

How the best Insights sales teams use LinkedIn.

The state of the sector in 2026

Here's the thing...

Linkedin is kinda cringe.

We get it. It's the place to humble brag about your recent promotion.

Full of LinkedInfluencers posting about their 5am ice baths and “here's what my daughters' ballet class taught me about B2B sales”.

It's the place where your inbox is full of recruiters spamming you about an ‘exciting’ new opportunity in outer Mongolia, and the place where that sycophantic coworker is always liking your boss's posts.

And yet...

82%

**of buyers research
sales reps on LinkedIn
prior to reply**

IT'S MORE IMPORTANT THAN EVER...

All of your customers and prospects in B2B are on there.

They are reading, engaging, researching and learning about companies like yours on the platform.

Your boss is probably checking out your LinkedIn activity as much as you are hers.

It is absolutely critical that you get LinkedIn right if you want to succeed in sales in 2026.

But what does good look like for Insights, Data & Research sales teams & reps?

We took a hard look into the data to see.

We took a deep dive how Insights sales teams use LinkedIn

4.5k

profiles reviewed

1.01m

post engagements

6 months

of data reviewed

8.4k

LinkedIn posts assessed

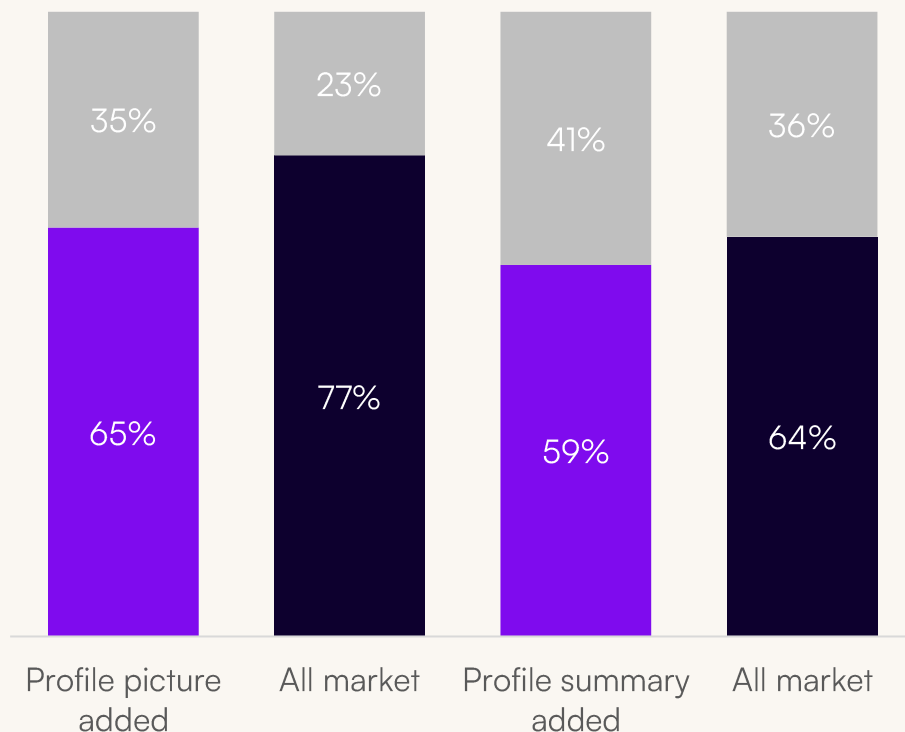
30+

sector companies reviewed

563k

data points in total

Sellers in Insights are **behind** the B2B market on profile setup basics



Setting up their profile correctly is the first basic step for a go-to-market professional on LinkedIn.

We tested this by reviewing which profiles had added a profile picture and/or a summary section.

Sellers in Insights lag the B2B market overall with **only 65% of profiles** having added a profile picture.

Similarly, **only 59%** had completed their 'Summary' section against a B2B market average of 64%.

Without some basic profile setup hygiene most buyers will dismiss profiles out of hand.

Key takeaway: Ensure your profile picture & summary are complete on your profile

Insights sellers are also lagging the wider market on creating content

Our initial hypothesis was that the Insights sector would beat the B2B market overall on sharing data & research through LinkedIn posts, but this proved to be incorrect.

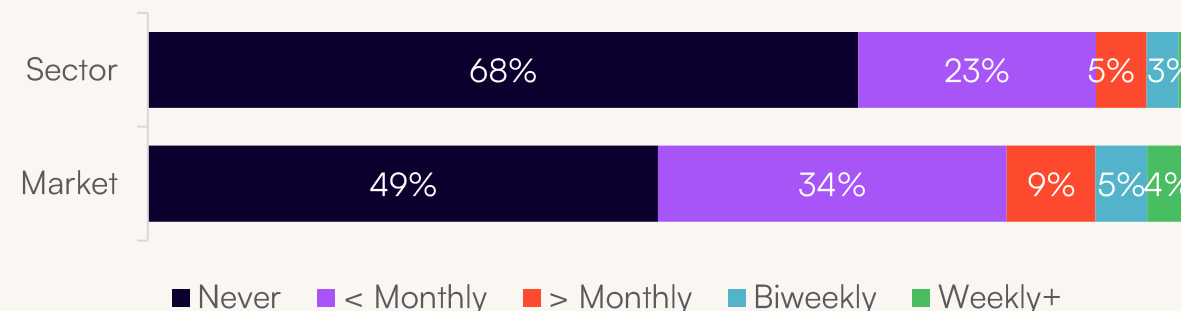
Over **68%** of the sales roles sampled had not uploaded an original post in the past six months, way ahead of the market at 49%.

Only **1%** of the sector were posting original content at least weekly against a market standard of 4%.

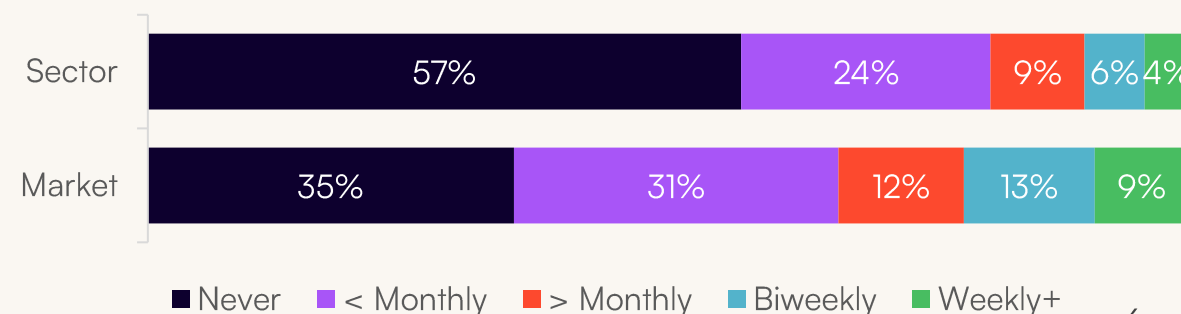
The numbers increase when reshares are included, but the sector still lags the B2B market overall.

Key takeaway: To beat the market, aim to post content at least weekly

Post frequency: original content

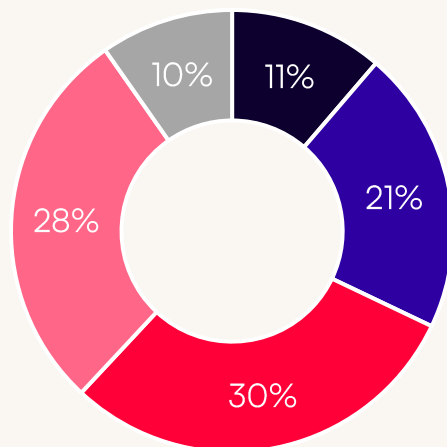


Post frequency: all content

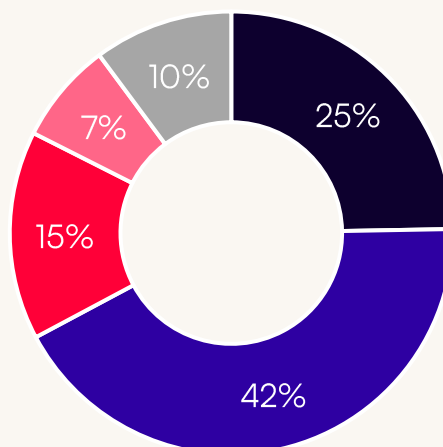


There is a clear difference between good and bad profiles when it comes to content

Post types: less than monthly posters



Post types: at least weekly posters



■ Thought leadership ■ Company ■ Events ■ Career ■ Other

Breaking out the types of content being posted, more active salespeople are posting more value add content: thought leadership, company news, product news.

Those who post less frequently post more career news and posts referencing industry events.

These posts may be practical, but do not provide as much value to potential customers as insights about the sector or company offerings.

Key takeaway: For higher value aim for a greater mix of Thought Leadership and Company News

Users that post frequency or have larger networks add more connections

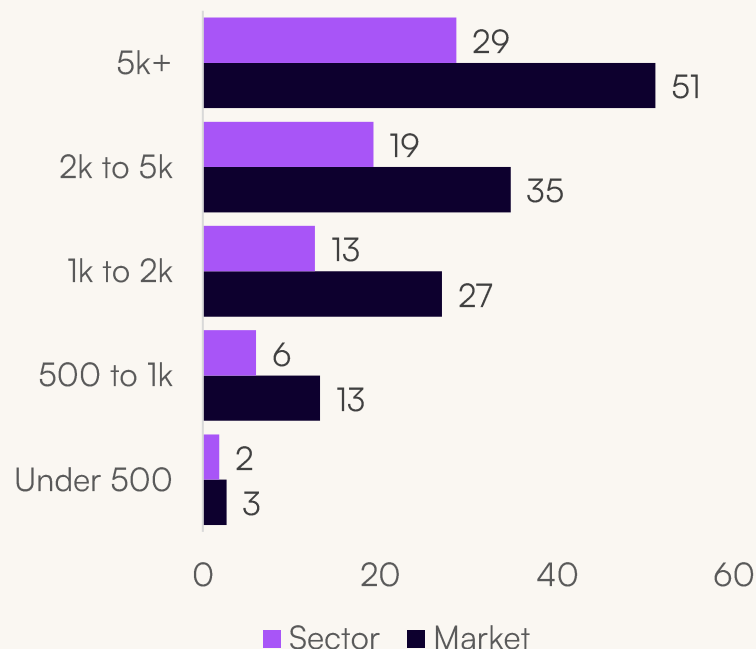
Unsurprisingly sellers with large networks are the best at adding new connections.

Sellers with over 5k connections are **adding 29 connections monthly**.

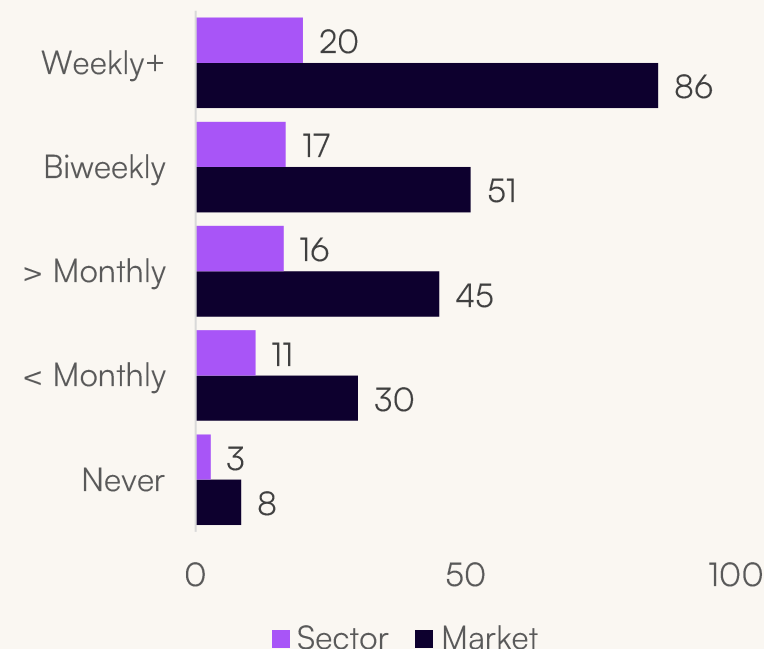
The more frequent posters are also adding the most connections monthly.

Key takeaway: You need to have a consistent rhythm of new connection additions.

Monthly connections added (by follower count)

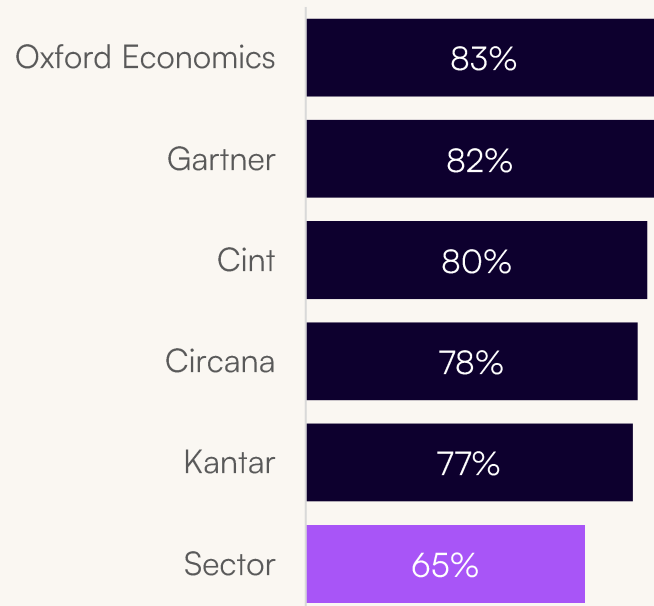


Monthly connections added (by post frequency)

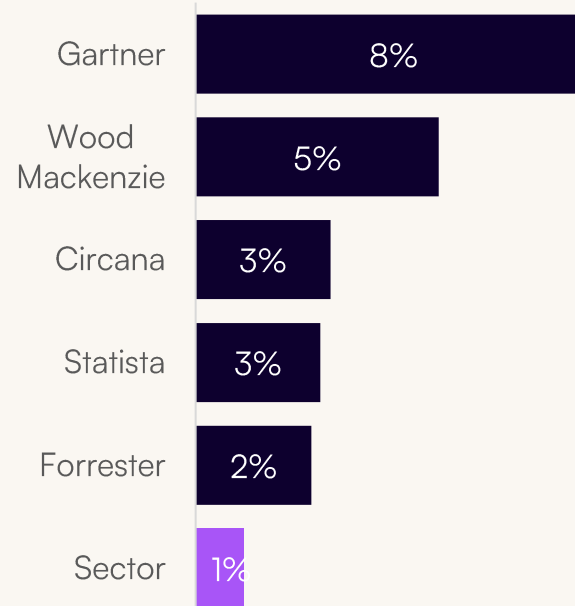


A mix of top performers across profile hygiene, post frequency and network building

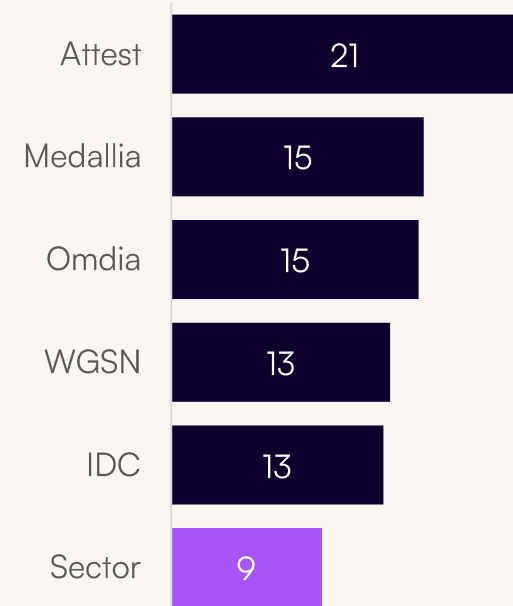
Completed LinkedIn profile %



% At least weekly posters



Average added connections pm.



Key takeaway: The best companies have a system in place for ensuring frequent content & new connections

Cool. So *what?*

Here's how to win on LinkedIn in 2026

You need to: **Create. Connect. & Convert**

The three jobs for a seller on LinkedIn

01

Create

Post relevant, sector-specific content on LinkedIn, at least weekly, to stay top-of-mind & influence pipeline

02

Connect

Find which prospects are engaging with industry content & are active on LinkedIn and connect with them

03

Convert

Send outbound messaging which adds value, is not AI slop and doesn't rely on basic personalization

This is **hard** to do consistently.

But Drumbeat can handle it for you

We automate LinkedIn for sales teams across the three steps :

Create. Connect. & Convert

Create on-brand, insightful content relevant to the Insights sector



Steve Davies
Account Executive
Just Now

Most buyers of insights in 2026 are exploring using generative AI and synthetic data.

They expect it to transform their research processes over the next twelve months. The operational reality is often quite different on the ground though.

A significant disconnect exists between board-level excitement and the actual maturity of processes to use this type of data.

Large language models (LLMs) are impressive. However, they cannot fix siloed or disorganised research processes. Teams need to understand where they are going to use this type of data, where they will use conventional research methods, and where a hybrid approach creates the best return.

Drumbeat creates your sales team's LinkedIn content for them, using a variety of evergreen post types focused on customer pain points, product features & benefits and many more.

Always on-brand, insightful and engaging for your audience.

Staying top of mind accelerates pipeline deals, opens up new leads and builds your reputation & online presence.

Very low friction with new content sent to their inbox every day and post direct to LinkedIn in 2 clicks.

Find the right prospects, at exactly the right time

For network expansion/prospecting, existing data & outbound tooling requires a large time investment & relies on simplistic intent signals, such as role changes & fundraises.

Drumbeat combines our understanding of your user, your business and your target customer persona with LinkedIn-native intent signals, such as engagement with industry & competitor content.

We use this data to give you 10 targeted connection request recommendations daily, making high-intent outbound a 5 minute job.



Danielle Nicholls

Global Research & Insights Lead
Experience Consumer Research Executive

Insights @ Major Brand Inc

WHY DANIELLE?

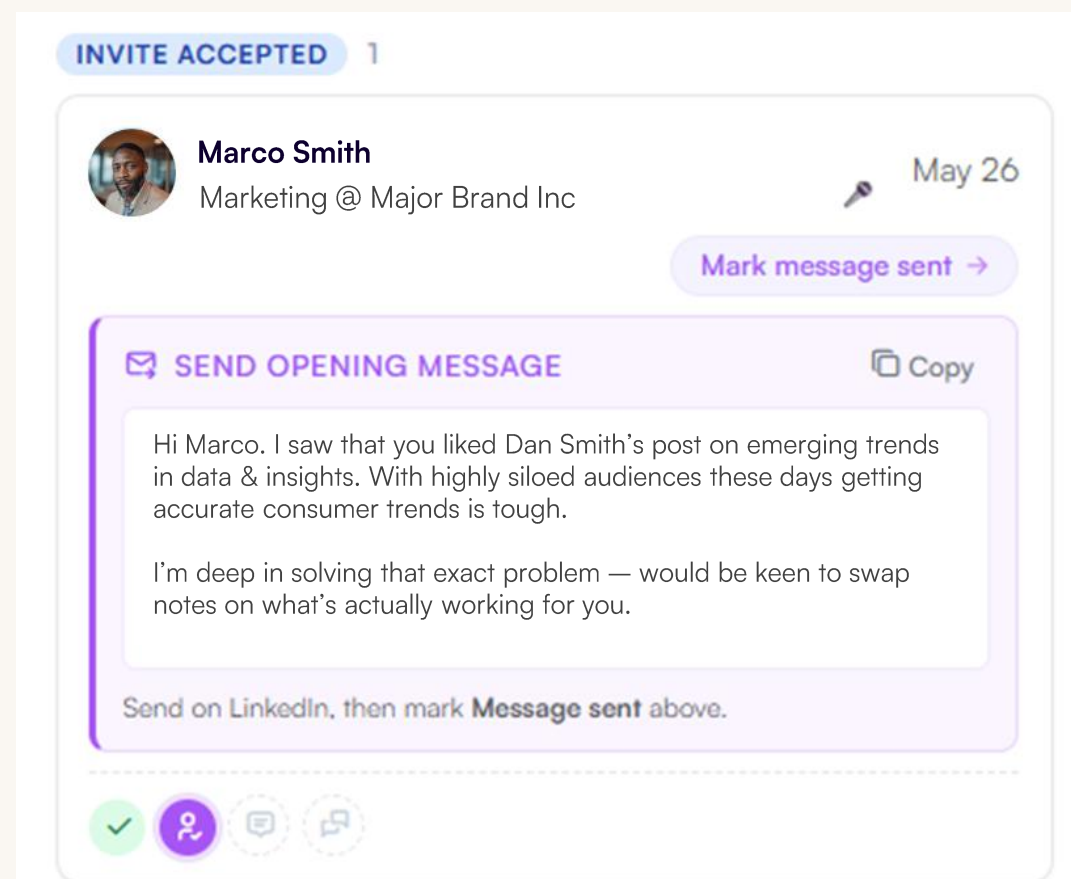
- ✓ Seasoned research executive with 25+ years in data & research roles
- ✓ Buying intent: Engaged with your CEO's post on 25th April

Convert to pipeline using the world's most personalized outbound system

Once connected, convert those leads to pipeline with deeply personalized messaging.

We extract ICP qualities, user target audience & role settings, recent intent signalling & other datapoints to craft highly personalized messaging. We replicate tone of voice precisely using our AuthorDNA engine developed for long form posting.

Achieve reply rates of **20-40%** vs. less than 10% for conventional cold outbound messaging.



And we even keep marketing happy...

04

Campaign

Post relevant, sector-specific content on LinkedIn, at least weekly, to stay top-of-mind & influence pipeline

05

Catalyze

Find which prospects are engaging with industry content & are active on LinkedIn and connect with them

As well as tooling for sales, Drumbeat offers Marketing teams the ability to push Campaign messaging out through reps feeds, with each post personalized & unique to that rep, their audience & their role.

Discover which organic posts are performing well and boost them into paid ads for wider reach.

Ready to start **winning** in 2026?

See how Drumbeat helps sales teams create on-brand content, connect with high-intent leads at the perfect time and convert them into pipeline using personalized outbound.

Book a call →