

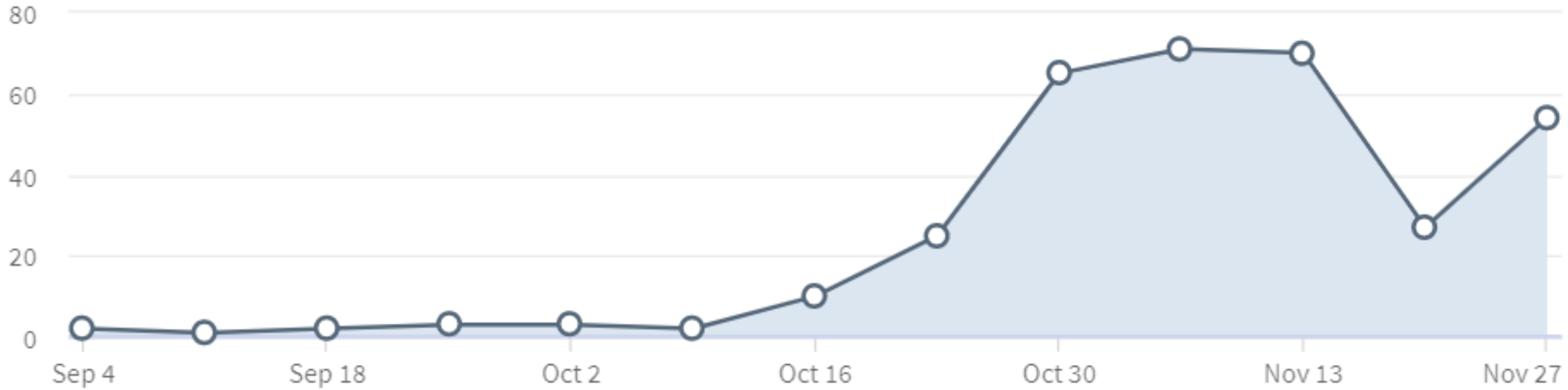


Insights from 30 Days of #LinkedInHardMode

DAVID M VERMILLION

286 profile viewers in the past 90 days

+100% since last week



Challenge Gains

3,000% more median weekly profile views since starting challenge

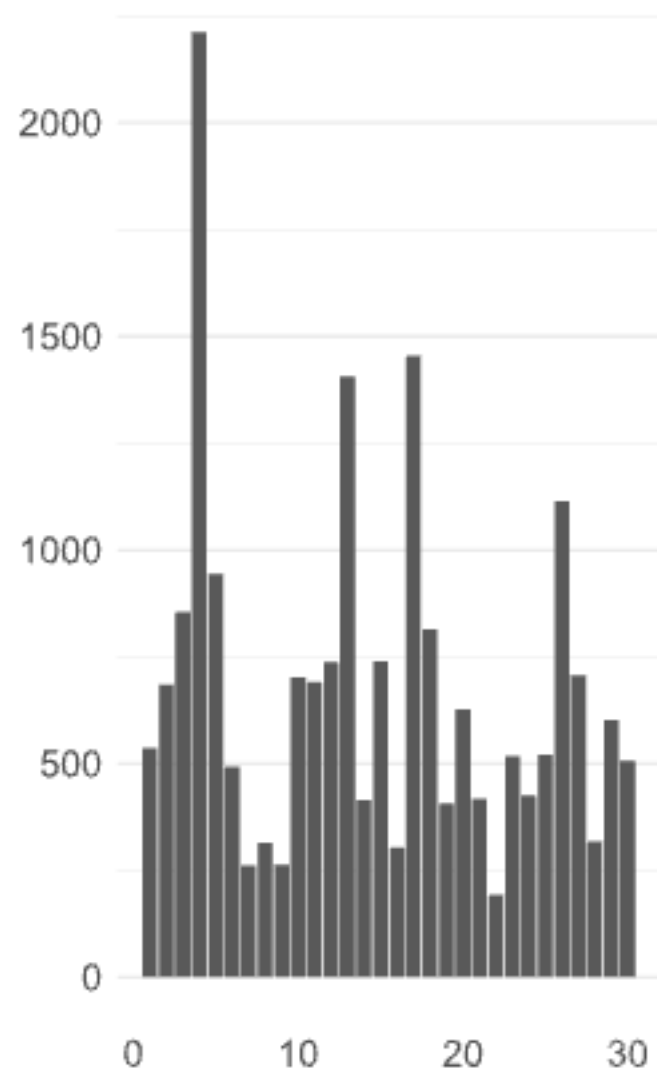
153 new connections

Median Post Performance

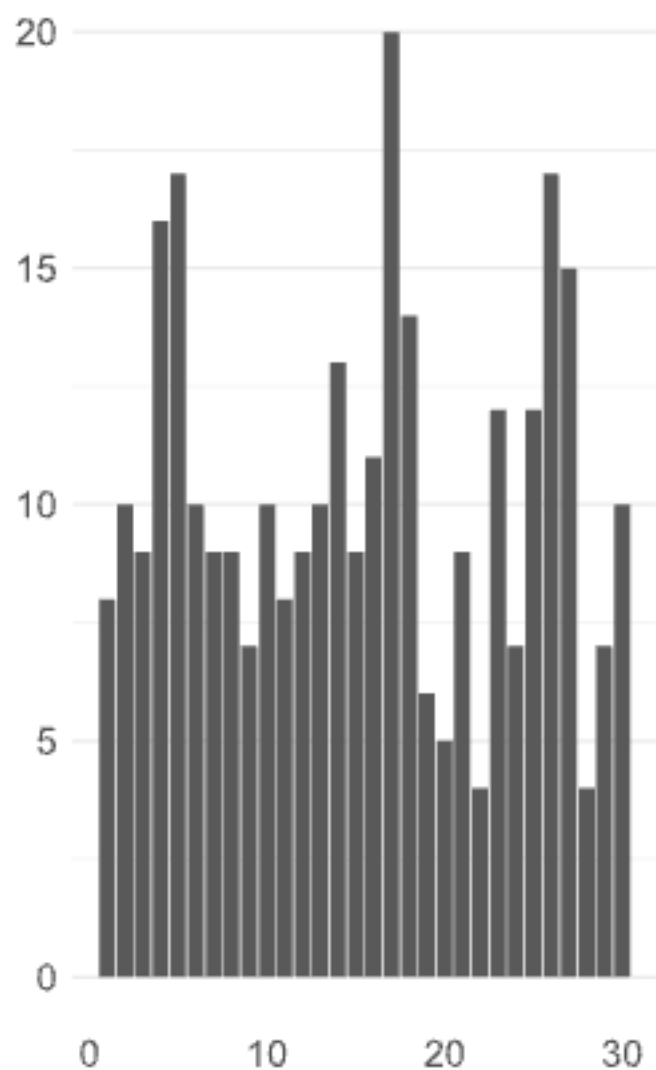
| | Views | Interactions | Comments |
|-----------|-------|--------------|----------|
| Baseline | 87 | 2 | 2 |
| Challenge | 557 | 10 | 8 |

Challenge Views, Interactions, and Comments had Cyclical Patterns

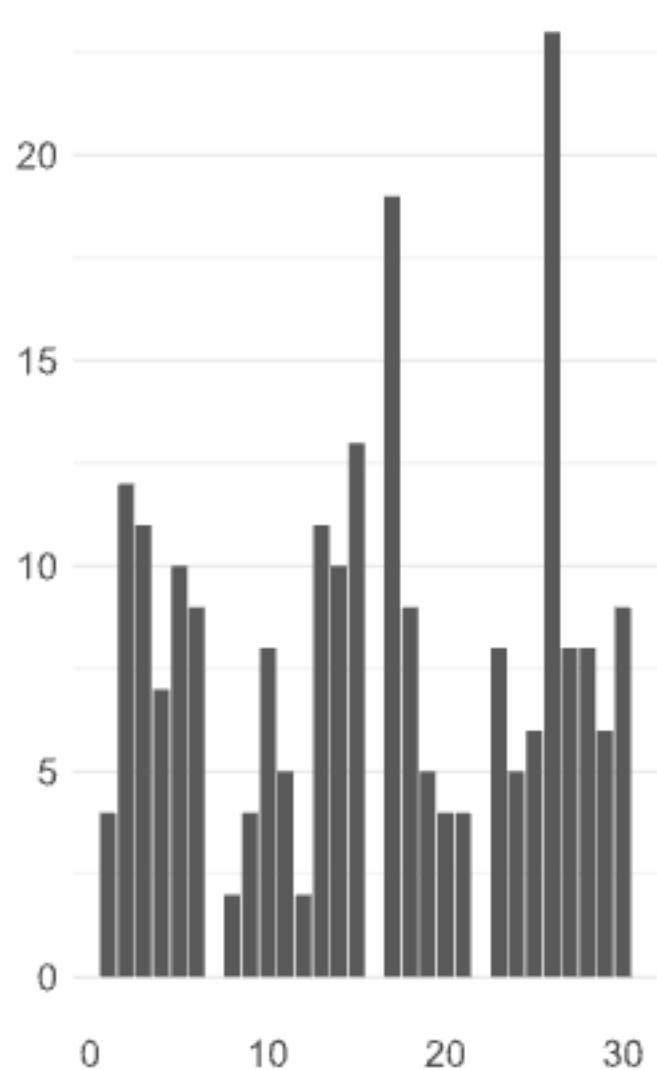
Views



Interactions

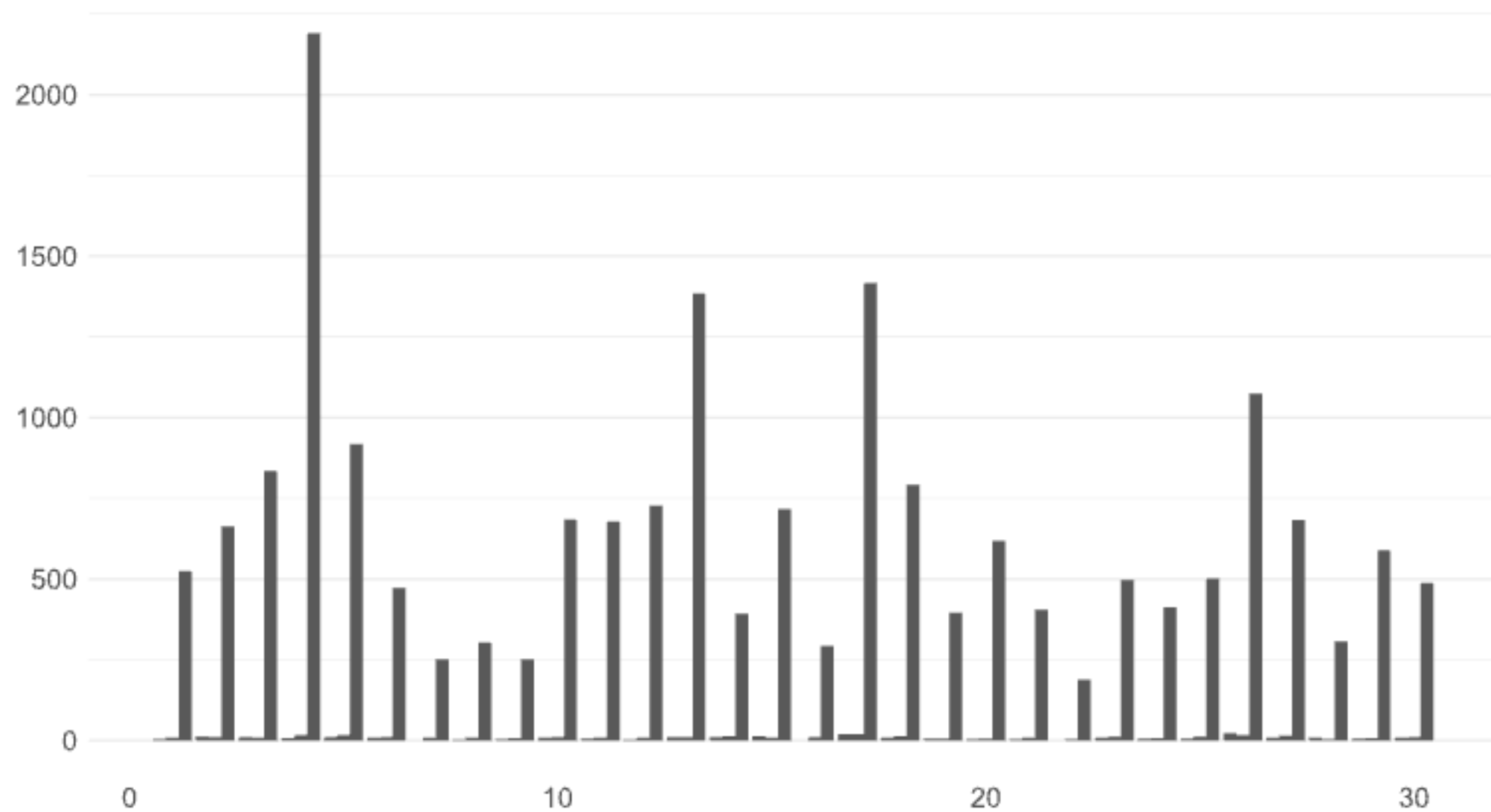


Comments

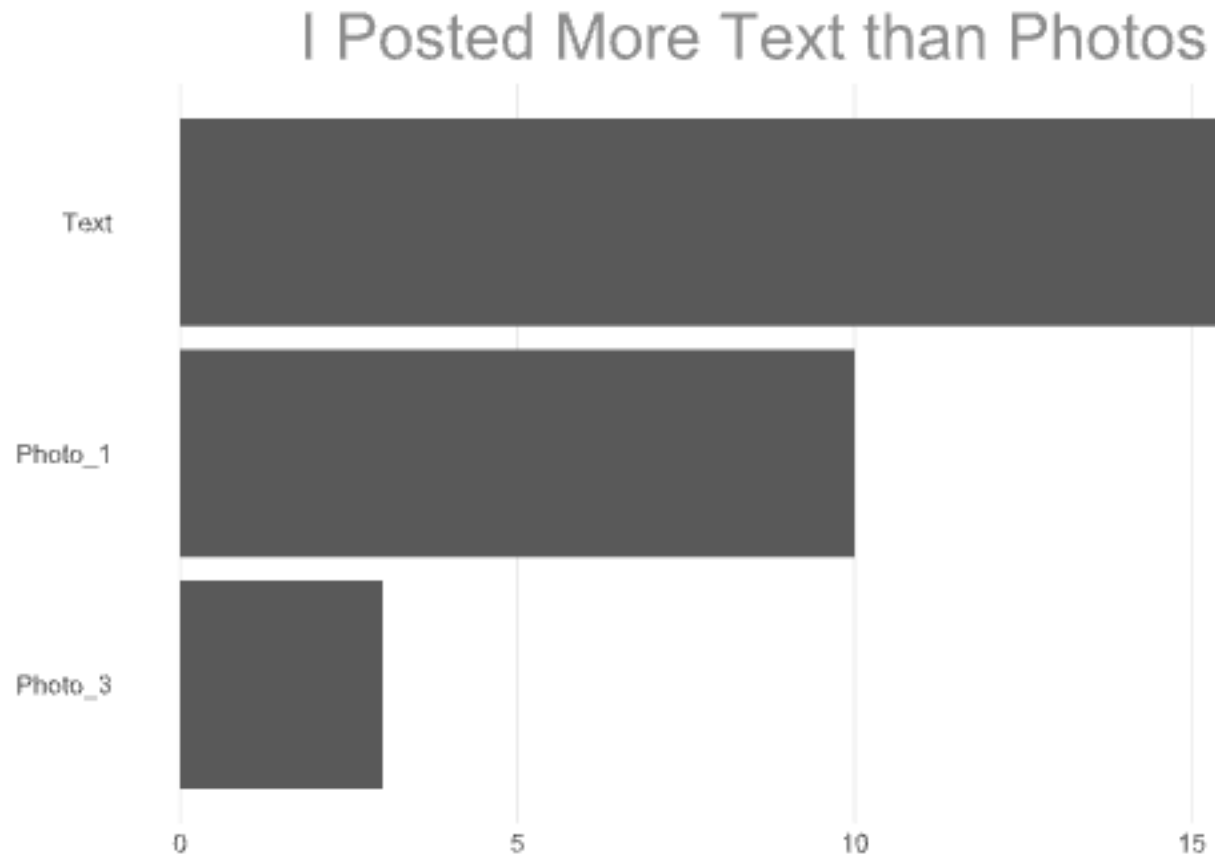


Views Dwarfed Likes and Comments

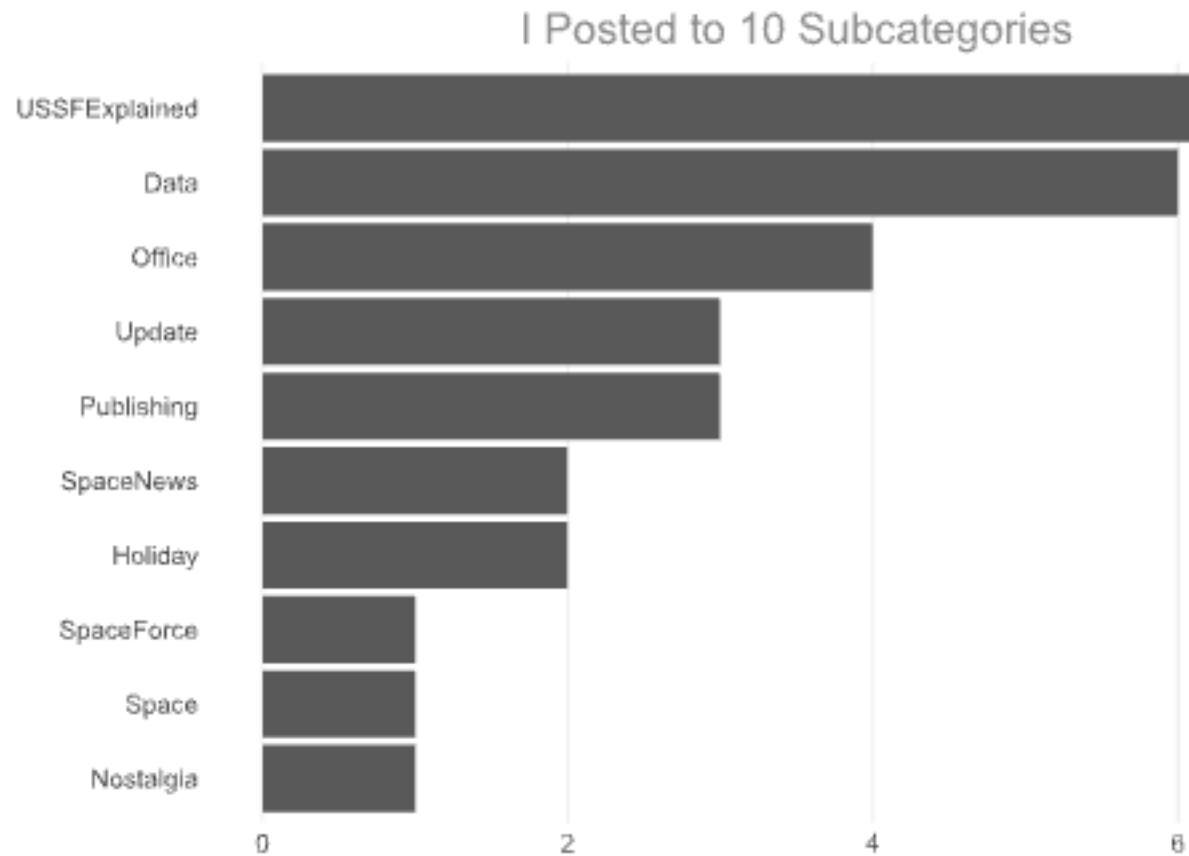
Views Showed a Wavelike Cyclical Pattern



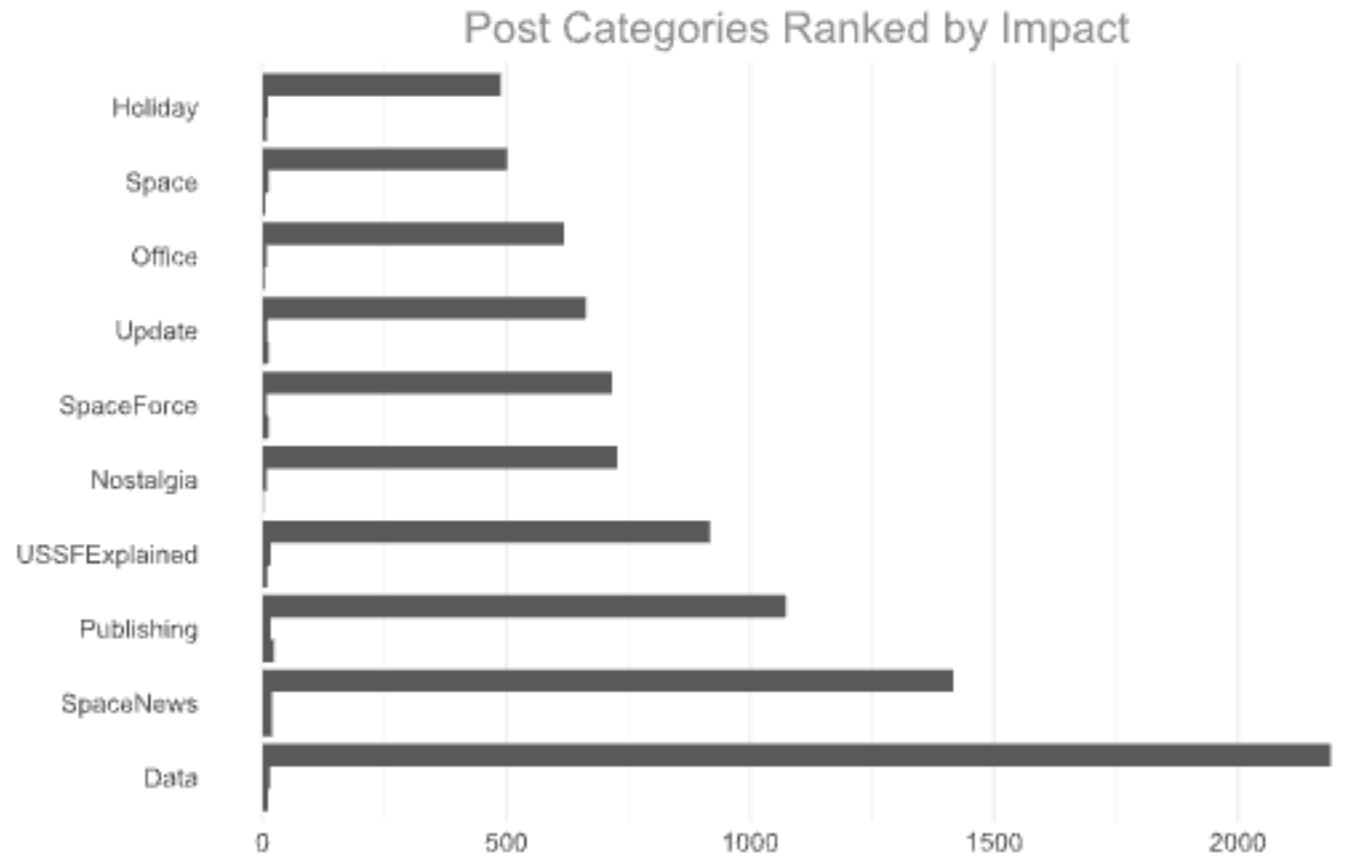
Post Types



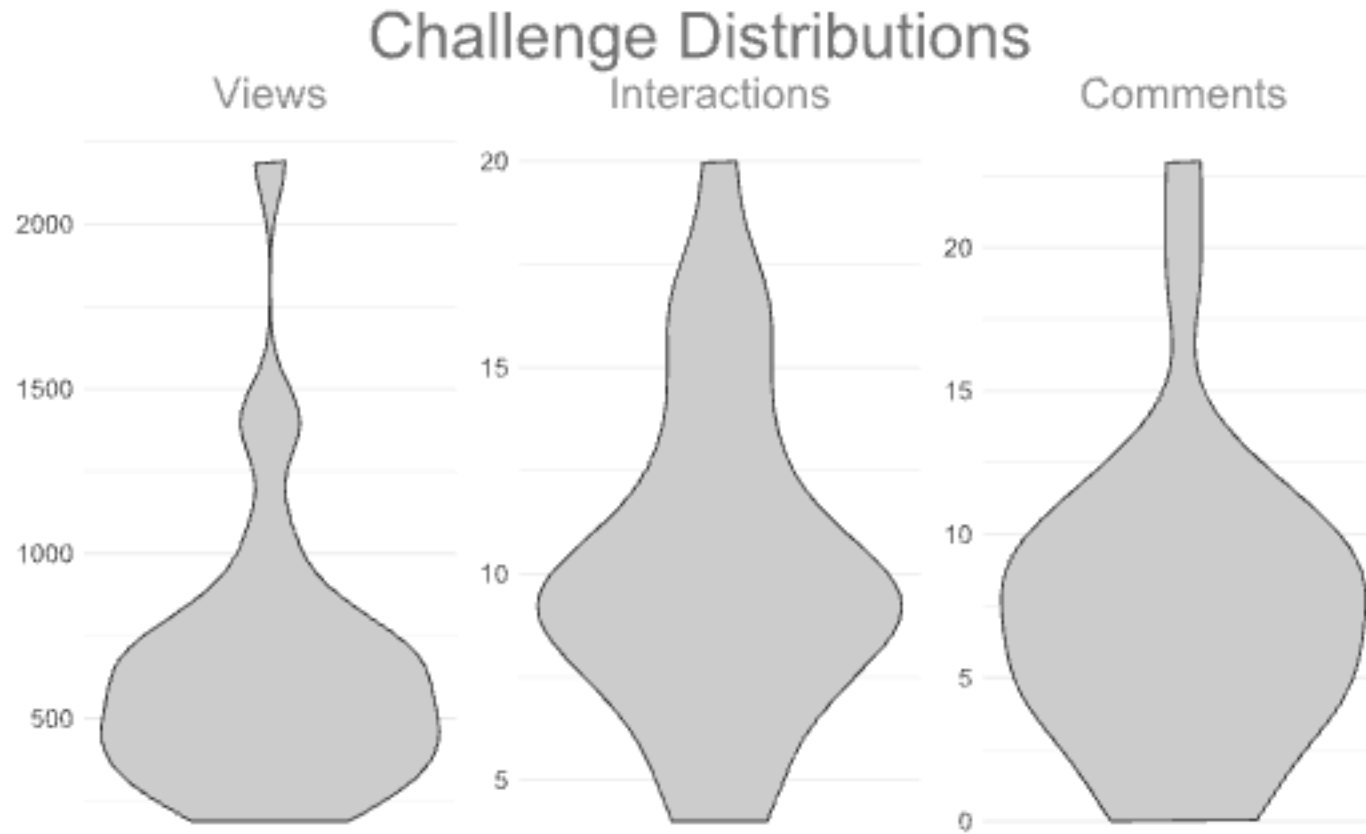
Category Post Counts



Data Posts Performed Best



Probability Distribution of Metrics



How Prior Posts Compared

Outlier Post was 3x Bigger than Closest Challenger

