Neil Patel

Co-Founder at Neil Patel Digital

796k followers • **View Profile**

14
POSTS / WEEK

2 PM, UTC
MAIN POSTING TIME

190
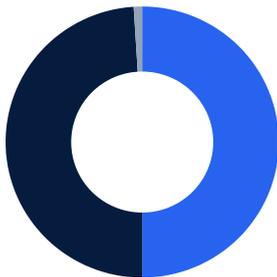AVG REACTIONS
65 comments

8%
CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

They win by repeatedly taking a popular fear ("this channel is dead," "traffic is dropping") and flipping it into a simple new model people can act on, usually backed by one quotable number and a clear next step. That creates shareable, high-trust education at scale, while the profile and occasional low-frequency webinars/call offers catch the small slice of viewers who are ready to buy help.

FORMAT BREAKDOWN

● Video	**50%**	210 avg reactions
● Image	**49%**	160 avg reactions
● Text Only	**1%**	50 avg reactions

7 Tactics You Can Steal

01 Start with a bold claim, then explain the new rules

02 Add one strong number people can quote in meetings

7 Tactics You Can Steal

1 **Start with a bold claim, then explain the new rules**

They often open with a one-line statement that sounds like it breaks the old rulebook, then quickly explain what changed and what to do now. This works because people can't resist reacting when the first line challenges what they've believed for years. In their biggest hits, this style shows up repeatedly, and the strongest posts reach roughly 2.5–3.6x their usual engagement. To copy it: write a first line that calls out an old assumption, add one sentence that explains why it feels true, then give the new rule in plain words.

Example 1 →   Example 2 →

2 **Add one strong number people can quote in meetings**

Even when the post is short, they often include a clear number (a cost, a percent, or a comparison) that readers can repeat. This works because a single stat makes the idea feel real, and it gives commenters something concrete to argue with or agree with. Many of their top posts include at least one quotable number, and those posts are also the ones that get shared most easily. To copy it: pick one number that supports your point, put it in the body (not buried), and write one line saying what it means for the reader.

Example 1 →   Example 2 →

3 **Use a near-future year and a clear consequence to create urgency**

They often attach the idea to a near-future year and spell out what happens if you ignore it (like being invisible or losing sales). This works because it turns "nice advice" into "I should fix this soon," without needing a personal story. Several of their best-performing posts use this time-stamp style, and it pairs well with a promised list (like "a few shifts" or "key trends"). To copy it: pick a realistic time window, name the consequence in one short sentence, then promise a small, numbered breakdown.

Example 1 →   Example 2 →

4   Explain the hidden reason first, then give a simple fix

They don't just give tips; they explain what's happening "under the hood" in one clear sentence, then give a straightforward fix. This works because once people believe the reason, the advice feels obvious—and they're more likely to save it and try it. This problem→reason→fix structure shows up across multiple high performers, including posts that diagnose why results feel off even when the basics look fine. To copy it: name the symptom, explain the cause in plain words, then give a short checklist or example people can copy.

Example 1 →   Example 2 →

5   Give the trend a short name so people remember it

They often label a messy change with a short, sticky name (a "thing" people can point to), then define it in one sentence. This works because named ideas spread faster—people can repost them, teach them, and debate them without writing a paragraph. Many of their top-performing topics are framed this way (a new label, then a simple definition). To copy it: create a 2–5 word name, define it in one line, then list two examples so the reader knows it's real.

Example 1 →   Example 2 →

6   If you post an image, make it a chart people screenshot

Their image posts work best when the image is a clear chart, ranking, or comparison—not a vague quote or general framework. This works because people can understand it in one glance, and it's easy to save or send to a coworker. In this dataset, benchmark-style image posts average about 1.29 relative engagement, while the weakest generic updates average about 0.385. To copy it: put one big takeaway at the top of the image, show a simple comparison, and keep the text readable on a phone.

Example 1 →   Example 2 →

7   Sell only sometimes, and put the link after the value

They keep direct link CTAs rare and usually place them at the very end, after the main lesson. This works because the post still feels like help, not an ad—and the people who click are higher intent. Only 8% of posts include a direct CTA link, and those CTA posts average about 226.4 total interactions vs 284.5 for non-CTA posts (around 20% lower), so restraint protects engagement. To copy it: publish mostly value posts, then in roughly 1 out of 12 posts offer a free training/webinar and optionally a call for people who want hands-on help.

Example 1 →   Example 2 →

Profile Breakdown

HEADLINE FORMULA

Co-Founder at Neil Patel Digital

[Senior role] at [Company/Brand]. It works because it signals authority in four words ("Co-Founder"), instantly ties the person to the commercial vehicle ("Neil Patel Digital"), and keeps the promise simple so the proof stack in the profile does the heavy lifting.

BANNER STRATEGY

Outcome hook ("Want More Traffic?") + agency brand + founder photo + short service menu + proof badges/awards + one clear destination (npdigital.com). It works because it behaves like a website hero section: it turns a curious profile visit into business intent using a single outcome, immediate credibility, and a clear click target.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Organic social, content systems, and trust/personal brand	**35%**	Visibility/format-mechanics posts outperform this pillar's weaker influencer content: the best cluster ("visibility is broken / the playbook changed" + practical format advice) averages 1.4729 relative engagement across 7 posts. Influencer-focused posts (cost/lift stats and 'pick smaller influencers') are below the pillar baseline, averaging 0.9217 across 6 posts—suggesting this audience reacts more to distribution mechanics and trust-building than influencer math.	Post 1 Post 2 Post 3
Search/SEO and AI-driven discovery ("search everywhere")	**28%**	Inside this pillar, the big winners combine a reframe with an immediately usable method: a selected cluster averages 1.615 relative engagement vs the pillar-wide 1.1868. The weakest subcluster is niche, early "survey/checklist of future topics" content, averaging 0.710 across 3 posts—meaning broad, actionable guidance beats speculative checklists.	Post 1 Post 2 Post 3
Measurement, budgets, and analytics reality checks	**31%**	Benchmark-style "what marketers are doing" charts are the reliable winners here: the strongest chart/report posts average 1.29 relative engagement across 3 posts. The weakest cluster is broad, generic updates (including the most promo-heavy example in this topic set), averaging 0.385 across 4 posts—so specificity and fresh data beat general 'state of marketing' takes.	Post 1 Post 2 Post 3

PILLAR	%	WHAT CRUSHES	EXAMPLES
Paid media and ad platform changes (less frequent, but spikes when explained simply)	**6%**	This is a small slice of output, and performance depends on angle: big-picture explainers do best (3 posts average 1.2967 relative engagement), while single case-study scaling claims or creative-style takes underperform (2 posts average 0.765). The pattern: their audience prefers "here's how the platform works now" over "here's what worked for one account."	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

NP Digital marketing services (agency support via call/consultation with his team)

Free webinars (topic-specific training events)

Free SEO guide download in the Featured section ("SEO Made Simple")

How They Promote in Posts

Direct CTAs are intentionally low-frequency: 8 out of 100 posts (8%). When CTAs appear, they're usually logistics-first and placed at the end, often as a two-step offer: free webinar first, then an optional call/consultation. In this dataset, CTA posts average 226.4 total interactions vs 284.5 for non-CTA posts (about 20.4% lower), which matches the strategy of keeping most posts value-only (roughly an 11.5:1 value-to-promo ratio).

Example 1 →   Example 2 →   Example 3 →

How They Promote in Profile

The profile is built like a landing page: the banner repeats a single demand hook ("more traffic"), stacks proof with awards, and sends visitors to npdigital.com. The Featured section offers a low-friction free guide download to capture leads even when posts don't include links. The About section is credibility-first (accolades, client logos, audience metrics) and ends with a single operational CTA for speaking/collaboration/business development via email, making the next step clear for high-intent visitors.

View Profile →

Top 10 Posts

1 **Most brands think organic social media is dead.**

He argues organic social isn't failing; the old approach is. He uses a concrete stat about budget cuts to explain why teams feel burned, then points to a new model for how distribution works now and positions the video as the walkthrough of what winners do differently.

♡ 711   ▢ 137   ⇄ 82

2 **Your competitors can copy your product, pricing, and ads — but they can't copy trust.**

He frames trust as the one advantage competitors can't replicate, and ties it to personal brand as a key edge in the near future. He adds personal proof (years in the game and building an agency) and promises a simple multi-part system in the video that leads to lower marketing costs and compounding growth.

♡ 565   ▢ 124   ⇄ 33

3 **SEO Isn't Dead. It Just Got Bigger!**

He argues search has expanded beyond Google into many platforms, and packages the shift as a broader way to think about visibility. He anchors the idea with a clear stat and a list of specific places people now search, then links the chain from visibility to validation to sales.

♡ 500   ▢ 100   ⇄ 55

4 **Your customers aren't finding you the way they used to.**

He warns that the customer journey has fragmented and that older funnel thinking is becoming less effective. He gives examples of what's changing (like visual search and AI-first shopping), then promises a structured list of upcoming consumer trends in the video.

♡ 371   ▢ 66   ⇄ 59

5 **SEO doesn't start on Google anymore.**

He claims search behavior begins inside social apps before people ever open a browser. He points to specific platforms and behaviors (how-to searches and product discovery), then concludes that content needs to be built and organized to show up in those in-app searches.

♡ 342   ▢ 96   ⇄ 38

6 **If your traffic is dropping even though your SEO looks clean — this is probably why:**

He addresses a painful contradiction: traffic falling even when basic SEO looks fine. He explains a clear mechanism tied to AI understanding topics, then gives a concrete content blueprint using a pillar page plus tightly related subtopics and interlinking.

♡ 348   ▢ 95   ⇄ 27

7

YouTube isn't the sexiest social network, but it is the number 1 destination for product research.

He argues YouTube matters more than people think because it's a major place buyers research products. The attached infographic compares trust across platforms and highlights which video types matter most for research, then ends with a direct sales consequence if you ignore it.

♡ 344   💬 71   ⇄ 42

8

Google and OpenAI aren't playing the same game.

He frames the Google vs. OpenAI competition as a business-model difference instead of a feature contest. He argues each company needs AI to do different things, and ends with a long-term implication about who can win over time.

♡ 337   💬 93   ⇄ 21

9

Your social content isn't just for social anymore.

He explains that AI answer tools increasingly pull information from trusted social and community sources, so social content can influence decisions even when it doesn't drive clicks. He lists specific AI tools and source types, then reframes success as presence where opinions form, not just traffic.

♡ 306   💬 103   ⇄ 15

10
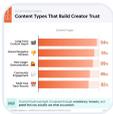
Short-form content is among the least trusted types of content.

He challenges the idea that views equal trust, arguing that low-trust formats can limit buying and recommendations. He tees up a question about what actually builds trust, then uses a ranked, number-heavy infographic to answer with specific trust-building content types and behaviors.

♡ 314   💬 66   ⇄ 32

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