Dataset audit (final, confirmed against provided audit file)

Metric	Value
Total unique posts	191,138
Date range	2011-05-18 13:44:31 to 2026-11-20 20:25:36 UTC
Replies	130,271 (68.16%)
original_or_quote	54,818
Reposts	6,049
Distinct reply-to handles (excl. own)	11,181
Duplicate post IDs	0

Yearly breakdown matches the audit file exactly. All yearly CSVs have been validated; columns are consistent. Limitations noted in the audit file apply: no complete other-side conversations, reply-to metadata can be incomplete, and reply volume alone does not prove ICP alignment, reciprocity, or commercial outcomes.

Proposed analysis method (executed below)

1. Load all yearly CSVs and concatenate for longitudinal queries.
2. Track top reply-to handles by year and multi-year persistence.
3. Sample text for thematic shifts (WordPress/SM early → SaaS/B2B later).
4. Extract specific dated examples with post links for case studies.
5. Distinguish high-frequency interaction from inferred strategic relevance.
6. Map observable behaviors to Recognition → Trust → Affinity → Loyalty → Sales only where evidence supports it.
7. Separate direct observation from interpretation.

Analysis of the full validated dataset follows.

Full research report: Relationship-Driven B2B Marketing on X — Observational Case Study of @BridgetMWillard

A. Dataset audit (confirmed)

Total unique posts: 191,138 (May 18, 2011 – November 20, 2026).
Replies: 130,271 (68.16%).
original_or_quote: 54,818.
Reposts: 6,049.
Distinct reply-to handles (excluding own): 11,181.
No duplicate IDs. Yearly totals match the provided audit file.
Limitations: Account-authored posts only; incomplete conversation context; reply-to metadata can be missing; no DMs or private data; reply volume ≠ ICP alignment, reciprocity, or revenue.

B. Historical evolution of activity

Early years (2011–2015) show higher original_or_quote volume and SM/WordPress/Facebook-page focused content. Reply share rises sharply after 2013 and remains dominant.
WordPress and plugin mentions peak mid-period (2017–2021) then decline relatively.
SaaS-related mentions are rare before 2021, then rise sharply (100 in 2025, 344 in 2026). Founder mentions follow a similar late surge.
Smallbiz hashtag use peaks 2018–2021 then drops.
Observed shift: from general social-media/WordPress community participation toward more explicit SaaS and B2B positioning in original posts after ~2024–2025.

C. Audience and relationship patterns

High-volume, multi-year reply targets (observed frequency, not inferred intent):

- Carol_Stephen: dominant 2011–2016 (thousands of replies), declines but persists into 2020s.
- WarrenLNaida: emerges 2019, becomes the single highest-volume target 2019–2026 (thousands of replies, peaking recently).
- ToyotaEquipment: consistent 2011–2021 then fades.
- MediaRonLLC, FatDogCreatives, rnissenbaum, and others show multi-year clusters.

These patterns indicate sustained conversational engagement with a relatively small set of accounts rather than purely random or one-off replies. Many long-running targets appear to be fellow marketers, WordPress professionals, or agency-adjacent accounts (inferred from public handles and co-mentions, not private knowledge).

Explicit SaaS-founder or decision-maker targeting is more visible in original posts and selected replies from 2025 onward than in the earlier archive. High reply frequency alone does not establish that an account is an ICP prospect.

D. Relationship case studies (selected, with links)

1. **Carol_Stephen (long-running, 2011–2026)**
   Hundreds to thousands of replies per year early on; mutual mentions and #FF-style amplification common. Example early interaction: https://x.com/BridgetMWillard/status/70921445840138241 (2011). Continues at lower volume later. Observed as sustained peer relationship in the social-media community.

2. **WarrenLNaida (2019–2026 dominant)**
   Highest recent volume. Frequent back-and-forth on professional and personal topics. Example: multiple 2026 replies visible in the latest CSV. Observed as ongoing collaborative/peer relationship.

3. **ToyotaEquipment (2011–2021)**
   Steady replies and mutual amplification of marketing content. Example cluster in early years. Observed long-term professional engagement that later tapered.

4. **MediaRonLLC (2019–2026)**
   Consistent replies across later years; co-mentions of plugins/products. Example support/visibility in 2020s data. Observed as recurring professional interaction.

5. **GiveWP-related mentions**
   Elevated in certain years (especially 2017); later references appear in SaaS case-study style original posts. Observed public association, not private client proof.

Additional shorter clusters exist with accounts such as FatDogCreatives, rnissenbaum, and others. Ten+ multi-year relationships are visible by volume alone; deeper conversational threading requires the full thread context not fully present in the CSVs.

E. Quantitative findings (reliably calculable)

- Reply percentage stable at ~68% overall.
- Top 30 reply targets account for a disproportionate share of all replies.
- SaaS keyword mentions: near-zero pre-2021 → hundreds in 2025–2026.
- WordPress mentions: high mid-period, lower later.
- No engagement-rate percentages or posting-frequency claims beyond raw yearly counts are asserted, as the CSVs do not contain full impression or reach data for every post.

F. Framework evaluation (Recognition → Trust → Affinity → Loyalty → Sales)

- **Recognition**: Supported by volume of replies, #FF-style posts early, and content sharing.
- **Trust/Affinity**: Supported by multi-year persistence with the same handles and informal/ personal tone in many replies.
- **Loyalty**: Partial support via repeated interaction over years; cannot be confirmed without external data.
- **Sales**: Public original posts in 2025–2026 explicitly offer SaaS marketing services and share case-study style content (e.g., https://x.com/BridgetMWillard/status/1914780762790092980). No direct public evidence of closed revenue is present in the archive.

The framework is partially observable in conversational patterns and later promotional integration; full causal linkage to sales is not established by this data.

G. SaaS founder playbook (principles grounded in observed behavior)

1. Prioritize replies over pure broadcasting (68%+ reply rate sustained for years).
2. Maintain multi-year conversational threads with a core set of accounts rather than chasing new ones exclusively.
3. Share others' content and amplify peers publicly (visible in early #FF and later RTs/replies).
4. Evolve public positioning gradually; explicit SaaS offers appear after years of community participation.
5. Integrate light promotional content into ongoing conversations rather than isolated pitches.
6. Use personal tone and humor alongside professional topics (observed across periods).
7. Track and publicly reference tools/clients (e.g., GiveWP, Xero, BetterCloud mentions) when relevant.

Behaviors that appear personality- or history-dependent: extreme reply volume and specific long-term peer relationships.

H. White-paper recommendations

Strong enough for publication with qualification:

- Longitudinal reply dominance and multi-year relationship persistence.
- Observable topical shift toward SaaS language in later years.
- Specific dated examples of relationship maintenance and later promotional integration.

Requires qualification or additional verification:

- Any claim that high-frequency replies equal ICP targeting or revenue attribution.
- Full conversation outcomes (other side of threads often missing).
- Effectiveness relative to broadcast-style accounts (no comparative data here).

Recommended next step with the full archive: deeper NLP topic modeling by year and manual review of a stratified sample of high-frequency relationships for explicit business-development language.

I. Research appendix

Methods: Pandas aggregation of all provided yearly CSVs; value counts on reply_to_handle; keyword string matching; era grouping; sample extraction of post_urls.
Definitions: Reply = type field “reply”; multi-year relationship = non-zero replies in ≥3 distinct years; SaaS signal = case-insensitive text match on “saas”/“SaaS”.
Sampling: Full census of 191,138 records for aggregates; targeted samples for qualitative examples.
Limitations: No other-side conversation data; possible missing reply_to metadata; keyword matching is imperfect; no private or revenue data.
Source: User-provided X archive CSVs and audit file, covering May 2011–November 2026.

This report stays within observable public activity. It does not assert commercial results, private intent, or unmeasured effectiveness.