



# Victoria Rusnac

AI-powered CMO | AI Consultant & Instructor | Helping companies build AI-driven teams

9k followers • [View Profile](#)

2

POSTS / WEEK

9 AM, UTC

MAIN POSTING TIME

40

AVG REACTIONS  
15 comments

79%

CALL-TO-ACTION  
FREQUENCY

## #1 SUCCESS FACTOR

She turns senior, practical AI marketing know-how into “event + asset” moments that are easy to join and easy to ask for. Her profile promises AI-driven teams, her posts prove it with clear frameworks and real agendas, and her conversion system turns that attention into comments and DMs by trading one simple action for something valuable (a link, deck, recording, or seat).

## FORMAT BREAKDOWN

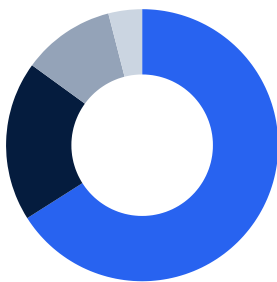


Image	66%	50 avg reactions
Text Only	19%	20 avg reactions
Video	11%	50 avg reactions
Carousel	4%	20 avg reactions

## 7 Tactics You Can Steal

01 [Ask people to comment one word before you send the link](#)

02 [Start your post with proof so people trust you instantly](#)

03 Sell an event with a clear agenda and one live demo promise

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04 Turn your knowledge into a simple list people can skim fast

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05 Open with a strong opinion that people can't ignore

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06 Use images more than text when you want more likes

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07 Name people's real problems first, then offer the fix

# 7 Tactics You Can Steal

## 1 Ask people to comment one word before you send the link

She often gives away something people want (a registration link, slide deck, or recording) and makes the next step a single word in the comments. That tiny action creates lots of comments, and it also gives her a clean list of people who raised their hand for the topic. In this dataset, the 6 posts using a keyword comment average 10.54× engagement, and posts with any CTA average about 149 interactions vs about 101 without a CTA. To copy it: offer one clear asset, pick one simple keyword, and say “comment X and I’ll send it.”

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## 2 Start your post with proof so people trust you instantly

Several of her highest performers lead with a big number (“how many signed up”) and/or a list of recognizable companies. That makes people stop scrolling because it feels real and current, not theoretical. One proof-led webinar post hit about 10× her baseline engagement, and another webinar invite using a senior-only framing also performed strongly. To copy it: put your strongest proof in the first line (number, outcome, or recognizable names), then explain what it means in one sentence before you share the details.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

[Profile →](#)

## 3 Sell an event with a clear agenda and one live demo promise

Her best event posts read like a short menu: who it’s for, what you’ll learn, and exactly what will be shown live. That removes the fear of wasting time, because people can see the practical topics (like guardrails, quality checks, and real examples) before they commit. The top webinar invite reached 32× relative engagement, and other agenda-heavy event posts also landed in the top performers. To copy it: write 5–7 agenda bullets, include one “I’ll show this live” bullet, and end with one simple action to join.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

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**4**

## Turn your knowledge into a simple list people can skim fast

When she teaches, she packages it as lists, roles, and step-by-step frameworks instead of loose advice. That makes the post easy to scan and easy to comment on (“I agree with point 3”), which lifts reach. In her thought-leadership set, structured framework/list posts average 2.88× engagement, while short PSA-style posts average just 0.52×. To copy it: use a number in the first line, give each bullet a short bold heading, and end with a tiny “do this next” checklist.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**5**

## Open with a strong opinion that people can't ignore

She often starts with a line that challenges a common belief, then quickly backs it up with specific examples. That pulls in both supporters and skeptics, and it gives commenters something clear to react to. Several of her top posts use this style and still stay practical, like the contrarian “AI isn't hype” angle and the high-stakes career prediction angle (with 2×–7×+ relative engagement). To copy it: write one short “I don't agree with the usual advice” sentence, then follow with 3–5 concrete reasons or examples.

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

## Use images more than text when you want more likes

In her dataset, image posts are the default winner: they average 3.14× relative engagement versus 0.65× for text-only posts and 0.38× for carousels. Images make the offer or framework obvious at a glance, which helps when people are scrolling fast. Her posting history also shows she uses images far more than other formats (35 image posts vs 10 text-only). To copy it: turn your key points into a simple single image (title + 3–6 bullets), and keep the caption focused on one idea and one next step.

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

## Name people's real problems first, then offer the fix

One of her strongest formats starts with a blunt list of what leaders are struggling with (tool overwhelm, what to automate first, staying authentic while scaling, and getting the team to actually use AI). That makes readers feel seen, so they keep reading and are more open to the offer that follows. A pain-first workshop recap like this reached 5.79× relative engagement, showing the “you're not alone” angle works. To copy it: list 3–5 exact problems in plain words, then match each one to what you'll teach or the resource you'll share.

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

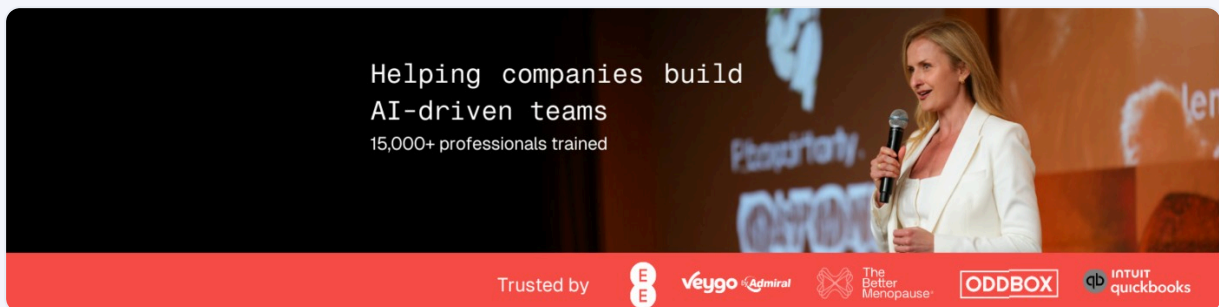
# Profile Breakdown

## HEADLINE FORMULA

**AI-powered CMO | AI Consultant & Instructor | Helping companies build AI-driven teams**

[High-credibility identity label] | [How you help (service lines)] | [Clear outcome for a clear buyer].  
Why it works: the first clause signals seniority and a sharp edge ("AI-powered" + operator role), the second makes the offer tangible (consulting + teaching), and the third states the business result (building AI-driven teams) so a buyer instantly knows if it's for them.

## BANNER STRATEGY



Use a real-world authority photo (speaking/on stage) + bold, high-contrast promise text that repeats your headline outcome + one quantified proof point + a small strip of recognizable client logos. Why it works: the image signals "trusted expert," the repeated promise improves memory, and the numbers/logos lower risk for high-ticket buyers.

# Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Offers, webinars, and free resources (decks, recordings, playbooks)	43%	This is the biggest pillar (43.4% of posts) and it's also the strongest on average (offers average 3.73× relative engagement vs 1.72× for thought leadership). The highest-leverage move inside this pillar is the one-word "comment to get it" mechanic: 6 out of 53 posts use it and they average 10.54× engagement, driving most of the pillar's total results. What underperforms is vague promotion without a sharp hook or specific promised value: 6 low-specificity promos average only 0.47×.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
AI leadership playbooks (frameworks, org design, adoption stages)	36%	Structure beats slogans. In the thought-leadership bucket, long-form framework/list posts average 2.88× relative engagement, while short PSA-style posts average 0.52×. The best performers give leaders a model they can map to their team (stages, roles, checklists) instead of generic "AI is the future" commentary.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
Personal operating system (energy, mindset, intentions)	15%	Personal posts work when they're specific and useful, not just shoutouts. The strongest personal posts (top 3 in this pillar) average 1.41×, driven by clear routines, honest reflections, and "here's what I'm changing" details. Low-context shoutouts and off-topic recommendations sit at the bottom (bottom 3 average 0.28×).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
Side projects and non-core updates (outside the AI/CMO focus)	6%	This small slice is inconsistent. It can spike when it's a big personal story with a clear "why" (one origin-story style post reached 2.28×), but operational updates tend to underperform (one hiring-style update was around 0.39×). The pattern suggests most followers primarily came for AI/marketing leadership content, so these posts work best as rare 'human' moments, not a frequent series.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>

# Conversion Strategy

## Their Offer(s)

B2B AI enablement for marketing teams: training, workshops, roadmaps, and AI agent/automation implementation (Applied AI Co / Applied AI Academy positioning).

Live webinars for marketing leaders used as lead generation (often with decks/recordings)

AI Marketing Manager Certification (Applied AI Academy)

Free resources: slide decks, recordings, and AI use-case playbooks

Speaking/panels and paid events/bootcamps

For Play Couples Chocolates (consumer side venture)

## How They Promote in Posts

She uses CTAs in most posts (about 79% in one cut of the data; 77.36% in the 53-post sample), usually placed at the end after giving value first (agenda, checklist, or story). CTAs correlate with higher engagement in this sample: posts with a CTA average about 149 total interactions vs about 101 without. The highest-leverage CTA is the comment-keyword trade ("comment X and I'll send it"), which shows up in 6 of 53 posts and averages 10.54× engagement; it works because it turns passive readers into visible commenters and identifiable leads.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

Her profile repeats one clear promise ("helping companies build AI-driven teams") across headline and banner, then backs it with strong proof (15,000+ trained and trusted-by logos). The About section reads like a results-first offer menu (training, workshops, consulting, speaking) and names a proprietary framework, which makes the service feel productized. The Featured section points to a webinar-style entry point, which matches her highest-performing post CTA pattern (event + asset + keyword comment), creating a clean path from post → profile → sign-up/DM.

[View Profile →](#)

# Top 10 Posts

1



## Become an Agentic CMO

She invites marketing leaders to a live webinar focused on moving from basic AI chat to AI agents in marketing. The post lists a detailed agenda including levels of agentic AI, brand guardrails, quality checks, and a live showcase plus a case study. It ends with a “connect and comment a keyword” instruction to receive the registration link.

♡ 351    💬 1472    ↻ 1

2



## Actually useful AI for CMOs

She recaps what’s working with AI in marketing right now, written for senior marketing leaders. The post gives a skimmable checklist of role-based AI applications tied to outcomes like lowering acquisition costs, plus a clear “who’s ahead vs behind” message. She offers the presentation and recording in exchange for a connect + keyword comment.

♡ 140    💬 546    ↻ 2

3



## 850 marketing leaders signed up for the Agentic CMO webinar.

She announces a large registration number for an upcoming webinar and reinforces credibility by listing recognizable companies attending. The post frames this as evidence of a shift from experimenting with AI chat to building agent-like systems. It repeats the agenda and uses the same keyword comment action to get the registration link.

♡ 80    💬 489    ↻ 4

4



## Become an AI-powered CMO

She promotes an invite-only session aimed at marketing leaders planning how AI will change their work in the coming years. The post lists practical topics like top use cases, content systems, repurposing, customer insights, and paid social creative. It includes an update with social proof and shares a direct link to the recording and slides for anyone who missed it.

♡ 97    💬 375    ↻ 1

5



## 5 AI predictions for every marketing leader

She shares a numbered list of AI predictions aimed at marketing leaders, framed as a major career and org shift over the next few years. The post mixes bold claims with specific changes to expect, like new marketing disciplines and new team structures. It closes with a practical checklist for how to prepare.

♡ 270    💬 141    ↻ 14

6



### Become an AI-powered CMO in 2026

She describes a raw, real conversation with marketing leaders about AI adoption challenges, then lays out a session designed to solve those problems. The post names specific pain points (tool overload, what to automate first, authenticity at scale, team adoption) and matches them to a practical agenda, including live demos. It offers the deck and recording in exchange for a connect + keyword comment.

♡ 69    💬 261    ↻ 0

7



### How to build an AI-first marketing engine.

She explains what an AI-first marketing engine looks like, contrasting “using AI tools” with building an AI-native system. The post breaks down roles, what stays human-led (strategy, taste, judgment), and how teams shift as AI takes on more execution work. It ends with a simple “DM me if this resonates” invitation.

♡ 185    💬 90    ↻ 5

8



### AI is not a buzzword.

She argues against AI hype fatigue by claiming AI is already a real playbook for fast-moving brands. The post references a talk she gave to industry leaders and then lists concrete, implement-now use cases like competitive analysis, insights, campaign management, and repurposing. She offers to send the full presentation to anyone who comments a keyword.

♡ 54    💬 84    ↻ 1

9



### Smart people ask me this. Founders. CMOs. Consultants.

She answers a common “how do I start?” question by sharing a named framework built around a memorable metaphor. The post breaks the topic into four parts—what AI can do, the skills to use it safely, picking the right use cases, and the mindset to stick with it. It blends practical steps (like quality checking and spotting hallucinations) with encouragement to reduce fear.

♡ 78    💬 58    ↻ 1

10



### From CMO to #Solopreneur – what a journey it's been in crafting a brand that truly resonates with my heart!

She shares a personal transition story and announces a new consumer venture, explaining the mission and the product concept. The post includes a surprising statistic about intimacy and positions the product as a playful way for couples to reconnect. It also includes gratitude and tagging, bringing other people into the conversation.

♡ 99    💬 31    ↻ 0