can see, and they can react fast without needing extra context. In his content mix, the most specific spam/cold-outreach call-outs outperform broader rants (1.60x vs 1.13x average relative engagement). To copy it: share the artifact (screenshot/photo), blur private info, then label 2-4 mistakes and end with the standard you expect.

[Example 1 →](#)

[Example 2 →](#)

3 Use one chart and give one number people can repeat

He turns abstract strategy into something concrete by pairing a visual or simple model with a blunt rule-of-thumb (often a number). It works because numbers are easy to quote in meetings, which drives shares and long comment threads. This also fits his strongest formats: image posts average 1.27x engagement across 54 posts, beating carousels at 1.08x (21 posts) and text-only at 0.85x (4 posts). To copy it: pick one metric, show it once (chart/table), then give one 'do this' rule and one 'don't do this' warning.

[Example 1 →](#)

[Example 2 →](#)

4

Start with a strong claim, then walk through the logic step-by-step

His best strategy posts don't just say a hot opinion—they show the chain of thinking that leads to it. That works because people can argue with a specific step ("I disagree with this assumption") instead of dismissing the whole post as vibes. In his dataset, contrarian "reset" posts dramatically outperform teaching-style posts (2.07x vs 0.77x average relative engagement). To copy it: write your claim in one sentence, then add 3–6 short 'because...' steps, each in plain language, and finish with what leaders should do differently on Monday.

[Example 1 →](#)[Example 2 →](#)

5

Turn one belief into a bold poster people can reuse

He regularly compresses an idea into a punchy visual that can be shared like a "sticky note" for teams. It works because the reader doesn't have to understand everything to repost it—one clear line is enough. This matches his broader format advantage: visuals win in his feed, with images getting higher typical likes than carousels (median likes ~48.5 vs 40). To copy it: take your core belief, rewrite it as a 6–12 word statement, put it on a simple high-contrast image, and keep the caption very short.

[Example 1 →](#)[Example 2 →](#)

6

Run a named series so followers know what they'll get

A large share of his content is clearly serialized and branded, which trains the audience to come back for the next installment. In this dataset, 44.3% of posts explicitly tie into the same series theme, creating familiarity and momentum. It works because people don't have to re-decide if they like you every time—they recognize the series and keep following. To copy it: name your series, use consistent visuals, and make sure each post gives one complete takeaway even if someone never saw the previous parts.

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

7

Keep your 'asks' small, and put them at the end

Most of his CTAs are small "next steps" (read the carousel, follow, stay tuned) and usually appear at the end, after the value. In both samples, posts with CTAs perform slightly worse on average (about 1.18x vs 1.21x in one cut; 1.12x vs 1.23x in another), so he avoids turning every post into a request. It works because the content stands on its own, and the CTA feels like a polite option, not a grab. To copy it: write the post so it's complete without the CTA, then add one simple action as the last line—and let your banner/profile handle high-intent conversion.

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

Profile Breakdown

HEADLINE FORMULA

Strategic Growth Architect. Advisor to CEOs and CMOs. Creator of Demand Point Constellations.

[Senior, outcome-leaning role label]. [Advisor/service verb] to [specific executive buyer]. [Creator/Author] of [named framework/IP]. This works because it signals boardroom-level work (not “freelance execution”), names the real decision-makers (CEOs/CMOs), and gives a memorable “reason to believe” through proprietary language that feels repeatable and premium.

BANNER STRATEGY



High-contrast banner that acts like a business card: bold, distinctive illustration + clear company identity + service keywords (strategy/brand) + a visible email address. This works because it makes the creator memorable at a glance and removes friction—people can contact them even if they never click a link or scroll the Featured section.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Demand & growth systems (serial frameworks + growth engineering)	44%	This pillar wins when the series posts stand on their own as a clear argument or model, especially as image-first explainers. Within this series, single-image posts average 1.11x relative engagement (17 posts) while carousels average 0.88x (18 posts). The weak spot is when a carousel is paired with a thin caption that mostly tells people to 'read the carousel,' instead of giving a standalone point.	Post 1 Post 2 Post 3
Marketing leadership basics (reclaim what marketing is, and what it isn't)	28%	The best-performing subset here is 'misconception reset' content: these posts average 2.07x relative engagement (9 posts). Straight teaching posts about definitions/alignment/operating systems are much lower (5 posts, avg 0.77x), even when the idea is solid—so the packaging matters more than the topic. In other words: when it reads like a correction of a common mistake, it travels; when it reads like a lecture, it stalls.	Post 1 Post 2 Post 3
Big marketing debates (categories, differentiation, and 'market-driven' myths)	5%	This smaller pillar punches above its weight when it becomes a sharp, tightly argued takedown: the strongest 'debate' versions average 2.64x relative engagement (2 posts). More academic or citation-dense versions of the same critique are weaker (2 posts, avg 1.34x). The pattern: readers engage more when they can clearly see the argument's moving parts, not when they're asked to wade through heavy referencing.	Post 1 Post 2 Post 3
Callouts, satire, and human posts (plus occasional announcements)	23%	Specific call-outs (especially about spam/cold outreach) beat broader satire: concrete spam/outreach call-outs average 1.60x relative engagement (3 posts), while broader rants/satire trend lower (5 posts, avg 1.13x). In personal posts, short gratitude/holiday updates outperform longer narrative essays (short posts avg 1.04x vs longer essays avg 0.68x). Direct	Post 1 Post 2 Post 3

PILLAR

%

WHAT CRUSHES

EXAMPLES

promotion is the weakest slice: promotional posts average ~0.67x (4 posts), and direct service/podcast-style promotion is ~0.45x (2 posts), while education-led promos do better (~0.89x across 2 course posts).

Conversion Strategy

Their Offer(s)

High-level strategic advisory/consulting for CEOs, CMOs, and leadership teams on growth strategy, brand strategy, and demand engineering (framed through proprietary frameworks such as Demand Point Constellations).

Paid live training/course (time-bound, logistics-driven promotion)

PointBlanc engagement to identify/recover lost value in digital media investments

Podcast/earned media appearances used as authority distribution

How They Promote in Posts

CTAs are used in roughly 28–30% of posts (27.8% in one dataset view; 30.38% in the 79-post sample) and are typically placed at the end. The common pattern is low-friction, value-first asks (“read the carousel,” “follow,” “stay tuned”), while direct commercial asks are rare: explicitly promotional posts are ~6.33% of posts (5 of 79), or about 1 in 16. In both samples, CTA posts average slightly lower engagement than non-CTA posts (about 1.18x vs 1.21x in one cut; 1.12x vs 1.23x in another), which fits the broader pattern that his biggest reach comes from pure thesis/argument posts and not from selling.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

Conversion is built for premium inbound. The headline sells a senior “advisor to CEOs/CMOs” identity plus a named framework, the About section reinforces “not execution” (scarcity and seniority) and lists mechanisms, and the banner includes a visible email address so high-intent readers can contact immediately even when posts have no links. The Featured section, as described, is credibility-first (experience/CEO proof) more than a single-click offer, so most conversions rely on trust built in-feed plus the low-friction email/DM path.

[View Profile →](#)

Top 10 Posts

1



Branding vs. marketing. Which is best?

A structured explainer framed as a simple “either/or” debate between branding and marketing. The post uses a carousel to break down a messy leadership argument into clearer definitions and trade-offs. It invites readers to pick a side, then reconsider their assumptions.

♡ 200 💬 38 ↻ 5

2

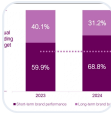


Just when I thought cold email/InMail couldn't get any worse, I got this.

A public teardown of a cold outreach message, shown with a screenshot and annotated critique. The post highlights sloppy automation and bad targeting in a way that’s both humorous and pointed. It turns a common annoyance into a clear lesson about professionalism.

♡ 160 💬 26 ↻ 0

3



It has probably never been easier to grow a company through marketing than today.

A data-backed argument that many companies misallocate marketing spend by over-weighting short-term activity and underinvesting in long-term brand building. It uses an external chart with specific percentages to show the drift toward short-term. It ends with blunt, numeric prescriptions for how to rebalance.

♡ 142 💬 31 ↻ 9

4



The hidden setup behind “Differentiation is dead”

A critique of the popular claim that differentiation doesn’t matter much. The post argues that the conclusion is partly “baked in” by defining categories in a way that excludes meaningful difference from the analysis. It reframes the debate around assumptions, not slogans.

♡ 95 💬 60 ↻ 5

5



Categories don’t exist. Language does.

A provocative reframing of how customers group and choose products. It argues categories are human-made labels, while real buying is shaped by situations and goals, supported with surprising cross-buy examples and references to consumer psychology. It ends by shifting the reader’s question from “what category are we in?” to “what situations can we own?”

♡ 89 💬 49 ↻ 8

6



One of the most persistent misconceptions about marketing is this:

A myth-busting post that argues marketing is bigger than the marketing department and shouldn’t be reduced to promotion. It uses an extended doctor/health analogy to explain why organizations scapegoat marketing for growth problems. The post lands on a clear failure mode: collapsing marketing into “do more campaigns.”

♡ 120 💬 18 ↻ 6

7

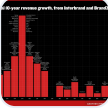


I made an explainer.

A minimal-caption "tool post" that delivers a single visual message: marketing is not just promotions. It's framed as a reusable explainer that followers can pass along. The post relies on the image to do almost all the work.

♡ 122 💬 15 ↻ 3

8



How brands grow.

An original analysis of major brand rankings over a decade, challenging the comforting idea that big brands are automatically safe. It argues that most growth is concentrated among a small minority of extreme performers and introduces a memorable threshold claim about growth versus decline. The post positions this as part of a broader framework rollout.

♡ 95 💬 28 ↻ 9

9



10 months ago, I dropped this.

A callback post that shares a large, tangible resource: a full slide booklet summarizing a long growth study. It uses big numbers to signal the scale of the work and positions the resource as the "final" version of a project. It also sets expectations for future releases broken into smaller parts.

♡ 94 💬 15 ↻ 5

10



"There is only strategy."

A nuanced take on the argument that there's only one strategy (business strategy), while explaining why outside-in and inside-out views still need to be held together. It draws on teaching experience to ground the point without turning it into a biography. The visual reads like a shareable "poster" version of the idea.

♡ 82 💬 23 ↻ 3