Your next customer might not follow you on LinkedIn.

But they probably follow someone you know.

9,480 LinkedIn impressions in 7 days

+279% vs. prior 7 days from a profile with 4,115 followers

STEP 1

My posts reached new networks

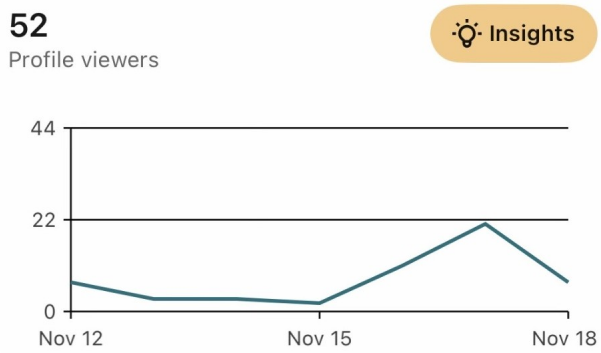
58% of my impressions came from people who don't follow me and aren't connected to me

42% in-network	58% out-of-network

Share of 9,480 impressions, Nov 12–18.

STEP 2

Then people looked me up



52 profile viewers, peaking Nov 17 with the posts.

The same week, by the numbers

4,223
LinkedIn members reached

3,448
impressions on one story post

4,855
impressions on Nov 17 alone

Source: LinkedIn content analytics and Premium profile viewers for David Gravois, Nov 12–18, 2026.

One story.

Six professional networks.

Since July 2026, LinkedIn Collaborative Posts let you add up to five people or Company Pages as co-authors. When they accept, the same post appears on each of their profiles.



Each co-author brings their own followers. Many of them have never seen your name.

What Make Waves Marketing handles

01 Interview
We sit down with your executives and find the stories worth telling.

02 Create
We write each post in the executive's voice and build any visuals.

03 Coordinate
We line up the collaborators so they know the post is coming and accept the invite.

04 Track
We watch the results and show you who the posts reached.

YOU PROVIDE
Your experience and your relationships.

MY TEAM HANDLES
The interviews, writing, design and coordination.

MAKE WAVES MARKETING

Looking for a few pilot partners.

Up to six profiles can share one post. A board or leadership team can rotate stories so every member's network sees the organization's work.

Stories that travel well

- A customer success story
- A milestone or company anniversary
- The mentor who shaped your career
- The partnership behind a big project

What we need from you

- An interview with each participating executive
- The customers, partners and mentors tied to each story
- A quick approval on each draft
- One click to accept the collaboration invite

What you get

- Story-driven posts, written and designed in your voice
- Collaborators lined up for every post, so your story reaches networks you don't
- A results summary showing reach and who saw each post
- A team that already ran this playbook on its own founder's profile

Want to be one of the first?

Talk to me after today's meeting.

David Gravois
Founder, Make Waves Marketing
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Scan to follow me on LinkedIn

My team handles the work. You provide the experience and relationships.