



Yamini Rangan

Chief Executive Officer at HubSpot

165k followers • [View Profile](#)

2

POSTS / WEEK

5 PM, UTC

MAIN POSTING TIME

720

AVG REACTIONS

80 comments

43%

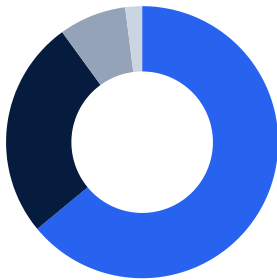
CALL-TO-ACTION

FREQUENCY

#1 SUCCESS FACTOR

She wins by making big, confusing work changes feel simple and personal: a bold opening line, a clear "new way to think," and a few concrete examples people can use right away. Her CEO positioning makes those lessons instantly credible, and her selling works because it's usually the natural "next step" after she's already taught the why and shown proof.

FORMAT BREAKDOWN



Text Only	64%	710 avg reactions
Image	26%	750 avg reactions
Video	8%	960 avg reactions
Carousel	2%	280 avg reactions

7 Tactics You Can Steal

01 [Start with a bold "this is changing" line people can't ignore](#)

02 [Turn your idea into a quick test people can check fast](#)

03 [Tell a real story first, then share the lesson after](#)

04 Give people 3 clear buckets, each with a few real examples

05 Use event build-up and recaps to make people feel included

06 Skip carousels here; simple posts beat them by a lot

07 Use fewer "do this now" asks, and keep them at the end

7 Tactics You Can Steal

1 Start with a bold “this is changing” line people can’t ignore

She often opens by flipping the default belief in one short line, like “tomorrow will look different than today.” That grabs attention because people instantly want to know what changed and whether it affects them. Several of her highest-performing posts sit around 2.5–3.4x relative engagement, and many of them use this same “old way vs new way” opening style. To copy it: write your first line as a sharp contrast, then spend the next 5–8 lines explaining what the new world looks like in plain words.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

2 Turn your idea into a quick test people can check fast

Instead of giving a long lecture, she turns the topic into a simple “are we doing this right?” test or scorecard. It works because readers can self-check in seconds, then they want to comment with what they’re doing (or ask what to do next). This fits her broader pattern: short, scannable frameworks outperform dense formats (for example, carousel-style series average ~0.43x). To copy it: write 3–7 “check yourself” lines, and end by asking which one is hardest right now.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

3 Tell a real story first, then share the lesson after

She earns trust by starting with something she saw or heard in the real world, then pulls out the lesson. This works because it feels like “this happened” instead of “here’s my opinion,” which makes people listen longer and share it. It also supports her conversion style: customer outcomes and lived examples are the main persuasion tool in product posts, not hype. To copy it: open with the scene (who/where/what happened), share the moment that surprised you, then list the 3 takeaways.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4

Give people 3 clear buckets, each with a few real examples

When she teaches, she often groups the advice into a few simple buckets and adds concrete examples under each one. It works because it turns a messy topic into something people can copy and use without overthinking. This matches what performs best in her biggest pillar: specific workflow content (like sales execution) averages ~1.42x, while broad, abstract posts can fall to ~0.50x. To copy it: pick 3 buckets, give 2–4 examples for each, and keep each bullet to one short line.

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

5

Use event build-up and recaps to make people feel included

She turns company moments into community moments by sharing a countdown, what's happening, and a simple invite to join in. This works because it creates a "we're all here together" feeling, which drives comments and reposts even when the topic is business. It also lines up with what already performs well for her: company moments average ~1.41x overall, and big announcements can reach ~1.79x. To copy it: post once before the event (what you're preparing), once during (one key takeaway), and once after (what you learned + thank you).

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

6

Skip carousels here; simple posts beat them by a lot

In this dataset, carousels are the clear loser: 2 carousel posts average about 0.43x relative engagement. Text-only posts average ~1.26x, images ~1.21x, and videos are best at ~1.51x, so simple formats consistently do better. This works because her writing already creates the "scan and share" effect without needing slides. To copy it: when you have a framework, write it as short lines and bullets, or record a short video for your biggest updates.

[Example 1 →](#)[Example 2 →](#)

7

Use fewer "do this now" asks, and keep them at the end

She uses calls to action fairly often (about 41–43% of posts in this dataset), but posts without a call to action perform better on average (about 1.38x vs ~1.07x). When she does ask, it's usually a simple end-of-post question (most are engagement questions), which feels like a conversation instead of a demand. To copy it: write the full value first, then add one small question at the end—or skip the ask entirely on your strongest teaching posts.

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

Profile Breakdown

HEADLINE FORMULA

Chief Executive Officer at HubSpot

[Highest-trust title] at [well-known company] (optionally add one short theme). This works because it removes all confusion in one glance, signals authority immediately, and makes every lesson or product opinion feel “from the source.” Credibility markers used: senior role + category-leading brand name.

BANNER STRATEGY



Not specified in the provided data, so it can't be verified. Effective formula for this type of profile: clean, brand-aligned banner (company colors/wordmark) with either (a) no text, or (b) one short theme line like “customer-led growth,” leaving lots of whitespace. It works because it reinforces recognition fast and doesn't compete with a role-based headline.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
AI + go-to-market shifts (sales, marketing, service)	43%	Specific, job-level playbooks outperform broad AI commentary. In this dataset, "selling/prospecting with AI" posts average about 1.42x relative engagement (10 posts) when they include concrete signals, stages, and rep behaviors—beating the broader AI pillar average of about 1.17x (42 posts). The biggest miss inside this pillar is abstract framing (7 broad posts average ~0.50x).	Post 1 Post 2 Post 3
Leadership + strategy clarity (how to lead people well)	27%	Simple, memorable leadership ideas with clear actions win. Leadership posts built around easy-to-repeat formulas and a few behavior bullets average about 1.60x relative engagement (6 posts). The clear underperformer is turning leadership into long carousel "series" content (2 posts average ~0.43x).	Post 1 Post 2 Post 3
HubSpot/company moments (launches, results, big news)	24%	Company posts perform best when they feel like "problem → what changed → what you can do now," not reminders or recaps. In this dataset, big launch-style announcements average about 1.79x relative engagement (5 posts), while lower-novelty resource/reminder updates average ~0.63x (5 posts). Overall, company moments are a strong theme at ~1.41x average relative engagement (24 posts).	Post 1 Post 2 Post 3
Personal values + life stories (human leadership)	6%	Longer reflection tied to one clear principle beats short quote-style inspiration. Reflective stories in this dataset average about 1.59x relative engagement (5 posts), while a short quote-style post underperforms (~0.53x, 1 post).	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

HubSpot's CRM platform and AI/agent product suite (positioned as an agentic customer platform).

The Loop (AI-era growth playbook) and related tools/scorecards

HubSpot launch/event hubs (Spotlight, INBOUND)

Thought leadership assets (blogs, interviews, keynotes) that reinforce the product vision

How They Promote in Posts

She sells mainly through posts (not the profile): roughly one promotional post for every two value/authority posts (33 of 98 posts are promotional, ~33.67%). CTAs appear in about 41–43% of posts and are usually placed at the end; most are simple comment prompts, while product CTAs are direct but not pushy after the explanation. In this dataset, posts with CTAs underperform on average (about 1.07–1.11x) compared to posts without CTAs (about 1.35–1.38x), so the strongest move is “teach first, then offer the next step.”

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built for trust and clarity (CEO at a well-known company + credibility-rich About), not direct conversion. In the provided data, there's no clear About-section CTA and the Featured section appears unused, so visitors don't get a single obvious “next step” on the profile; conversion is mostly handled by links inside posts. A simple improvement (while staying CEO-appropriate) would be a “credibility CTA” in Featured, like a product vision blog, a launch hub, or a keynote.

[View Profile →](#)

Top 10 Posts

1 Slides: Locked

She shares a behind-the-scenes update right before a major event, using a fast checklist-style opener. She admits she's an introvert and that a huge keynote makes her nervous, then invites the community into the moment with a simple "wish me luck" style ask.

♡ 2609 💬 158 ↻ 7

2



How can you bring out the best in people?

She teaches a simple leadership model built around caring deeply while also holding high standards. The post labels common leadership traps clearly, then ends with a short list of behaviors she uses to help teams perform.

♡ 2315 💬 150 ↻ 90

3



Most problems in GTM can be solved with one thing: a better understanding of your customers.

She starts with a broad business pain (teams don't truly understand customers because data is scattered), then explains how AI can help when it has the right context. She announces a new integration and lists practical use cases for marketing, sales, and customer teams.

♡ 1971 💬 150 ↻ 301

4



A first for me: recording a video for LinkedIn. Still not sure how the team talked me into it. 🤪

She opens with a personal first-time moment and a bit of vulnerability about being on camera. She then explains a product update, includes a strong performance datapoint, and shares how customer behavior drove an expansion to more teams.

♡ 2120 💬 119 ↻ 108

5 We're not just in a tech shift. We're in a work shift.

She reframes AI as a shift from tools that help people work to software that can do work for them. She grounds it in a familiar job example, then uses repeated contrasts to show how buying decisions and daily work will change.

♡ 2087 💬 189 ↻ 57

6 If you're in sales this year, stop sending emails just because someone fits your Ideal Customer Profile (ICP).

She challenges a common sales habit and explains why it leads to wasted outreach. She describes how top reps hunt for real buying signals, then offers a clear checklist of signal types to look for.

♡ 1818 💬 414 ↻ 91

7 Today, I'll spend 4 hours in meetings, send about 20 emails, and ping my team at least 40 times (sorry team!).

She starts with a day-in-the-life snapshot using specific numbers, then reframes those daily interactions as valuable "messy" company information. She explains how AI can turn that into insights and gives examples for marketing, sales, and service teams.

♡ 2082 💬 196 ↻ 38

8 I was listening to a panel of Customer Success (CS) leaders recently, and wow—this function is in the middle of a massive transformation!

She shares a market shift affecting customer teams and explains why retention pressure has changed what "good" looks like. She lays out several clear changes customer teams need to make and calls on companies to give them the tools and support to succeed.

♡ 2022 💬 176 ↻ 73

9 For decades, career growth followed a familiar formula:



She argues that the old career ladder (more headcount, bigger budgets) is being replaced by a new way to measure impact in the AI era. She names the new metric and lists behaviors that help people rise faster by learning and applying AI quickly.

♡ 1938 💬 157 ↻ 62

10 Every aspiring leader has two paths in front of them: a visible one and an invisible one.

She teaches a simple two-path idea about career growth, then backs it with her own non-linear career moves across functions. She shares a short prioritization principle and explains how it helped her take on bigger leadership roles.

♡ 1836 💬 167 ↻ 37
