



Pierre Herubel

I help B2B businesses get clients with content

168k followers • [View Profile](#)

4

POSTS / WEEK

9 AM, UTC

MAIN POSTING TIME

480

AVG REACTIONS

105 comments

53%

CALL-TO-ACTION

FREQUENCY

#1 SUCCESS FACTOR

He turns complicated B2B marketing decisions into simple "either/or" choices and one-page visuals people can use immediately. That creates instant trust (because it feels clear and usable), which then makes his soft CTAs (follow, comment, "tell me if you're interested") convert without killing engagement.

FORMAT BREAKDOWN

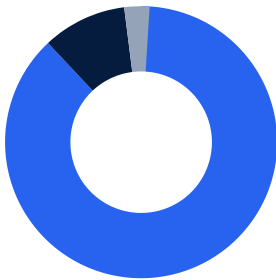


Image	88%	520 avg reactions
Text Only	10%	30 avg reactions
Carousel	3%	360 avg reactions

7 Tactics You Can Steal

01 [Turn a big topic into a simple A vs B choice](#)

02 [Teach "old way vs new way" so people feel instantly updated](#)

03 [Start with a proof line, then give a quick self-test](#)

04 Explain problems as a domino chain, then fix the first domino

05 Write the hook like a real conversation people overhear at work

06 Give the full lesson first, then make a small ask

07 Use one simple picture so the whole post is easy to share

7 Tactics You Can Steal

1 Turn a big topic into a simple A vs B choice

He often takes a confusing topic and forces a clean choice between two options, then explains who each option is for and what changes if you pick it. This works because people love sharing clear decision tools with their team, and it's easier to comment when you can "pick a side." In his dataset, comparison/decision posts average about 2.27× relative engagement (8 posts), and several of his biggest posts use this exact format. To copy it: name the two options, give 3–5 traits for each, add "best for..." lines, and finish with one question like "Which one fits you?"

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

2 Teach "old way vs new way" so people feel instantly updated

He frames advice as a shift over time (old way → new way), then lists a few concrete changes so it doesn't feel like empty trend talk. This works because nobody wants to feel outdated, and the "before/after" story is easy to remember and repost. In his posts, non-promotional "2026 strategy" content averages about 1.39× relative engagement (17 posts), while "2026" promos average about 0.18× (5 posts), so the value has to come first. To copy it: write 3–5 specific "then vs now" bullets, include one reason for the shift (tools or buyer behavior), and end with a simple "here's the new mix" summary.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

3 Start with a proof line, then give a quick self-test

He often opens with a strong proof line (like how many strategies he's reviewed), then immediately gives a simple question and a short test people can run on themselves. This works because the proof earns attention fast, and the self-test turns the post into something people can actually do (which drives saves and comments). Audit-style diagnostic posts average about 1.98× relative engagement (5 posts). To copy it: lead with one believable proof point, ask one yes/no question, and give a 3-step check someone can do in 10 minutes.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4

Explain problems as a domino chain, then fix the first domino

He explains a bad outcome as a simple chain reaction ("this causes that causes that"), then points to the first thing to fix. This works because it makes the consequences feel obvious and urgent, and it stops people from treating symptoms instead of the real cause. One of his highest-performing posts uses a domino chain to connect unclear targeting to broad messaging and weak sales outcomes, and it pairs that story with a simple first exercise. To copy it: write 5–7 "if...then..." steps, circle the first step in plain words, and give one starting exercise (like reviewing your best customers).

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

5

Write the hook like a real conversation people overhear at work

He uses quotes, dialogue, and "what people really say" to open posts, then turns that emotion into a clear framework. This works because readers instantly recognize themselves, and they can't resist replying with "this is exactly my boss/client." Several of his top posts start with founder-style lines and then deliver structured steps, which helps them earn both comments and shares. To copy it: start with one sentence you've heard in real life, keep it short, then answer it with a simple list of options or steps.

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

6

Give the full lesson first, then make a small ask

Most of his selling happens after he has already taught a complete framework in the same post. This works because the reader feels helped before being pitched, so the ask feels like the next step, not an interruption. In the 40-post dataset, posts with CTAs do not underperform overall (one cut shows 1.30 vs 1.21 average relative engagement; another cut shows 1.43 vs 1.10), but the most "ad-like" promos are among the lowest performers (around 0.05–0.08). To copy it: teach first, then use a low-pressure CTA like "tell me if you want help implementing this" or "follow for more."

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

7

Use one simple picture so the whole post is easy to share

He is visual-first: almost all posts are paired with a single infographic-style image that repeats the main idea. This works because people can understand it in seconds, save it, and repost it without rewriting the message. In his dataset, image posts average about 1.41× relative engagement (35 posts) while text-only averages about 0.06× (4 posts), and text-only posts cluster at the bottom. To copy it: build a one-page chart (comparison table, loop diagram, or 5-box framework) and make sure every box matches a line in your caption.

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

Profile Breakdown

HEADLINE FORMULA

I help B2B businesses get clients with content

I help [specific audience] get [specific result] with [simple method/channel]. Why it works: it's instantly clear in-feed and in search (who/what/how), and it pre-qualifies people who already want that outcome so the profile reads like the next logical step.

BANNER STRATEGY



Banner = one named, tangible resource + visual proof (multiple infographic thumbnails) + a clear 'library' promise. Why it works: it shows real deliverables (not vague claims), signals depth and repeatability, and gives profile visitors an obvious next click to an owned asset.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Fork-in-the-road B2B growth choices (A vs B, old vs new playbooks)	42%	Clear forced-choice posts are his biggest spike pattern: comparison/decision posts average about 2.27× relative engagement (8 posts). Within this bucket, the strongest performers define both options, explain who each option fits, and end with the downstream consequences (team, budget, daily work) so it feels like a real decision tool. What underperforms inside this broader theme: dense, implementation-heavy “playbook” posts (like finance/ops/partnership deep dives) trend below the pillar average (about 0.79× across 5 posts).	Post 1 Post 2 Post 3
Marketing basics that fix the root cause (ICP, positioning, strategy vs tactics)	30%	Audit-style diagnostics and “chain reaction” explanations do best here: these posts average about 1.98× relative engagement (5 posts). The winning structure is: one sharp question or mistake → a short checklist to self-diagnose → a simple first step to fix it. What tends to lag: longer, essay-like explanations without a crisp diagnostic hook (around 0.74× across 5 posts).	Post 1 Post 2 Post 3
Content that builds authority (visual infographics + simple plans people can reuse)	16%	Actionable, reuse-ready planning assets beat meta updates: content-plan/list posts average about 1.03× relative engagement (3 posts) while meta “my results / newsletter update” posts average about 0.51× (3 posts). This pillar works best when the content is structured like a tool (rules, calendars, checklists) and delivered in a skimmable visual format.	Post 1 Post 2 Post 3

Promotions and engagement prompts (offers, bootcamps, short questions)

12%

Promos work best when they follow real teaching ("here's the system, we can implement it with you") instead of feeling like an ad. What flops most consistently: ultra-short and text-only promo posts—text-only posts average about 0.06× relative engagement (4 posts), and bootcamp announcement promos show up among the lowest performers (around 0.05–0.08 relative engagement in the examples provided).

Post 1

Post 2

Post 3

Conversion Strategy

Their Offer(s)

Content Path's done-for-you / advisory implementation of B2B marketing systems (authority-first content that drives clients).

Content creation bootcamp (cohort training program)

Infographics / visual content creation services

How They Promote in Posts

He uses CTAs in roughly half his posts: one dataset cut shows 21 of 40 posts (52.5%) include a CTA, while another cut reports 47.5% (a small mismatch in counting). CTAs almost always come at the end and are usually soft ("Follow me...") or a simple question; the "Follow me" CTA appears 11 times in 40 posts. When he sells, the strongest pattern is "teach the whole system first, then invite interest," while standalone bootcamp announcements tend to be much lower engagement (examples around 0.05–0.08 relative engagement).

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

Profile is built like a straight path: the headline states the outcome and audience; the banner and Featured section push a single flagship resource (an Infographics Library) to prove expertise fast; the About section stacks credibility (a time-bound growth result + exit) and ends with two clear next steps (visit contentpath.co or DM to work together).

[View Profile →](#)

Top 10 Posts

1



B2B and B2C marketing have one BIG difference:

He explains one key difference between B2B and B2C buying: B2B decisions are multi-person "buying projects" focused on ROI, while B2C decisions are usually faster and more individual. He then shows how that difference changes targeting, messaging, content, and distribution, while still noting both share core foundations like positioning and proof.

♡ 2088 💬 143 ↻ 383

2



This question will shape your B2B strategy in 2026:

He argues that one choice shapes a company's whole growth approach: a marketing-led system or a sales-led system. He defines each option, explains what kinds of offers and buyers each fits, and lists the practical consequences for hires, budget, and daily work.

♡ 1805 💬 271 ↻ 200

3



The B2B Marketing playbook changed a lot in 3 years.

He lays out three big changes in modern B2B marketing, like content becoming core work and outbound moving toward intent signals. He summarizes the shift as an "old playbook vs new playbook" story and proposes a 2026-style mix of activities.

♡ 1528 💬 201 ↻ 190

4



I've audited over 500 marketing strategies.

He introduces a quick way to tell if a company has a real marketing system or just scattered activities. The method is simple: look back at the last year, list what you did, and see if it was connected into a plan or not.

♡ 1483 💬 220 ↻ 159

5



This is the winning B2B Marketing playbook for 2026.

He shares a full, five-part marketing system that covers content for passive buyers, collecting intent signals, amplifying with ads, capturing demand from active buyers, and doing warm outreach. After explaining each pillar, he invites a small number of businesses to get help implementing it.

♡ 1377 💬 149 ↻ 221

6



Many founders want "leads" as fast as possible.

He starts with the urgency many founders feel and then reframes the debate: the goal isn't picking demand generation or lead capture, it's using both in one system. He lists practical examples of activities for each side so a team can act immediately.

♡ 1305 💬 194 ↻ 160

7



Marketing "strategy" and "tactics" are different:

He argues that many common actions (like ads or daily posting) are tactics, not strategy. He defines strategy as clarity on who you help, what problem you solve, how you're different, and what you'll say, and explains how skipping this creates reactive chaos.

♡ 1059 💬 156 ↻ 164

8



Founder: "What's the 1st step for a good marketing strategy?"

He answers a founder-style question by flipping it: instead of adding more tactics, start by avoiding a few common mistakes. He groups the mistakes into strategy, systems, and execution, and gives simple "bad → better" swaps people can apply quickly.

♡ 885 💬 150 ↻ 133

9



It's early 2026, you're planning your marketing strategy.

He puts the reader in a planning scenario and defines different ways to grow: outbound, inbound, and "nearbound" introductions, then suggests combining them. He closes with a simple test-and-scale process so readers can choose based on results, not opinions.

♡ 902 💬 140 ↻ 97

10



- Domino 1: Your ICP is unclear

He explains how unclear targeting leads to a chain of problems: broad positioning, vague messaging, messy offers, and struggling sales, ending in flat revenue. He then gives three common reasons this happens and a practical starting step: study your best customers and find more like them.

♡ 857 💬 157 ↻ 86