

LINKEDIN RESEARCH · APRIL 2026

Do more followers mean more reach?

We analysed 374 LinkedIn business pages to understand the real relationship between follower count and post impressions. The short answer: more followers help, but not as much as you'd expect.

374

BUSINESS PAGES

6 mo

DATA WINDOW

Strong

CORRELATION

The data at a glance

We grouped 374 LinkedIn company pages by follower count and measured how many people actually see their posts. The table below shows what a typical page in each group can expect. LinkedIn personal profiles are excluded because the API does not share impression data for personal accounts.

374

COMPANY PAGES

Weak

AT FIRST GLANCE

Raw correlation: 0.36

Strong

ADJUSTED

Log-log correlation: 0.70

WHAT DO THESE CORRELATIONS MEAN?

When we compare followers and impressions directly, the link looks weak (0.36 out of 1). That's because a few very large pages skew the picture. Once we adjust for that by comparing them on a more even scale, the relationship becomes strong (0.70 out of 1). In plain terms: followers and impressions are clearly connected, but the connection slows down as pages get bigger.

FIGURE 1 – FOLLOWERS VS IMPRESSIONS BY BUCKET

FOLLOWER BUCKET	PAGES	AVG FOLLOWERS	AVG IMP/POST	MEDIAN IMP/POST	MEDIAN REACH %
< 100	58	36	51	32	146%
100 – 249	53	171	197	119	75%
250 – 499	62	367	240	158	43%
500 – 999	68	723	375	250	34%
1K – 2.5K	77	1,650	505	338	28%
2.5K – 5K	17	3,491	949	733	23%
5K – 10K	30	6,983	1,093	821	11%
10K+	9	28,864	1,951	1,303	7%

DATA SOURCE AND SAMPLE

All data comes from Willow's production database, covering the last six months of LinkedIn activity. The sample includes 374 LinkedIn company pages that have both follower count and impression data available. Pages were grouped into eight buckets by follower count. Personal profiles are excluded because LinkedIn's API does not share impression data for personal accounts.

METRICS

Average impressions per post is the mean across all posts within each bucket. Median impressions per post is the middle value, which is less affected by outliers and gives a better picture of what a typical page can expect. Median reach % is calculated as (median impressions per post ÷ average followers) × 100.

CORRELATION

We measured the link between followers and impressions in two ways. A direct comparison gave a weak result (r = 0.36) because a handful of very large pages distort the picture. After adjusting both scales to account for this skew, the relationship becomes strong (r = 0.70). This confirms that followers and impressions are clearly connected, but with diminishing returns at every step.

LIMITATIONS

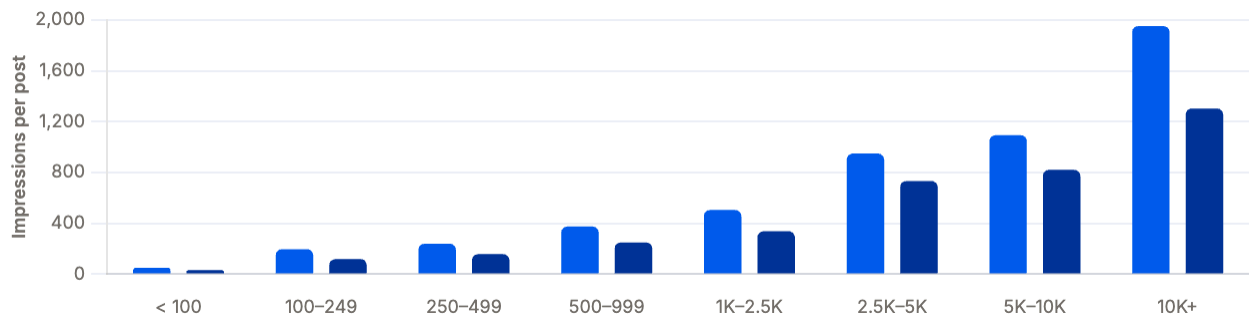
This analysis does not control for posting frequency, content type, industry, or engagement rate, all of which influence impressions independently of follower count. The 10K+ bucket contains only 9 pages, so findings for that segment should be interpreted with caution.

More followers help, but not proportionally

A page with 10× more followers does not get 10× more impressions per post. In practice, multiplying your follower count by ten roughly triples your impressions. Going from 100 to 1,000 followers doubles your typical views per post (from about 119 to 250). But going from 1,000 to 10,000 only triples them. Notice how the gap between average and median widens for larger pages, meaning a few standout pages pull the average up. The median is a better guide for what a typical page can expect.

FIGURE 2 – AVERAGE AND MEDIAN IMPRESSIONS PER POST BY FOLLOWER BUCKET

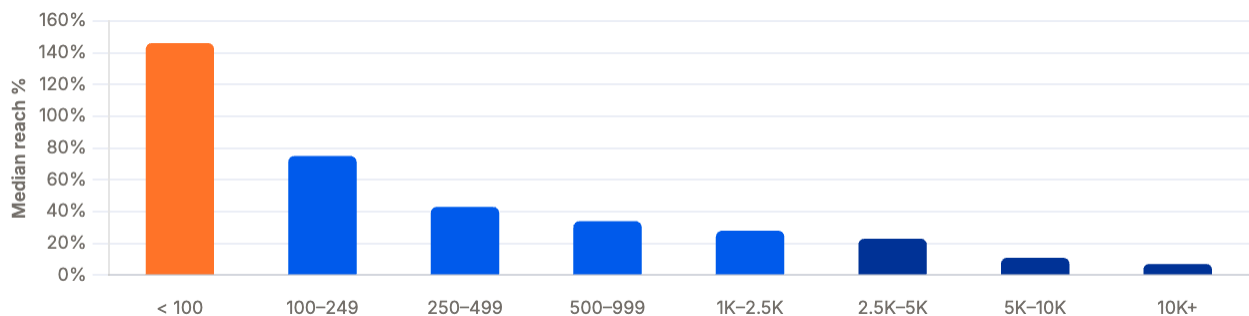
■ Average Imp/Post ■ Median Imp/Post



The reach paradox

Pages with fewer than 100 followers reach 146% of their audience per post, meaning their posts are seen by far more people than actually follow them. At 10K+ followers, that drops to just 7%. The algorithm gives small accounts a bigger boost relative to their size. Large accounts already have a built-in audience, so the algorithm doesn't push as hard. Each new follower adds less incremental visibility than the last.

FIGURE 3 – MEDIAN ORGANIC REACH % BY FOLLOWER BUCKET



The 146% reach for the smallest pages also explains why brand-new pages sometimes see impressions that feel surprisingly high. That advantage fades quickly once the page grows past a few hundred followers. Every post reaches a mix of followers and non-followers. A reach % above 100% simply means the total audience per post is larger than the follower base itself.

What this means for your page

The data leads to three practical conclusions for anyone managing a LinkedIn business page.

FINDING 01

More followers help, but with diminishing returns

A page that grows from 500 to 5,000 followers can expect roughly 3× more impressions per post, not 10×. Follower growth alone will not deliver proportional visibility. Content quality and consistency matter at least as much.

FINDING 02

The sweet spot is 500 to 2,500 followers

Pages in this range hit a strong balance: 250 to 500 median impressions per post, while still reaching 28 to 34% of their audience organically. Below this range, absolute impressions are low. Above it, the per-follower return drops steeply. For most B2B companies, this is where effort converts most efficiently to visibility.

FINDING 03

Organic reach drops steeply with page size

Small pages (under 100 followers) reach 146% of their audience per post. Large pages (10K+) reach just 7%. The algorithm gives new pages a head start and gradually pulls it back. Don't mistake early high-reach numbers for a permanent advantage.

So what should you focus on?

For most B2B pages, chasing follower count is not the best use of energy. A page with 800 consistent, relevant followers will often outperform a page with 5,000 followers that posts once a month. This echoes the findings from our [consistency research](#): showing up regularly matters more than raw audience size.

That said, there is a minimum. Pages with fewer than 500 followers get low absolute impressions no matter how good the content is. If you're below that threshold, growing your follower base should still be a priority. Invite colleagues, clients, and partners to follow your page. Share it in email signatures and newsletters. Get to 500 first, then shift your focus to consistency and quality.

For pages already in the sweet spot (500 to 2,500 followers), the priority is clear: improve the quality and consistency of your content. Each post still reaches a meaningful share of the audience. The job is to make every impression count.