

FOUNDRY MEDIA

BROADCAST-QUALITY VIDEO PRODUCTION

STRATEGY PLAYBOOK

LinkedIn Video Strategy Guide

A practical framework for building video campaigns that grow an engaged audience and generate qualified inbound leads.

Insight over noise. Proof over polish.

foundrymedia.co.uk

What This Playbook Covers

Eighteen pages, one system. Work through it in order or jump to the section you need. Every framework here is drawn from live LinkedIn video campaigns across B2B services, real estate, and professional networks.

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Why LinkedIn Video Wins

LinkedIn is where decision-makers, founders, and growth-focused professionals spend their working attention. It is the one social platform where a buyer, a partner, and a future hire are all scrolling the same feed. Yet most video posted there still sounds like a brochure being read aloud.

That gap is the opportunity. When your video leads with genuine insight instead of a logo, it earns attention that a paid ad cannot buy. The organic reach on native video remains disproportionately high compared to text and images, and the audience is unusually valuable.

What this guide will not do

It will not teach you growth hacks, engagement pods, or tricks that borrow reach today and cost trust tomorrow. Everything here is built to compound: an audience that grows because the content is genuinely worth watching.

The core principle

People do not follow companies on LinkedIn. They follow people who consistently make them smarter. Build your video strategy around being useful, and the pipeline follows.

The Numbers That Matter

You do not need to memorise platform statistics, but a handful of benchmarks should shape every decision you make about format, length, and captions.

3x

ENGAGEMENT VS. IMAGE
POSTS

5x

ENGAGEMENT VS. PLAIN TEXT

80%

WATCH WITH SOUND OFF

60-90s

IDEAL NATIVE LENGTH

<3s

TIME TO HOOK A VIEWER

30 min

CRITICAL EARLY WINDOW

How to read these

- Because most viewers watch muted, on-screen text is not optional - it is the primary channel.
- Because the hook window is under three seconds, the opening frame does more work than the rest of the edit combined.
- Because early engagement drives distribution, the first thirty minutes after posting are the campaign.

The Three Content Pillars

A durable LinkedIn presence is not one type of video repeated forever. It is a balanced rotation across three pillars, each doing a distinct job in the buyer journey.

Pillar 1 - Insight

Real frameworks, lessons, and points of view. Insight content attracts your ideal audience and builds authority. Each one should answer a specific question your buyer is quietly Googling.

Formats: tactical breakdowns, contrarian takes, lessons from a project, trend analysis.

Pillar 2 - Process

Show how the work actually gets done. Process videos build trust and pre-qualify buyers before a single call, because transparency answers the unspoken question: can I trust these people with my project?

Formats: behind-the-scenes, workflow walkthroughs, on-set decisions, before-and-after.

Pillars in Practice

Pillar 3 - Social Proof

Authentic testimonials, case-study highlights, and real client outcomes. Social proof converts warm audiences into conversations. The key word is authentic - a scripted testimonial reads as an advert; a genuine one reads as evidence.

Formats: client testimonials, results reveals, partnership announcements, transformation stories.

The healthy mix

Over a typical month, weight your calendar toward insight, keep a steady drip of process, and punctuate with proof. A useful starting ratio:

50%

INSIGHT

30%

PROCESS

20%

SOCIAL PROOF

Adjust as you learn. If your audience is warm but not converting, add proof. If you are converting but not growing, add insight.

The Hook: First Three Seconds

The scroll is your only real competitor. Nobody rejects your video on its merits - they simply never stop long enough to judge it. The hook exists to buy the next ten seconds of attention.

A strong hook is:

- Visually distinct - an unexpected image, a bold text frame, or a jarring cut that interrupts the scroll.
- A clear promise - the viewer instantly knows what they will gain by staying.
- Free of branding - no logo, no company name, no call-to-action in the opening seconds.
- Immediate - zero slow build-up, no "hey guys" intro, no title card.

Test your hook honestly

Mute the video, watch only the first three seconds, and ask a colleague: would you keep scrolling? If the answer is yes, the rest of the edit does not matter.

The Hook Formula

Every high-retention video follows the same four-beat shape. Time-box each beat so the content stays tight.

A**Open - grab attention (0-2s)**

A visual or verbal pattern-interrupt. State the problem, the result, or the surprising claim.

B**Promise - set the payoff (2-4s)**

Tell the viewer exactly what they will walk away knowing. "Here is how we sold a penthouse in four weeks."

C**Deliver - the substance (4-70s)**

The framework, the story, the proof. Front-load the most valuable point in case they leave early.

D**Land - one takeaway (70-90s)**

Reinforce a single memorable idea. One clear thought beats three vague ones.

Scripting a 90-Second Video

Scripting is not about sounding rehearsed - it is about respecting the viewer's time. A tight outline keeps you on point and cuts hours from the edit.

The one-page script template

- Hook line (write it last, make it sharp).
- The single idea this video delivers - in one sentence.
- Three supporting points, each with a concrete example.
- The takeaway line the viewer should remember.
- A soft, non-salesy close ("If this helped, follow for more.").

Write for the ear, not the page

Read every line aloud. If you stumble, rewrite it shorter. Use contractions, short sentences, and plain words. The goal is a colleague explaining something clearly over coffee - not a press release.

Pacing & Editing

LinkedIn viewers are mid-scroll and impatient. Your pacing must be brisk enough to hold attention without becoming disorienting.

Pacing rules

- Cut on every idea - aim for a visual change every two to three seconds.
- Remove every pause, filler word, and false start in the edit.
- Break up talking-head footage with B-roll of the actual work.
- Keep transitions invisible - hard cuts and match cuts over flashy effects.
- Open on your strongest frame, never on a countdown or title card.

The ruthless edit

Cut your first draft by 20%. Almost every video improves when made shorter. If a line does not earn its place, it is costing you the next viewer.

Audio, Captions & Accessibility

Captions are the main channel

With four in five viewers watching muted, uncaptioned video is invisible content. Caption 100% of dialogue and reinforce key phrases with bold on-screen text.

- Use high-contrast captions with a subtle background plate for legibility.
- Keep captions in the safe centre zone, clear of the UI on mobile.
- Emphasise one key word per line rather than styling everything.

Audio still matters

The 20% who listen judge your professionalism instantly. Clean audio signals a clean operation.

- Record dialogue with a dedicated mic, never the on-camera one.
- Lay a subtle music bed under speech to carry energy across cuts.
- Use sound effects sparingly, only to punctuate key moments.

Distribution & Posting

When to post

- Tuesday to Thursday consistently outperform Mondays and Fridays.
- 7-9am or around midday, in your core audience's timezone.
- Avoid weekends - professional engagement drops sharply.

How to post

- Upload natively - the algorithm suppresses external video links.
- Write a strong first line; it shows before the video and drives the tap.
- Use one or two relevant hashtags, not ten.
- Reply to every comment within the first hour to compound reach.

The first 30 minutes

Early engagement tells LinkedIn whether to widen distribution. Post when you can actively reply, and prompt a genuine question in your caption to start the conversation.

The Repurposing Engine

One well-made 90-second video is not one post - it is a week of content. Shoot once, distribute everywhere.

From one shoot, produce:

- The full native LinkedIn video.
- A 30-second teaser cut for the top of the funnel.
- A vertical 9:16 edit for Reels, Shorts, and TikTok.
- A still-image carousel of the key frames and quotes.
- A written LinkedIn article from the transcript.
- A newsletter highlight linking back to the post.
- Two or three quote-graphics for filler days.

1

SHOOT

7+

ASSETS

2 wks

OF CONTENT

Measuring What Matters

Ignore the vanity metrics

- Raw view counts - impressive, but not actionable.
- Likes in isolation - weakly correlated to business outcomes.

Track these instead

- Follower growth among people who match your ideal client profile.
- Comments and shares per view - real engagement, not passive scrolling.
- Profile visits and connection requests after each post.
- Inbound conversations and their quality, not just their quantity.

The only metric that pays

Every other number is a leading indicator for one thing: qualified conversations with the right people. Optimise for that, and the rest takes care of itself.

Ten Mistakes to Avoid

- ✗ **Opening with your logo or company name**
 - ✓ Open with a hook that serves the viewer first.
- ✗ **Using generic stock footage**
 - ✓ Use real footage from your actual projects.
- ✗ **A slow intro or long build-up**
 - ✓ Hook in two seconds, deliver value immediately.
- ✗ **Publishing without captions**
 - ✓ Caption 100% of dialogue and key phrases.
- ✗ **Salesy, brochure language**
 - ✓ Lead with insight; let the value do the selling.
- ✗ **Ignoring the comments**
 - ✓ Reply to every comment within the first hour.
- ✗ **Posting sporadically**
 - ✓ Commit to a steady, sustainable cadence.
- ✗ **Chasing every trend**
 - ✓ Stay on-message for your specific audience.
- ✗ **One format, endlessly repeated**
 - ✓ Rotate across all three content pillars.
- ✗ **No clear takeaway**
 - ✓ End every video on one memorable idea.

Authentic Social Proof

At Pharma Synergy's annual conference - 350 delegates, 250+ companies - the brief was to capture testimonials that felt genuine, not scripted. Rather than broad outreach, we coordinated with the organisers ahead of time to identify repeat delegates whose conviction had been earned over multiple successful events.

"Why do we come again and again? Because each time it has been a tremendous success for us. Meeting old friends and making new deals, and the success rate is very high."

Nadeem Rehmat - 5-year attendee

"This platform represents a great repository of thought and also business opportunity."

Joerg Serafimov - Strategic value

The lesson for your content

Genuine conviction cannot be scripted - it comes from real, repeated success. Find the people who already believe, point a camera at them, and get out of the way. That is what makes social-proof video convert.

Your 90-Day Roadmap

1

Weeks 1-2 - Foundation

Define your three pillars, pin down your ideal client profile, audit any existing content, and build a four-week calendar.

2

Weeks 3-4 - Pilot

Record your first four to five videos. Test different hooks, gather honest feedback, and refine your filming setup.

3

Weeks 5-8 - Scale

Publish two to four videos a week. Engage daily in the comments and start tracking the metrics that matter.

4

Weeks 9-12 - Optimise

Double down on your top performers, cut what underperforms, sharpen targeting, and plan the next quarter.

Work With Foundry Media

Strategy is the easy part to read and the hard part to sustain. If you would rather have broadcast-quality video produced, edited, and packaged for distribution - while you stay focused on the business - that is exactly what we do.

How we help

- Founder-led and executive video built around the pillars in this guide.
- Full production: scripting support, filming, editing, captions, and cut-downs.
- A repurposing pack from every shoot, ready to publish across channels.

Ready to build your video engine?

Email mikkycoopersocials@gmail.com

Web foundrymedia.co.uk

LinkedIn [linkedin.com/in/michaelcoppard](https://www.linkedin.com/in/michaelcoppard)