# Stirling Siri Insights – LinkedIn Marketing Strategy

*Purpose, programme, proposition, and FES support — overview for SSC team members, FES coordinators, and FES members*

## 1. TARGET AUDIENCE

The Insights programme is not directed at the PCC — the person, company, or contractor in Thailand who is the subject of the prospecting engagement. That audience is addressed through a separate, concurrent prospecting plan. The Insights programme is directed at the commercial and administrative function within the distributed enterprise that owns or manages the PCC relationship.

Specifically: the regional or group CA function — the finance, commercial, and business development decision-makers operating at the level above the PCC. In many distributed enterprises there is no standalone CA function; the relevant authority is wrapped into broader financial management or business development roles and persons. That does not change the target. The Insights programme is aimed at the part of the enterprise where the instruction to act, the decision to proceed, and the authority to expose internal management information all reside.

This audience is sophisticated, commercially literate, and operates under significant institutional pressure from prevailing compliance and legal frameworks. They are not looking for moral guidance on the subject. They are looking for a commercially coherent account of a problem they already recognise. The Insights programme is written to that standard.

## 2. THE PROGRAMME

The programme comprises thirteen LinkedIn Insight articles and their associated publication materials. Each article is a native LinkedIn article — approximately 1,500 to 1,800 words, written to a reading ease score of approximately 40–45, and indexed within the LinkedIn content database. This format is a deliberate editorial choice. Native LinkedIn articles are searchable and persistent; standard LinkedIn posts are not indexed and do not accumulate the same way. The articles are written to be read in ten to fifteen minutes — an accessible but substantive investment for a reader in the target audience.

Each article is a standalone piece. A reader arriving at Article 3 does not need Articles 1 and 2 to derive full value from it. That said, the thirteen articles together tell a connected story — from identifying the condition, to understanding its mechanism and financial consequences, to recognising the commercial opportunity it creates for those who see it clearly. We hope readers will follow that arc through interest and curiosity. We do not rely on it.

Each article is the focal point of a wider publication sequence. The sequence for each article comprises:

- A native LinkedIn article (the primary asset — approximately 1,800 words including an article introduction video and caption — video and text accompanying the article in the feed).
- A carousel post — a five-to-seven-card PDF document post presenting the article argument in skeleton card form. This is the highest-dwell-time format available on LinkedIn and carries significant algorithmic weight.
- A video lead — a 45-second video published to the SSC feed to introduce and announce the article. Published simultaneously with the article introduction post.

LinkedIn controls how and in what sequence content reaches any individual reader's feed. We publish the sequence; we do not control the order in which the algorithm surfaces it. Each asset is therefore written to stand independently. No asset assumes the reader has seen another.

## 3. THE PROPOSITION

The articles advance a single governing premise: that the use of bribery and corruption to secure business — what we call access payments — should be understood and assessed as a business strategy, evaluated on its financial and operational merits, not on its moral, ethical, or legal character.

The moral, ethical, and legal arguments against access payments are well documented and widely disseminated. They are also, in the commercial environments this programme addresses, largely ineffective as a basis for decision-making. Management in the Thai, ASEAN, and broader emerging market context does not lack moral instruction. What it lacks is a financially rigorous account of what access payments actually cost the business, how that cost enters the P&L, and why the standard financial reporting apparatus consistently misreads it.

The articles provide that account. Each article takes a situation, feature, or problem that a reader in the target audience will recognise from direct commercial experience — a gap between what the formal business model reports and what the bottom line delivers, a selling cycle that produces approvals without producing profit, a working capital position that tightens without obvious cause. It then describes that situation through a business-below-the-horizon lens and offers the reader a financially coherent explanation of what is driving it and what the options are.

The argument is not moral. It is not legal. It is commercial and financial — and it is made to a standard that the target audience applies to every other strategic decision it takes. If the financial and operational consequences of access payments are negative — and the programme argues they are, structurally and measurably — then the moral, ethical, and legal debate becomes secondary. The financial case is the one that lands.

## 4. THE RATIONALE

This programme is a marketing vehicle, not a prospecting vehicle. It is designed to broadcast and establish credibility for Stirling Siri's commercial and financial proposition — not to generate leads directly. The concurrent prospecting programme handles that.

The decision to build a marketing programme rather than a prospecting one reflects two commercial realities.

First: the proposition operates into a very strong prevailing wind. The received wisdom in this space — that access payments are fundamentally a moral, ethical, and legal problem, best addressed through compliance frameworks, legal exposure management, and ABC/AML programme investment — is well established, institutionally supported, and commercially valuable to the major legal and accountancy firms that maintain it. Displacing that framing, even partially, requires a published and authoritative commercial account of an alternative. Thirteen articles do not displace it. They establish a starting position. That is the intent. You start at the start line.

Second: the articles will land better — and will build an audience more effectively — if they are genuinely informative rather than openly promotional. A reader in the CA function who finds an article that sharpens their thinking about a problem they already recognise will return. A reader who finds a promotional pitch will not. The programme is built to generate interest and credibility. SSC's commercial capabilities are the implicit conclusion of a reader who follows the argument — not a claim the articles make about themselves.

## 5. FES SUPPORT

The Insights programme launches without an organic audience. Stirling Siri's LinkedIn presence is new. The articles will not reach the target audience through algorithmic distribution alone in the early publication cycles. Friendly Engagement Supporters — FES — are the mechanism for seeding the initial signal that the LinkedIn algorithm needs to begin distributing content beyond the immediate network.

### How FES support works

SSC publishes the article and associated assets to the Stirling Siri LinkedIn feed. FES members then engage with that content from their own profiles — leaving substantive comments on the video post and the carousel post, and resharing from their personal profiles with a short observation. This engagement lands on the SSC feed, not the FES member's feed. SSC's content stays on SSC's channel.

The LinkedIn algorithm in 2026 evaluates content through dwell time and comment depth in the first 60 to 90 minutes after publication. Content that performs well in that window receives extended distribution — reaching second- and third-degree connections and topically relevant audiences beyond the immediate network. Content that does not perform in that window rarely recovers broad reach. FES engagement delivers the early signals that open the distribution window.

The algorithm is a moving target. As publishers understand and exploit its mechanics, LinkedIn adjusts. Currently, the algorithm detects and discounts generic engagement — a 'great post' comment carries no meaningful weight. Substantive comments — those that engage with the argument, add a professional observation, or ask a specific question — are what the algorithm rewards. FES comments must be substantive. They must feel like they come from someone who has read and absorbed the content.

### FES engagement support materials

To reduce the operational and administrative burden on FES members, Stirling Siri produces a set of engagement support materials for each article in the publication sequence. These materials contain pre-prepared comment and reshare text options, graded by role and seniority, covering each of the three required FES actions: a video comment, a video reshare observation, and a carousel comment.

The materials are starting points, not scripts. FES members are encouraged to adapt the language, add their own perspective, and post in their own words. Authentic, individually voiced engagement is both algorithmically more valuable and more credible to anyone who reads it. The materials exist to remove the blank-page burden — not to standardise what FES members say.

All publication content and FES support materials for each article are made available at least one week — and ideally two weeks — before the date of first publication. Materials are accessible at https://insights.stirlingsiri.com/fes/index.html — a mobile-friendly site designed for FES review and reference on any device.

### FES deployment

FES deployment follows a two-stage protocol timed to the LinkedIn algorithm window. Stage 1 — video engagement — runs in the first 60 minutes after the video and article introduction post. Stage 2 — carousel engagement — runs in the 60 minutes after the carousel is published, approximately 90 minutes after Stage 1. FES members receive a direct prompt at each stage identifying the specific asset, the action required, and the action window. The prompt is specific and operational — not a general request for support.

## 6. WHAT THE PROGRAMME BUILDS

Thirteen articles and their associated publication sequences, delivered over time, will not transform the commercial environment in which Stirling Siri operates. That is not the measure of success for this programme.

The programme is building three things: a published body of work that establishes Stirling Siri's commercial and financial proposition in indexed, searchable, permanent form on LinkedIn; an audience — however small initially — of commercially sophisticated readers in the target function who find the articles worth reading and returning to; and credibility, accumulated over time, as the authoritative commercial and financial account of a problem the target audience already knows it has.

Those three things — published proposition, audience, credibility — are the foundation on which the prospecting programme operates. A PCC group CA function that has read three Stirling Siri articles before the first conversation is a different starting point from one that has not. The programme is building that starting point. It takes time. The thirteen articles are the beginning of that effort, not the end of it.

***Stirling Siri · Commercial Insights for Emerging Markets***

*High-Profile-Compliance · Protect Profitability · Promote Growth*
*Stirling Siri Insights – LinkedIn Marketing Strategy – V1 – September 2026*