

B2B LINKEDIN STRATEGY

The 2-2-2 Method

A Daily B2B LinkedIn Checklist

A clear, 15-minute-a day framework for who to engage, how to show up, and when to close the tab and get back to your day job.



For marketing & comms leaders who are losing their minds trying to get their founder active on LinkedIn



Your founder knows they should be on LinkedIn.

But they'd probably rather lick a shopping cart during flu season...

You've made the case, sent all the articles and industry research. I'll bet you've probably even drafted the posts for them. And yet, their LinkedIn sits there, untouched, while your founder promises you they'll "get to it this week."

Most B2B execs freeze up when it comes to LinkedIn because they don't want to performatively "build in public" for strangers who will like a post and never buy anything. But LinkedIn is so much more than leadership lessons from your morning matcha.

And no one has ever told them exactly what to do in the 15 minutes they actually have between meetings.

"Just tell me what to do — and make it fast."

EVERY FOUNDER, EVERY SALES REP, EVERY SME YOU'VE EVER
TRIED TO ACTIVATE ON LINKEDIN

Here's what's actually happening when your founder opens LinkedIn with good intentions:

- They scroll.** Someone posts something vaguely relevant. They think about commenting, second-guess themselves, and move on with what's now a doom scroll.
- They draft.** They start typing a post, realize they don't know how to end it (and does it need a hashtag?), then save it to their drafts where it will now live forever.
- They leave.** 20 minutes wasted with nothing published and no relationships built. (Paired with some mild self-loathing)

Asking your founder to start posting is usually too big of an ask.

The 2-2-2 Method solves this with a daily engagement checklist they can actually run with, and then get back to fixing corporate problems with their visionary genius.



Six actions in 15 minutes. Done for the day.

2 STEP ONE Comment on 2 posts

- ☐ Choose people you want to **stay visible with**: clients, prospects, referral partners, etc. Add a genuine reaction, a follow-up question, or share your point of view.
- ☐ You want to be more memorable than "great post!" but also you can keep it to **2-3 sentences**. It's more important to be thoughtful than to be lengthy.



Still staring at your feed wondering whose post deserves your 47 seconds of attention? See page 4 for the relationship framework.

2 STEP TWO Send 2 direct messages

- ☐ **Do not pitch!** This should be a genuine touchpoint: Congratulate them on something, reference a prior conversation, or share a resource or insight relevant to their industry.
- ☐ This is **warm relationship maintenance**, not cold outreach, to people who are already in your network.



A good rule of thumb is to touch base with your network once every 90 days to stay top of mind.

2 STEP THREE Connect with 2 new people

- ☐ Target **your ICP specifically**. If you send a note, keep it brief and personalized. Include why you want to connect, but this should be a pitch-free zone.
- ☐ Aim for **quality over quantity**. Identifying 2 right-fit connections is a much better use of your efforts than sending 10 random requests.



Not sure who to prioritize? See page 4 for the relationship framework.



Who are you commenting on, messaging, and connecting with?

Focus your six daily actions from these three relationship buckets. Don't forget to rotate between them; no single bucket should dominate every day of your week.

BUCKET 01

Current & Former Clients

Warm relationships worth nurturing.

These people already trust you, so showing up consistently keeps you top of mind for repeat business and referrals.



BUCKET 02

Partners & Industry Connections

Strategic alliance targets.

These relationships build your reputation and position you as an authority and a connector in your space.



BUCKET 03

Complementary Agencies & Services

Your future referral engine.

The people whose clients need what you offer, and vice versa. These are long-game relationships worth nurturing.

+ 2 *warm comments*
+ 2 *real conversations*
+ 2 *new connections*



A foundation for relationships that compound



Set a 15-minute timer. When it goes off, close the tab.

(Or if you're anything like me, close all the tabs.)

LinkedIn rewards consistency, not the three-hour marathon scroll session that some people call a strategy. Relationships compound over weeks and months, and **there's nothing you're going to do in a single sitting that you can't tackle over time.**

Show up daily, keep your efforts targeted and intentional, and trust the process.

The 2-2-2 method is the daily habit. *Strategy is what makes it compound.*

A checklist can get your founder to build the habit of showing up. But you need a strategy to make sure that effort compounds instead of becoming consistent noise.

If you're a marketing or comms lead who's been duct-taping your company's LinkedIn presence together with passive-aggressive Slack reminders, a shared Google Doc, and the occasional lighthearted threat, pull up a chair. I know that exact brand of chaos.

I help B2B marketing and comms teams with:

Company Page Management

A done-for-you LinkedIn presence that makes your Company Page work as hard as you do.

Founder-led Social

Building the content system behind your founder's voice so it stops living and dying in their drafts folder.

Social Selling Training

The missing link that lets sales use your marketing resources to start real conversations in their own voice instead of just "posting for visibility."

If any of this hit a little too close to home, **book a 30-minute call**. You've already made your case and written the posts. I'll show you what's been missing and what it takes to get your founder active on LinkedIn for real this time.

Yes, this is too accurate



Hi, I'm Jaclyn Sergeant!

I'm a B2B LinkedIn strategist who helps marketing and comms teams build a LinkedIn presence that works for the company, the founder, and the sales team.

One part marketer, one part strategist, and a heavy dash of humor.

My clients are busy teams who know LinkedIn matters for their business but don't have the bandwidth to show up consistently. They bring me in to define the process, build the system, and make sure the effort compounds instead of disappearing into a content calendar nobody follows.

I've worked with B2B teams across edtech, AI, analyst relations, and beyond. The industry changes, but the problems are almost always the same.

When I'm not building LinkedIn ecosystems for B2B teams, you can find me on a ~~hike~~ nature walk with my family or moonlighting as an unpaid Uber driver to keep up with my kids' busy schedules.



Jaclyn@SergeantDigital.com



www.linkedin.com/in/jaclyn-sergeant/



www.sergeantdigital.com