



Growth Stage CEOs

LinkedIn Strategy for CEOs Over \$5M

*How to Scale Your Presence
Without Adding More Work*



Table of Contents

1	<u>Introduction</u>	→	Page 3
2	<u>Why Is \$5M the Inflection Point?</u>	→	Page 4
3	<u>How CEO Goals Shift After \$5M</u>	→	Page 5
4	<u>The CEO's Role Shifts from Creator to Curator</u>	→	Page 6
5	<u>What Should CEOs Talk About After \$5M?</u>	→	Page 7
6	<u>A Realistic Content Mix for CEOs in Growth Mode</u>	→	Page 8
7	<u>Here's the Easy Button</u>	→	Page 9
8	<u>Your Presence Is a Strategic Asset</u>	→	Page 10



Introduction

Crossing \$5M in revenue changes almost everything about how a company operates.

You have more customers, more employees, and more complexity. You're building a leadership team. You have a sales organization.

If you have investors, they expect rapid progress.

Your role as CEO shifts right along with the business. You're no longer wearing all the hats.

You're the person who sets direction, enables teams, and represents the company to the outside world.

Your LinkedIn presence has to evolve too. But now you have even less time than before, so it needs to scale without increasing your workload.



Page 3



Why Is \$5M the Inflection Point?

Scaling past \$5M ARR brings added operational complexity, leadership layers, structured sales teams, and dedicated marketing functions.

Your role transitions from wearing every hat to setting direction, supporting your team, and serving as the external face of the organization.

- **Sub-\$5M Strategy:** Prove product-market fit, establish initial trust, and show deep problem expertise.
- **Post-\$5M Strategy:** Expand into new markets, recruit senior leadership, engage partners, and signal enterprise-level maturity.





How CEO Goals Shift After \$5M

Your priorities on LinkedIn evolve from basic validation to executive stewardship:



TALENT RETENTION

Attract & Retain Senior Talent:

High-caliber executive candidates evaluate you online to understand your leadership style, corporate values, and organizational momentum.

ENTERPRISE CREDIBILITY

Build Enterprise-Level Credibility

Enterprise buyers require stability, clarity of vision, and long-term viability.

ECOSYSTEM RELATIONSHIPS

Strengthen Ecosystem Relationships

Investors, partners, analysts, and potential acquirers watch your channel for market leadership and strategic clarity.

These groups don't expect you to be a prolific content creator. They expect you to be a **visible, strategic leader**.



The CEO's Role Shifts from Creator to Curator

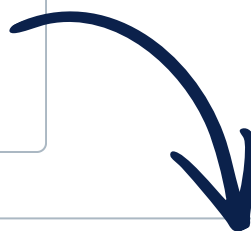
In the early days, you originated most of your posts. Past \$5M, you don't need to create content from scratch.

Instead, curate and add a high-level narrative layer to resources generated across your growing organization.

EARLY STAGE (<\$5M)

Primary Originator

Closest to the day-to-day pain



SCALE STAGE (>\$5M)

Strategic Curator

Amplifying internal insights & assets





What Should CEOs Talk About After \$5M?

Your content should reflect the maturity of the business and your role as a leader. Lean into clarity and simplicity.

1. MARKET P.O.V

This is where you add the most value. Short observations about customer needs and industry trends help position you as a leader in the space.

2. CULTURE & PEOPLE

You should be talking about values in action, celebrating teams, and what makes employees successful at your company.

3. COMPANY PROGRESS

Amplify the announcements, events, customer wins, and product updates generated by your marketing team and add a narrative to explain why each one matters.



Page 7



A Realistic Content Mix for CEOs in Growth Mode

Maintain a consistent presence with 3 posts per week:

Frequency	Content Focus	Execution Strategy
1 Post / Week	Market Perspective	Share brief observations from recent partner, investor, or client calls.
1 Post / Week	Culture & People	Celebrate team milestones, corporate values, and internal leadership.
1 Post / Week	Company Progress	Re-frame a marketing announcement with your high-level strategic perspective.

This rhythm positions you as a confident, steady leader, and it's doable in under **30 minutes a week**.



Page 8



Here's the Easy Button



Build an execution engine that relies on review and approval rather than drafting:

CAPTURE

Team members pull insights or transcripts from your speeches, podcasts, or other sources.

ROUTE

Marketing automatically passes company news and milestone drafts to your writer.

BATCH & APPROVE

Your writer prepares ready-to-publish drafts for you to review and approve in a quick weekly window.

QUICK INPUTS

Drop brief voice memos to your writer whenever a new market insight hits.



Your Presence Is a Strategic Asset

Executive visibility past \$5M is a form of company stewardship.

A clear, consistent voice aligns internal teams, instills confidence in buyers, and keeps your company top-of-mind with key ecosystem players.

Schedule Your Consultation



www.proresource.com



sales@proresource.com



+1 703-824-8482



8000 Towers Crescent Drive
Suite 1350
Vienna, VA 22182