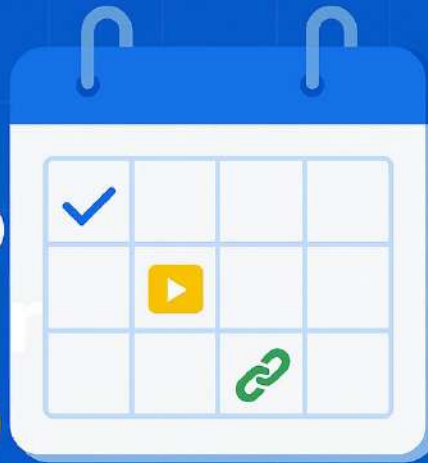




Motionify®

4-Week LinkedIn Video Sprint

(India Edition – 2025)



4-Week LinkedIn Video Sprint Calendar (India Edition – 2025) - Motionify

Format: 3 posts per week (Tue/Wed/Thu mornings, 7:30–10am IST).

Split: 1 POV • 1 Case Study • 1 Educational/Thought Leadership.

Week 1

- **Tue (POV):** “What most CEOs get wrong about scaling in 2025...”
- **Wed (Case Study):** “How we helped [Client] cut costs by 42% with one small change.”
- **Thu (Education):** “3 lessons from working with 100+ Indian businesses.”

Week 2

- **Tue (POV):** “If I had to rebuild my business from zero, I’d start with THIS.”
- **Wed (Case Study):** “From being ignored to 35 new clients—here’s what changed.”
- **Thu (Trends):** “12 reasons 2025 is the best year to scale in India.”

Week 3

- **Tue (POV):** “Here’s the #1 mistake Indian founders make when entering new markets.”
- **Wed (Case Study):** “How [Industry] brand grew revenues 3x with smarter execution.”
- **Thu (Education):** “Most leaders don’t realize this about customer behavior...”

Week 4

- **Tue (POV):** “What no one tells you about growth in India right now...”
- **Wed (Case Study):** “This 2-month pilot project brought in ₹50L in new business.”
- **Thu (Trends):** “The growth playbook every Indian company needs in 2025.”

How to use:

- Each post can be a **60–90 sec native video** with captions.
- Hooks go in the **first 3 seconds** and post copy.
- Use **metrics / customer stories** wherever possible.
- Rotate industries in case studies (tech, finance, healthcare, etc.) to keep universal appeal.

40 High-Converting LinkedIn Hooks (India Edition, Industry-Agnostic)

Founder / Leader POV (10 hooks)

1. “What most CEOs get wrong about scaling in 2025...”
2. “If I had to rebuild my business from zero, I’d start with THIS.”
3. “Here’s the #1 mistake Indian founders make when entering new markets.”
4. “What no one tells you about growth in India right now...”
5. “I thought our model wouldn’t work—until I saw this metric.”
6. “The truth about expansion in 2025 (and your bottom line).”
7. “The real reason your customers aren’t converting—it’s not pricing.”
8. “Trust, not features, is what closes big deals. Here’s proof.”
9. “If I were a CMO in 2025, I’d make ONE shift in strategy.”
10. “Your buyers don’t want another sales pitch—they want THIS.”

Micro Case Studies / Success Stories (10 hooks)

11. “How we helped [Client] cut costs by 42% with one small change.”
12. “From being ignored to 35 new clients—here’s what changed.”
13. “How [Industry] brand grew revenues 3x with smarter execution.”
14. “We swapped traditional methods for innovation. The impact? Huge.”
15. “This 2-month pilot project brought in ₹50L in new business.”
16. “Case study: How data-driven tweaks increased efficiency by 68%.”
17. “From 0.3% conversion to 1.1%—our client’s journey.”
18. “How one founder story unlocked enterprise partnerships.”
19. “When one workshop became 12 client engagements: results inside.”
20. “This one CTA change doubled qualified leads.”

Educational / Insight-Based (10 hooks)

21. “3 lessons from working with 100+ Indian businesses.”

22. “Most leaders don’t realize this about customer behavior...”
23. “Attention is won in 3 seconds—here’s how to capture it.”
24. “What your 2025 buyer journey really looks like in India.”
25. “Why traditional outreach still matters in a digital-first world.”
26. “Offline vs. online vs. hybrid—our test results might surprise you.”
27. “The surprising ROI of speaking your customer’s language.”
28. “Growth myths: do you need big budgets? Nope.”
29. “Here’s how India’s new [industry regulation/trend] changes the game.”
30. “The biggest shift in 2025: buyers expect interaction, not info.”

Thought Leadership / Future Trends (10 hooks)

31. “12 reasons 2025 is the best year to scale in India.”
32. “What we learned serving clients across 10+ industries.”
33. “Your product doesn’t sell itself—your story does.”
34. “Inbound leads don’t happen by luck—they’re built.”
35. “The growth playbook every Indian company needs in 2025.”
36. “How to pick the right strategy for your sector.”
37. “Why 2025 is the year of micro-stories, not mega-campaigns.”
38. “The most underrated growth tactic for founders.”
39. “What your competitors don’t want you to know about the Indian market.”
40. “Scaling isn’t about size—it’s about systems.”

👉 These hooks are now **industry-agnostic**—usable by B2B or B2C companies across India (consulting, SaaS, finance, healthcare, retail, logistics, etc.),