

PREPARED FOR · APRIL 2026

Linktree

BRAND STRATEGY · PRESENTATION DECK

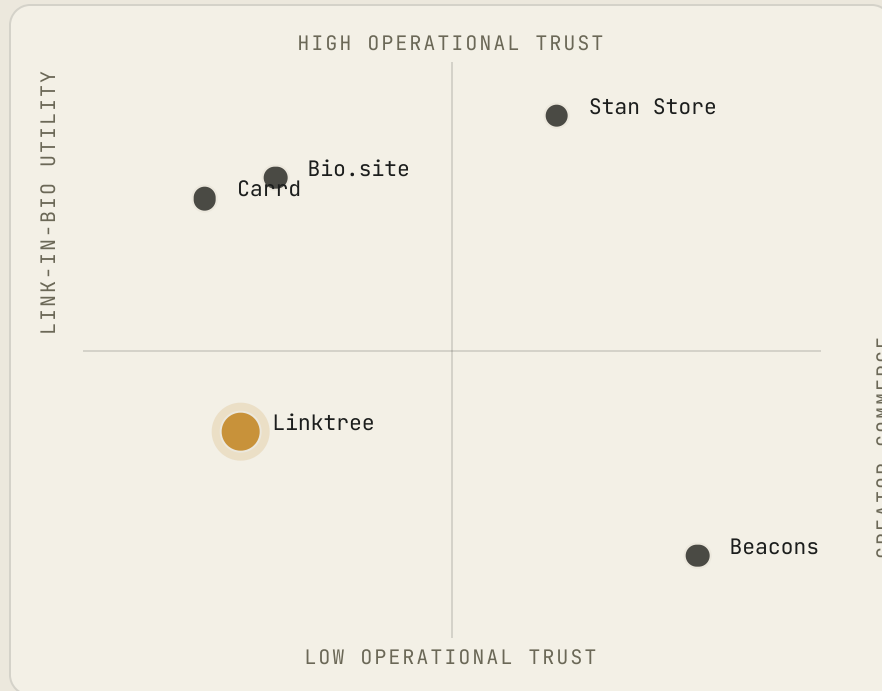
Built so creators don't lose people in the *gap*.

YOUR NORTH STAR. EVERYTHING ELSE – POSITIONING, VOICE, COPY – SUPPORTS THIS
ONE PROMISE.

[01] THE LANDSCAPE

The category you coined
is being renamed around you.

Every serious competitor now calls itself a "creator platform" or "creator store." Linktree is the only one still selling a "link in bio tool." *The naming gap is the positioning gap.*



The upper-right at scale is empty.

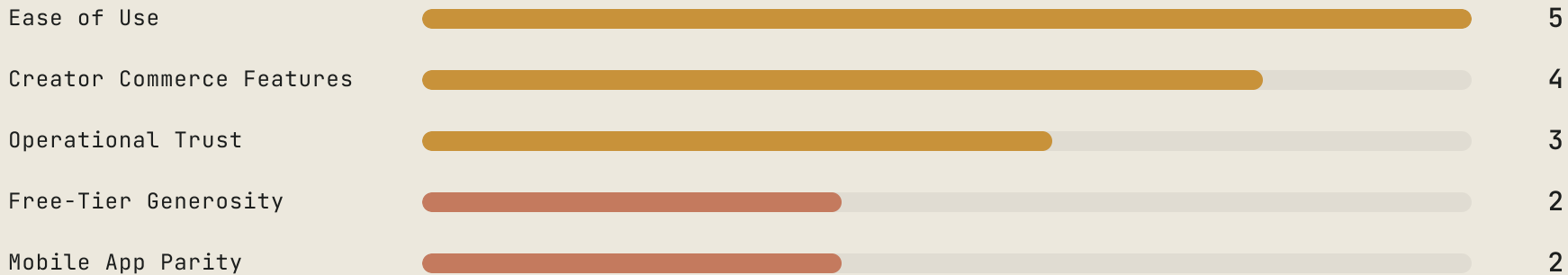
Stan has the positioning but not the reach.

Beacons has the framing but broken ops. *Linktree is the only player with the scale and operational foundation to claim it.*

TOP FACTORS

Your peak. Your gaps. The factor with the biggest move available.

Ease of Use is your peak. Free-Tier Generosity, Customisation, and Mobile App Parity are your gaps. *Operational Trust is where the biggest move is available* — Stan is running the reliability play at 1/35th your scale.



Four genuine strengths. Four honest vulnerabilities.

The strengths are hidden from your marketing. The vulnerabilities are fixable.

WHERE YOU WIN

1. **Only global-scale player** — 70M+ users (verified homepage, 30 April 2026), 7,034 Trustpilot reviews vs Stan's 1,906 + Beacons' 35
2. **Creator commerce product rivals the aspirational leaders** — and is invisible on your homepage
3. **Ease of Use at scale** — Capterra 4.6, "it just works" at 35× Stan's user base
4. **Australian founder-led identity** — dormant brand asset

WHERE YOU'RE VULNERABLE

1. **Operational trust declining** — 11% negative-reply rate, Dec 2025 pricing crisis active
2. **Free tier is the attack surface** — competitors organise around "paywall on basics"
3. **Mobile app lags web specifically** — existential for phone-first distribution
4. **Acquisitions feel like contract-breaches, not value** — Koji, Fingertip, Bento in three years

WHAT YOUR CUSTOMERS ARE REALLY HIRING YOU FOR

“Every platform wants to host my audience. I want one place that’s actually for sending them somewhere — without making them choose which of my socials to use.”

THE CREATOR’S UNSPOKEN FRUSTRATION

WHAT YOU'RE FIGHTING AGAINST

The belief that being first to a category is a permanent moat. Three independent LLMs (Claude.ai, ChatGPT, Perplexity), asked the same Q3 prompt on 30 April 2026, returned the same diagnosis: Linktree's differentiation is "distribution and defaults, not product."

Not Instagram, TikTok, or YouTube themselves. The structural fact that creators are forever renting. The gap between being famous on someone else's platform and building something that's yours. Linktree is already the closest-to-ownership thing creators have — it's never been named.

Your greatest strength creates one honest trade-off.

Naming it builds trust faster than hiding it.

YOUR STRENGTH

Ubiquity at 70M+ users + a decade in category. 3-of-3 captured LLM Q3 responses name Linktree as "safe default" / "still dominates" / "category leader."

THE SHADOW

Bimodal Trustpilot distribution + customer-support solicitation pattern. ~60% 5-star + ~10-15% 1-star (visible bar chart). 8 of 13 captured April 2026 5-star reviews mention support team. Reply rate to negatives, verbatim: 11%.

THE ACKNOWLEDGEMENT

"At 70M users we don't always reach every conversation as fast as a smaller team would. We're working on closing the gap between when something goes sideways and when a named human at Linktree can pick it up — the Joyce-named-agent pattern you've already seen, extended to every conversation."

Four traits. Each with a boundary.

"What it's NOT" is what makes personality real — without it, it's just adjectives.

QUIETLY AUSTRALIAN

Melbourne footer + Wurundjeri custodianship. Australian English in product copy.

Not ocker, not performatively Aussie.

INCLUSIVE WITHOUT PERFORMATIVE EFFORT

Homepage testimonials show breadth: comedian, pastry chef, TV reporter, founder.

Not hashtag-inclusive or showy.

PRACTICAL, NOT PROMOTIONAL

Plain-language pricing. Verbs over adjectives. No hype rhetoric on captured surfaces.

Not slogan-driven or AI-first-rhetoric.

CUSTOMER-SUPPORT-FIRST (EMERGING)

Joyce-named-agent pattern in 8 of 13 captured April 2026 5-star reviews.

Not auto-responder warmth or canned reply.

VOICE BASELINE

*Plain-language, outcome-led, **named-human**. Sounds like a platform built by people who run platforms — not by people selling the idea of running one.*

Tone shifts by context — named + warm in support replies, transparent in pricing, named + accountable in crisis posts, practical in changelog. The baseline never changes.

Four to stop. Four to reduce. Five to raise. Four to create.

The Raise column has the biggest near-term return — operational investment, not product build.

ELIMINATE

- “The original link in bio tool” as lead positioning
- Free-tier watermark on Pro/Premium
- Rigid 72-hour refund policy
- Silent pricing changes

REDUCE

- 22-type audience marquee on homepage
- Visible paid-tier count (four creates choice paralysis)
- “Join the Pros” CTA repetition
- Support SLA disparity (48hr Free → 4hr Premium)

RAISE

- Named public responses on Trustpilot/G2/Capterra
- Creator commerce visibility on homepage
- Agency/Enterprise tier on main nav
- Melbourne founder story
- Mobile-app feature parity with web

CREATE

- Named post from Alex on Dec 2025 pricing
- “Ownership” tier signal on every paid plan
- Public acquisition-story page
- Category rename: Creator Platform

Ready-to-use language for every major touchpoint.

[TAGLINE]

Built so creators don't lose people in the gap.

- 1** **The category default that 70M+ creators chose first.**
Linktree homepage live sub (verbatim, 30 April 2026): "Join 70M+ people using Linktree." PH launch badge: "#5 of the day for December 14th, 2016."
- 2** **The breadth of integrations specialists do not match.**
Claude.ai Q3 verbatim, 30 April 2026: "More native integrations with Spotify, Shopify, Mailchimp, Cameo, etc. than most competitors bother with."
- 3** **Melbourne-built. Acknowledgement of Country in the footer.**
Footer captured live 30 April 2026: 1-9 Sackville St, Collingwood VIC 3066 + Wurundjeri custodianship statement.

Same homepage. Two strategies.

The Trustpilot reply template could shift the brand trust trajectory — this is just the headline view.

BEFORE · CURRENT COPY

“A link in bio built for you.” · “Join 70M+ people using Linktree for their link in bio.”
· CTA: “Get started for free”

RECOMMENDED

“Built so creators don’t lose people in the gap. Linktree is the link-in-bio platform 70M+ creators use to share what they make, curate, and sell — from one URL that works no matter which app sent someone here.”

Built so creators don't lose people in the *gap*.

The deck is the headline. The full strategy — positioning map with evidence, 10 voice Do/Don'ts, six rewritten touchpoints, and the Implementation Toolkit — lives at the link below.

[OPEN THE FULL INTERACTIVE STRATEGY →](#)