Issue #39

Hackmamba



TMM #39: LinkedIn for AEO? + The Creator Play Behind 500M Views



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Hey there, welcome back to another edition of **The Markup Mindset**.

This week started on a pretty sad note. I heard the news about Adam Robinson, the founder behind RB2B and one of the people who popularized inbound-led outbound. Adam, his wife Helen Sharp, and their two young children died in the November 1 plane crash in Florida.

I never knew Adam personally, but I followed his content for a long time and loved how open he was about what he was building, the numbers behind it, and the experiments that worked and failed. He made B2B

growth content fun to follow, and it is going to feel strange not seeing his posts in the feed anymore.

For this edition, I'm covering three things:

- **Should LinkedIn be part of your AEO strategy?**
- **Why I think marketers should build specialist agents for specific jobs**
- **How Wispr Flow got 500M creator views, then changed the whole model**

But first, let's hear from our sponsor for this week's edition.



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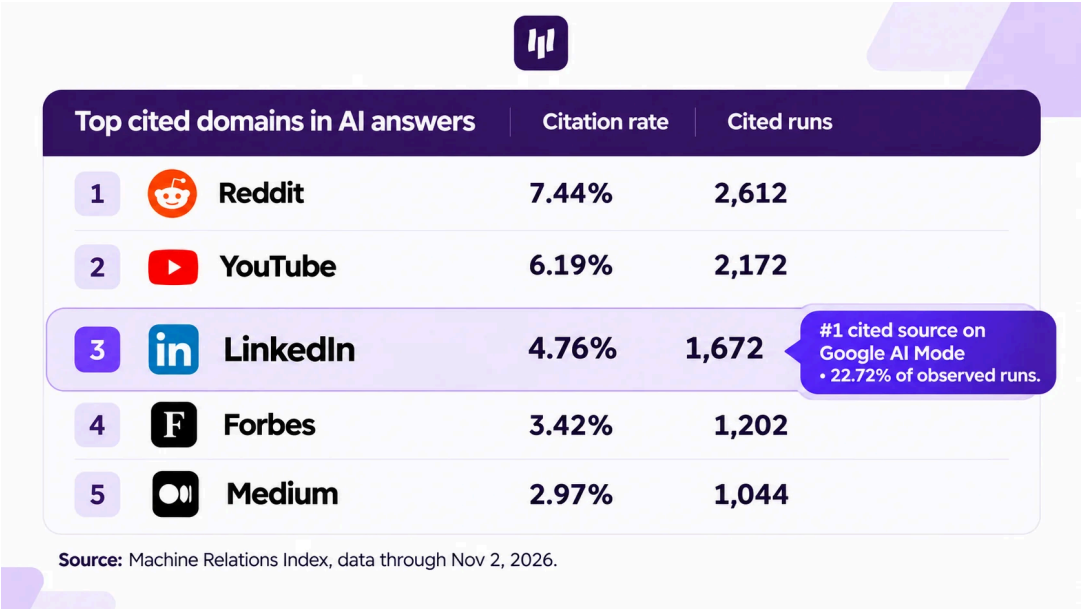
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Let's get started!

1. Should LinkedIn be part of your AEO strategy?

I was looking at the latest citation data and LinkedIn is now #3 overall, and #1 on Google AI Mode, where it showed up in 22.72% of the answers Machine Relations tracked. Semrush found another useful pattern earlier this year: on ChatGPT Search and Google AI Mode, 59% of LinkedIn citations came from individual people. Long-form LinkedIn Articles also made up 50–66% of cited LinkedIn content in their dataset.



Source: https://machinerelations.ai/index

So we've started testing this for a few DevTool clients. We take long-tail prompts like "best vector databases for self-hosted RAG," "LLM gateways for multi-model routing," "Playwright testing tools for CI," or "OpenTelemetry tools for Kubernetes," and check which LinkedIn creators and Articles keep getting cited. Those become PR targets. We can pitch the client into an existing comparison, give the creator product access or original data, or work with them on a useful listicle, then rerun the same prompts a few weeks later and see if the mention starts showing up.

I'd still keep this in the experiment bucket. Reddit is a good reminder why. It is still #1 overall, but its citation rate dropped to **7.44% this week**, and LinkedIn dropped to **4.76%** too. These rankings move fast. So I wouldn't bet the AEO plan on one platform.

2. A rookie mistake I see with AI agents

One rookie mistake I keep seeing is marketers trying to make one agent do everything. I've found it works much better when each agent has one job, its own context, and a clear definition of what "done" looks like. Anthropic and OpenAI are both moving in this direction too, with specialized subagents that keep their own context instead of stuffing every task into one giant thread.

That is how I've set mine up. My newsletter agent researches topics every two weeks and, once I approve one, creates the outline. My internal-linking agent knows our pillars, sub-pillars, and site hierarchy, then finds where links should go and suggests the anchor text. A separate publishing agent handles Sanity. My video brief agent has our writing skills, examples of how our creators speak, and watches X for topics worth covering before giving me a first draft. I have a few more like these too. Giving each one less to think about has made them much easier to train and much more useful day to day.

3. Wispr Flow got 500M views from creators. Then they changed the model.

We all know Wispr Flow has leaned hard on creators and UGC for growth. Their first creator program paid for views and hit around 500M views in 2.5 months, but those views were not converting well, so they killed it. The new setup is much smarter. Around 50 creators make 500–700 ads a month, and Wispr pays them 7% of the ad spend their creative earn, with payouts every seven days. That means if your ad keeps performing and the media buyer keeps putting money behind it, you keep earning from it. Some creators with 1–2K followers are making $13K+ a month under this model



Link: https://x.com/hectorserrranoo/status/2108260769603486100

We use a similar lens when we test newsletter sponsorships or influencer ads. We look at the traffic, signups, and what happens after the signup. If a placement gets attention and the conversion is poor, we change the creative or offer, and if it still does nothing, we move to another creator or publication. Wispr's setup is a good reminder that creator programs get a lot more useful once the incentives are tied to what keeps working, because signups and revenue are what decide whether the spend stays.

If you're new to The Markup Mindset, you can browse all the previous editions in our public archive.

That's it from me this week. If you have a take on anything I covered, reply to this email or find me on LinkedIn. I'd genuinely love to hear it.

And if someone in your team is working on developer marketing, send this edition their way.

See you soon,

Tahir

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