LinkedIn

How trumpet Turned Founder Content Into a Scalable Demand Engine on LinkedIn



trumpet **Industry:** SaaS **No. of Employees:** 51-200 **Market:**UK & US

By pairing authentic thought leader content with LinkedIn's precision targeting tools, trumpet transformed organic founder presence into a measurable, full-funnel pipeline machine.

THE CHALLENGE — THE SOLUTION — THE RESULTS

Trumpet, the #1 Digital Sales Room on G2, had something most B2B brands spend years trying to build: a genuinely engaged LinkedIn audience. Co-founders Nick Telson-Sillett and Rory Sadler had cultivated a combined following of 80,000+ and a content cadence that consistently cut through across B2B SaaS.

The problem wasn't awareness. It was reach. Trumpet's content was resonating with existing followers, but their full addressable market across EMEA and North America was largely untouched. Scaling paid without sacrificing the authenticity driving organic performance was the challenge to solve.

"LinkedIn is the vital cog in our marketing strategy. It consistently delivers high-impact leads from our target market with amazing ROI"



Nick Telson-Sillett
Co-Founder trumpet 🎺 | Founder DesignMyNight (Acquired $30m+)

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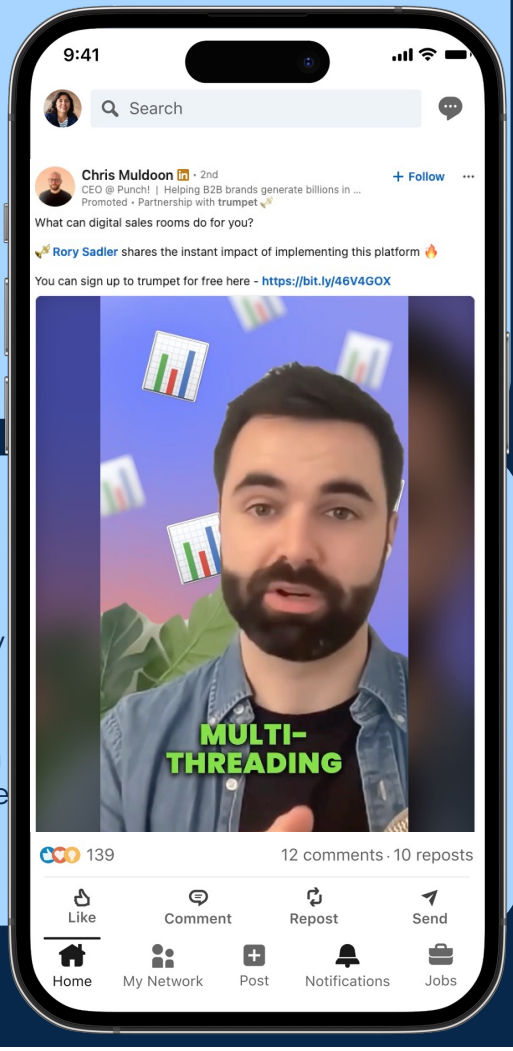
Working with Digital Spark Collective, trumpet built a paid LinkedIn strategy designed around one principle: the content that performs organically is the most effective way to reach new audiences at scale. Rather than manufacturing ads, they activated LinkedIn's ecosystem to move their target audience from first impression to pipeline .

Upper Funnel: Founder-Led Awareness

Trumpet activated LinkedIn's Thought Leader Ads format to amplify Nick and Rory's highest-performing organic posts (win stories, product narratives, G2 milestones) serving them to precisely targeted revenue teams across EMEA and North America. The strategy extended beyond the founders: employee advocacy pushed team content from personal profiles, and boosted third-party endorsements from users and partners added social proof without the feel of a brand campaign.

Mid Funnel: Consideration and Social Proof

Retargeting audiences saw a steady feed of credibility content: G2 awards, customer testimonials, and use-case creative from recognizable brands like Ramp and Gong. Creative formats leaned into authenticity such as, Slack screenshots of customers celebrating wins, named quotes, real results, keeping the human voice consistent from awareness through consideration.



Lower Funnel: Conversion Through Direct Response

Message Ads sent directly from the founders' profiles — not a brand account — landed in inboxes already familiar with Nick and Rory from earlier funnel touchpoints. That recognition drove open rates of 60–67%. Pre-filled lead gen forms pushed completion rates to 76%. Product demo ads with a frictionless free sign-up CTA closed the loop, while CRM integration and revenue attribution connected every LinkedIn touchpoint back to pipeline.

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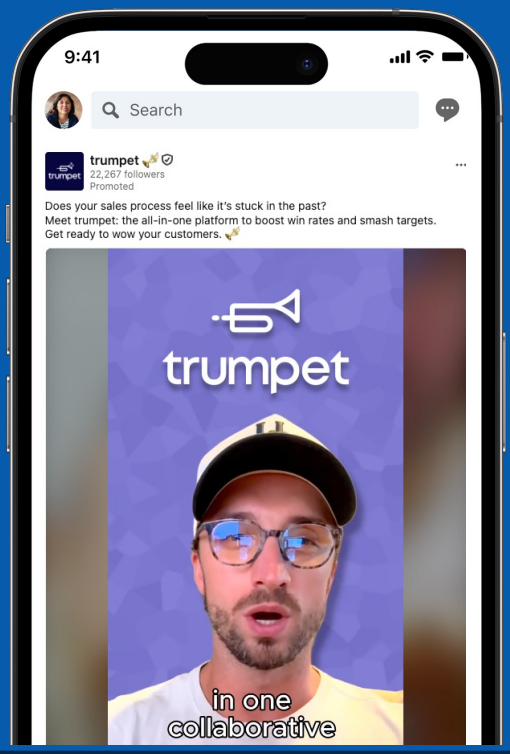
THE CHALLENGE | THE SOLUTION | THE RESULTS

Trumpet's LinkedIn strategy delivered measurable impact across the full funnel — turning authentic founder content into a scalable, attributable acquisition engine that proved its value in pipeline, not just impressions.

35x
Pipeline revenue generated

4x
ROAS

76.9%
Lower CPL compared to industry benchmark



Keys to Trumpet's Success on LinkedIn:

- **Amplify what's already working.** Trumpet's strategy scaled proven founder content through LinkedIn's funnel
- **Diversify the creative mix.** LinkedIn's format options (static, video, text, message ads) allowed trumpet to test across regions and double down on what performed.
- **Attribute every dollar.** CRM integration connected LinkedIn activity directly to pipeline, giving trumpet the confidence and proof to keep investing

Ready to unlock more value from LinkedIn Ads?

Reach out to your account team or connect your preferred data source in Campaign Manager today.

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