

SAMPLE LINKEDIN CONTENT FOR LEAN B2B TEAMS & FOUNDERS

Examples of industry-specific content Social Success Marketing creates for clients

MANUFACTURING COMPANY SAMPLE

For a small precision manufacturing company

Post 1: Industry Reality Check

Procurement just asked for your "lowest price."

Here's what they really mean: "Convince me you're worth more than the cheapest option."

After 15 years making precision components, here's what we've learned:

- Price conversations end when quality problems start
- The "lowest bidder" usually costs more in the long run
- Smart buyers want partners, not just suppliers

We don't compete on price. We compete on precision, reliability, and the peace of mind that comes with both.

What's your approach when prospects lead with price?

#Manufacturing #PrecisionMachining #QualityFirst

Post 2: Behind the Scenes

This morning's quality check: 0.0002" tolerance on 847 parts.

Result: 847 passes.

Some might call this overkill for a "simple" bracket.

But our customer's assembly line doesn't stop for "close enough." Their production schedule doesn't account for "pretty good."

When your parts keep billion-dollar operations running, precision isn't perfectionism—it's professional responsibility.

#QualityControl #ManufacturingExcellence #PrecisionMatters

B2B SAAS COMPANY SAMPLE

For a small inventory management software company

Post 1: Small Team Wins

"We can't afford enterprise software."

Neither could we when we started tracking inventory on spreadsheets.

Here's how we help small manufacturers compete with bigger players:

- ✓ Start simple - Track what matters, ignore what doesn't
- ✓ Automate the basics - Reorder points before you run out
- ✓ Scale gradually - Add features as you grow, not before

Your inventory system should work for a 5-person shop today and a 50-person operation tomorrow.

Growing shouldn't mean starting over.

#InventoryManagement #SmallBusiness #ManufacturingTech

Post 2: Customer Reality

Customer just avoided a \$47,000 stockout.

The early warning? Our system flagged low inventory 3 weeks ago.

Before our software: "We'll just keep extra stock of everything" (and tie up \$200K in working capital).

After: Strategic inventory management that prevents stockouts AND frees up cash for growth.

Sometimes the best technology is the kind that prevents problems you never see.

#InventoryOptimization #CashFlow #ManufacturingROI

CONSTRUCTION/ENGINEERING SERVICES SAMPLE

For a commercial HVAC contractor

Post 1: Industry Insight

"Just spec the cheapest HVAC system."

– No facility manager ever (after the first year)

We've retrofitted enough "value-engineered" systems to know the pattern:

Year 1: Lower capital cost ✓

Year 2: Higher maintenance calls

Year 3: Comfort complaints start

Year 4: Energy costs add up

Year 5: "Can you just replace the whole system?"

Smart facility managers think 10-year lifecycle, not 10-month payback.

What's the most expensive "cheap" solution you've seen?

#HVAC #FacilityManagement #CommercialConstruction

Post 2: Project Success

Just commissioned a 47,000 sq ft warehouse HVAC system.

2 weeks ahead of schedule. Zero punch list items.

How? We learned this the hard way:

→ **Survey first, design second** - Spent 3 days understanding the space before engineering

→ **Coordinate early** - Weekly calls with electrical and plumbing (not just email)

→ **Test everything twice** - Better to catch issues in commissioning than after occupancy

The client's operations team just sent us their next project specs.

That's how you know you did it right.

#ProjectManagement #HVAC #CommercialConstruction

PROFESSIONAL SERVICES SAMPLE

For a lean manufacturing consultant

Post 1: Consulting Reality

"We tried implementing lean before. It didn't stick."

Translation: Someone gave you tools without building the culture.

After helping 200+ manufacturers with continuous improvement, here's what actually works:

✗ Don't: Drop in 5S and hope for the best

✓ Do: Start with why waste matters to YOUR business

❌ Don't: Mandate daily huddles from day one

✅ Do: Solve one real problem together first

❌ Don't: Copy Toyota's system exactly

✅ Do: Adapt lean principles to your reality

Lean isn't about Japanese words on your wall. It's about American workers solving American manufacturing problems.

#LeanManufacturing #ContinuousImprovement #OperationalExcellence

Post 2: Client Results

Client update: 34% reduction in setup time, 6 months after implementation.

Best part? Their operators designed the improvement.

We didn't bring in a magic solution. We taught their team to see waste, question processes, and test improvements.

Now they're finding efficiency gains we never would have thought of.

The goal isn't to make clients dependent on consultants. It's to make consultants unnecessary.

Mission accomplished at Johnson Manufacturing.

#LeanResults #TeamEmpowerment #ManufacturingImprovement

TECHNOLOGY SERVICES SAMPLE

For a cybersecurity consulting firm

Post 1: Industry Warning

"We're too small to be a target."

– Every business owner whose data just got ransomed

Cybercriminals don't care about your company size. They care about:

- Weak passwords (still the #1 entry point)
- Unpatched systems (especially those "critical" servers you can't restart)
- Employees who click first, think second

Small businesses are actually easier targets—less security infrastructure, same valuable data.

Your size doesn't protect you. Your preparation does.

#Cybersecurity #SmallBusiness #DataProtection

Post 2: Technical Education

**Multi-factor authentication isn't just for banks anymore.
It's for any business that can't afford 3 weeks of downtime.**

Real conversation from last week: "But MFA is inconvenient for our users."

You know what's inconvenient? Explaining to customers why their data was compromised because someone guessed "Password123."

15 seconds of authentication vs. 15 days of recovery.

The math is simple.

#MFA #CyberSecurity #BusinessContinuity

Ready to work with Ruby Rusine + Social Success Marketing®?
Let's get started by filling out this form: [Social Success Marketing Intake Form](https://forms.socialsuccessmarketing.com/Ljv6aT) or
<https://forms.socialsuccessmarketing.com/Ljv6aT>