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The 30-day LinkedIn intent signals checklist

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Use this workbook to decide who to contact, organise sources and measure the conversations they produce.

1. Define your ideal customer

Field	What to consider	Your answer
Product	What do I sell, in one sentence?	
Problem solved	What awkward, expensive or slow job does it fix?	
Target buyer	Who owns that problem? Write two or three titles and the level of responsibility.	
Industry	Where does the problem come up often enough to pay to solve it?	
Company size	What headcount range makes sense for the offer?	
Geography	Where can I sell and serve customers?	
Exclusions	Who should stay off the list even if they engage? Include existing customers and anyone who has opted out.	

2. Build a competitor watchlist

List direct competitors by audience overlap. Check each company page and record verified followers separately from post engagement.

Competitor	Website / LinkedIn page	Target buyer	Audience overlap / priority
1			
2			
3			
4			
5			

3. Build an industry expert watchlist

Find people your buyers engage with. Save a recent post that discusses the problem and check who joined the conversation.

Expert	LinkedIn profile	Relevant post / date	Buyer overlap / priority
1			
2			
3			
4			
5			

4. Write topics and keywords to test

Use phrases buyers actually write and check each result for first-hand context.

Category	Phrase to test	Buyer context	Keep / refine
Problem awareness			
Recommendations			
Alternatives or switching			
Frustration			

5. Set up your campaigns

- [ ] Create separate baseline, competitor, industry expert and topic campaigns. Label competitor followers and page engagers separately.
- [ ] Confirm ICP fit, remove exclusions and deduplicate against your campaigns and CRM.
- [ ] Keep the profile, offer, wording and follow-up timing consistent where practical.
- [ ] Check campaign limits and LinkedIn’s rules. Honour opt-outs and stop sequences on reply.

6. Measure once a week

Week ending _____ Invitation cohort _____

Source	Invitations	Accepted connections	Replies	Interested prospects	Meetings
Normal outreach baseline					
Competitor followers					
Industry expert engagement					
Topic signals					

Acceptance = accepted ÷ invitations. Reply, interested reply and booking rates = each count ÷ accepted. End-to-end interest = interested ÷ invitations. Count each person once. Mark clear interest in the offer, such as a request for details, pricing or a demo. Compare campaigns at the same age.

30-day implementation plan

- [ ] Week 1. Define your ICP, build your competitor and expert watchlists, and configure the first sources.
- [ ] Week 2. Review the leads you find and launch separate campaigns.
- [ ] Week 3. Review early results and classify interested replies using the same rule in every campaign.
- [ ] Week 4. Compare campaigns that have had time to mature. Remove consistently weak sources and expand the strongest.

Give campaigns longer when they need time for a meaningful sample or a complete reply window.

What I observed, October and November 2026

Same profile. Same messages. Different people. My signal-based campaigns saw about twice the reply rate and four times the interested reply rate once connected.

Metric	Normal leads	Intent-signal leads
Connection acceptance	31%	32%
Replied, once connected	14%	29%
Interested, once connected	1.6%	6.7%

Followed a competitor’s company page: 8.1% interested. Engaged with industry influencers: 6.1%. Same role and new in role: close to zero. Funded companies, hiring for sales and reactions to my own posts: no interested replies. Interested rates are shares of accepted connections. Track meetings and customers independently. Use these results as a starting point for your own test.