

# Hello PM

x

# LinkedIn

*CASE: Increase Engagement on LinkedIn Profiles*

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# Product Teardown

## Product Overview and Competition



### About LinkedIn

LinkedIn is the world's largest professional network on the internet with 774+ million members in more than 200 countries and territories worldwide



### Vision

"Create economic opportunities for every member of the global workforce"



### Mission

"Create economic opportunities for every member of the global workforce"



### Revenue Stream

LinkedIn makes money through its talent solutions, marketing solutions, and premium subscriptions

## Key Statistics

**930 Mn+**

Members in *200+ countries* and regions worldwide

**2.61 Mn+**

Users Look for Jobs Through LinkedIn *Weekly*

**8 People**

Are Hired every *Minute* on LinkedIn

**129 K+**

Schools Are Listed on LinkedIn



High user base with open discussion platform

### Competitors



Focused on Internship and Targets Indian Professionals



Job Search Engine focused on Hiring and Recruitment



Market Leader for Freelance Hiring and Services

## Major Assumptions for Case

Strategize and analyze Only User Profile Page

No Development Resource Constraint

# Problem teardown

## Problem Statement and User Insights



### Problem Statement

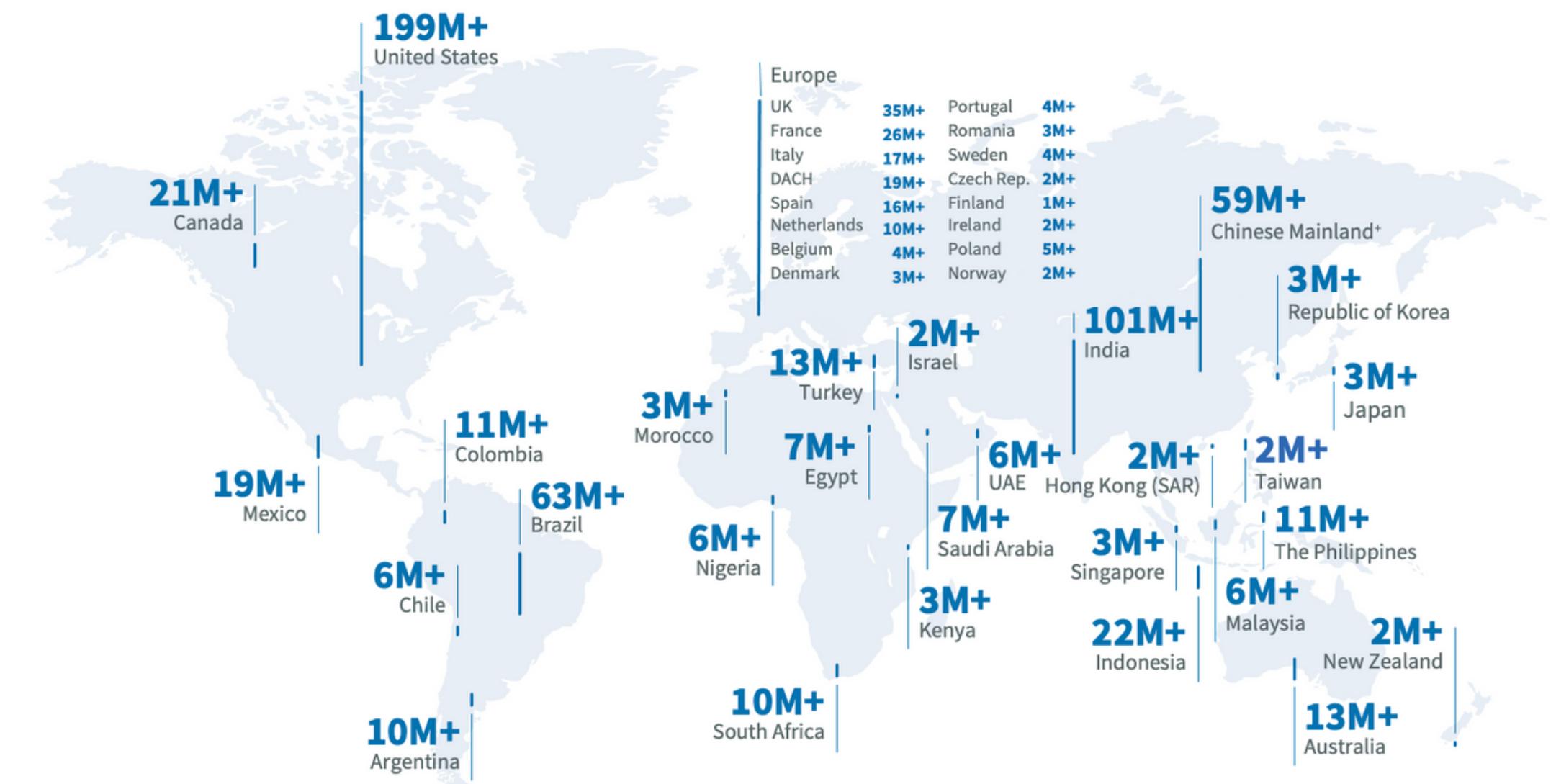
As the VP of product at LinkedIn, our task is to strategize and devise innovative solutions to increase engagement on LinkedIn profiles.



### Case Objective

- Boost User Interaction
- Make Profile Effective Hub For Personal Brand, Networking, and Growth
- Empower users to showcase Expertise
- Improve Existing Features and Introduce New Features

More than 900 million members in 200 countries and regions worldwide\*



20.3%



59.9%



80.2% of LinkedIn users are 'Young' professionals  
- starting and growing their careers

# User Persona

## User Segmentation and Persona



### Luke Dunphy

Age: 23 | Recent College Graduate



#### Behavior:

- Engages with career development posts
- Connects with peers and professionals in his field
- Shares insightful articles and personal achievements



#### Goals:

- Seeking new job opportunities
- Building a strong professional network
- Learning from industry experts



#### Pain Points:

- Minimal ways to interact with connections
- Irrelevant recommendations
- Missing out on opportunities



### Maria Silva

Age: 31 | Industry Influencer



#### Behavior:

- Publishes articles
- Engages with followers
- Connects with peers to collaborate on projects



#### Goals:

- Elevating personal brand
- Connecting with professionals in different industries
- Mentoring emerging professionals



#### Pain Points:

- Activity UI limits the visibility of personal content
- No feature to host events
- Difficult to find good collaborations

# User Persona

## User Segmentation and Persona



### Karan Aggarwal

Age: 28 | Entrepreneur



#### Behavior:

- Publishes thought-provoking articles
- Shares updates about his startup
- Connects with potential investors and people with similar interests



#### Goals:

- Building brand visibility
- Networking with potential investors and collaborators
- Host and attend events and conferences



#### Pain Points:

- Difficulty in driving attraction to his page
- Irrelevant recommendations
- Inability to host sessions and challenges for recruitment



### Monica Nair

Age: 37 | Talent Acquisition Specialist



#### Behavior:

- Regularly posts job openings
- Connects with potential candidates
- Participates in industry discussions



#### Goals:

- Identifying top talent
- Building a strong network of potential candidates
- Staying informed about industry shifts



#### Pain Points:

- Incomplete profile/ Irrelevant details
- Spam requests

# Feature Description

## Collaborative Projects Enhancement:

While LinkedIn currently offers the ability to highlight your professional journey and connect via messages, there is a potential to introduce a new feature for project collaboration requests. This addition would enable users to connect and cooperate with multiple individuals on various projects.

## Profile Redesign:

- **Profile Switching:** When uploading profile information for multiple domains, having the choice to display the distinct details of each profile individually can significantly enhance a recruiter's ability to assess user profiles. Rather than consolidating all profile information into one place, this feature allows recruiters to evaluate candidates more effectively, thus streamlining the candidate screening process.
- **Activity tab:** To view a user's activity, it would be beneficial to have a more straightforward method of accessing their initial posts.

## Timeline Similarity Index:

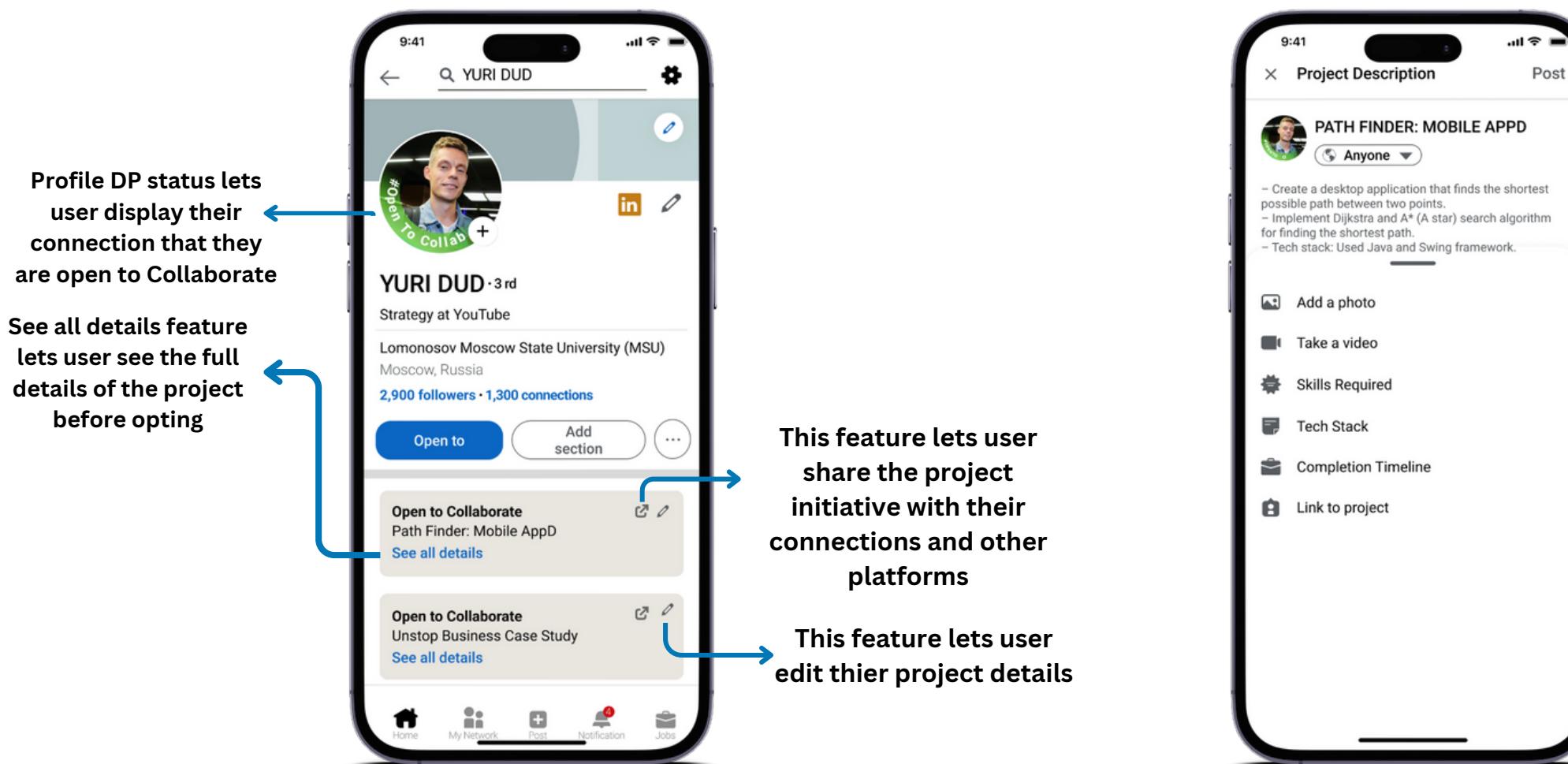
This feature enables us to assess the resemblance of our profile with those of industry seniors. It allows us to explore the trajectory of their career paths and the valuable skills/experiences we can gain insights from.

## Skill proficiency tests:

To judge the proficiency level for a skill such as Competitive Programming, the implementation of tests could provide users with quantifiable scores. This will make the profiles more genuine and credible.

# Feature #1

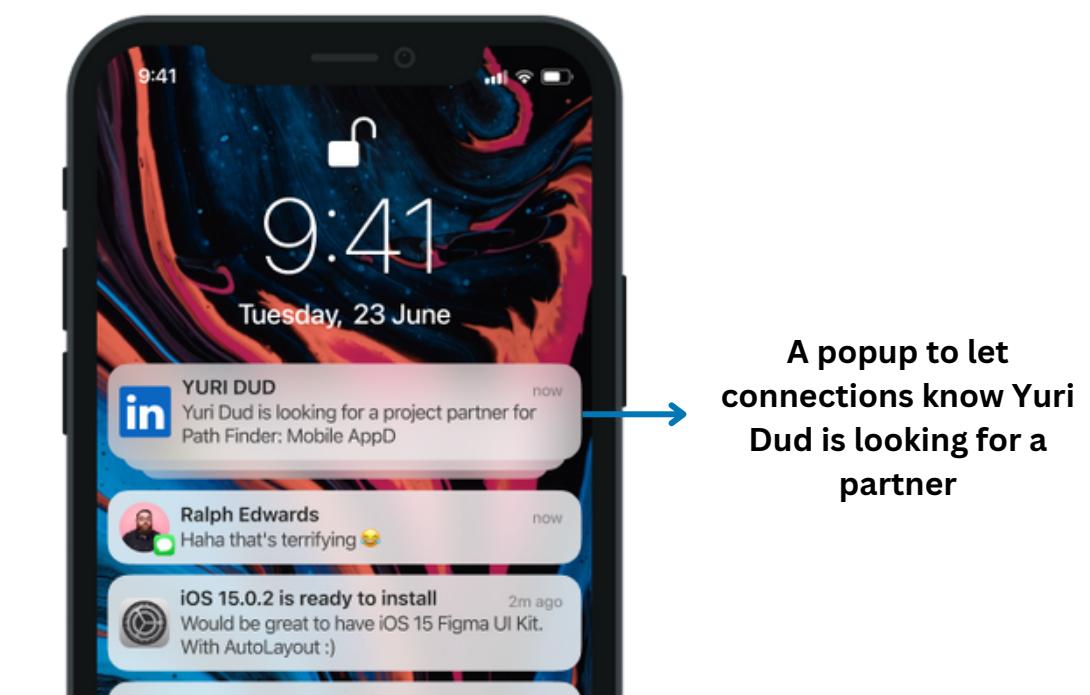
## Project Co-Partner Request



## Benefits

To Users:

- Enable users to connect and cooperate with multiple individuals on various projects.
- Value to profile visitors as they can find good projects to work on



A popup to let connections know Yuri Dud is looking for a partner

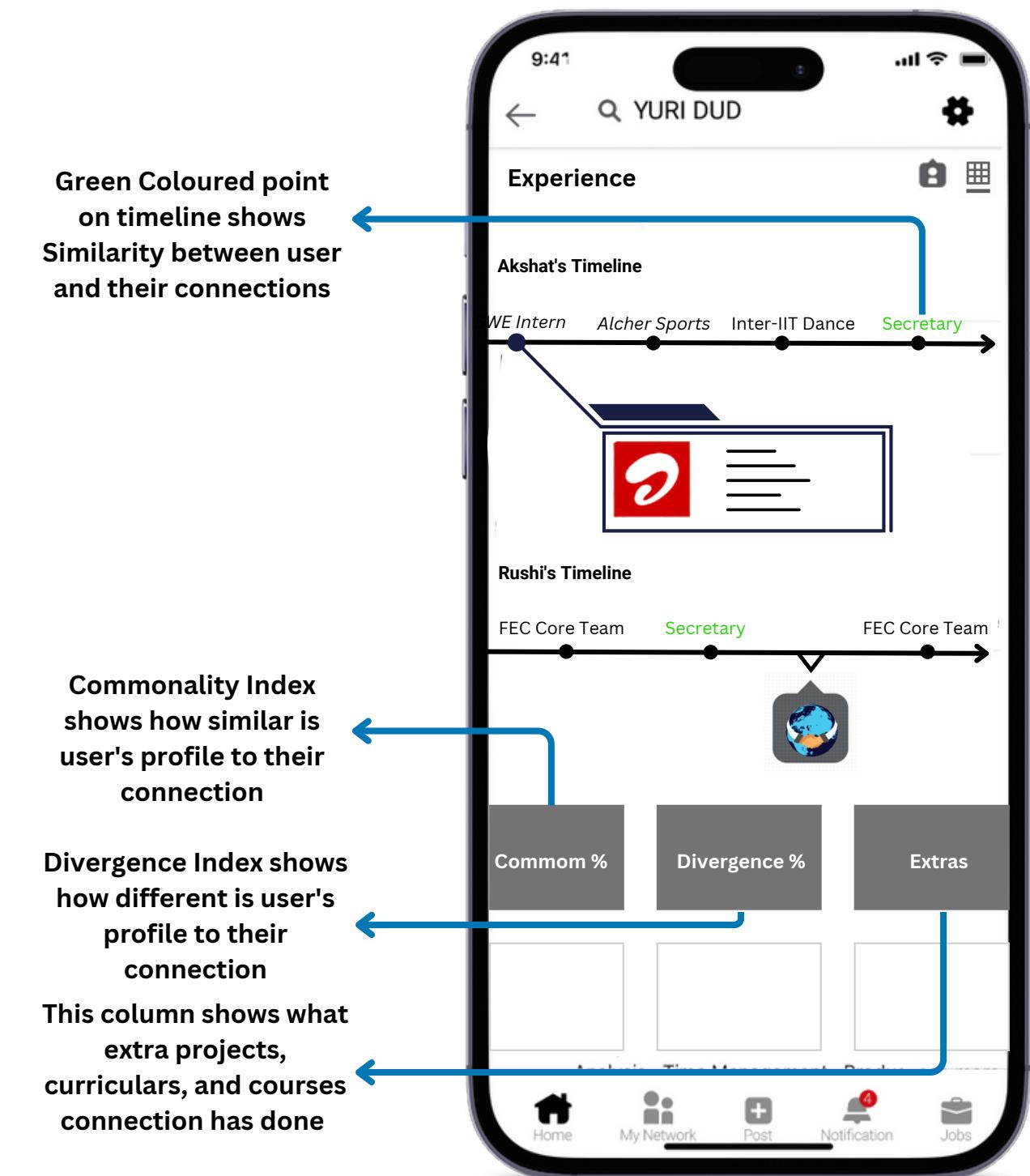
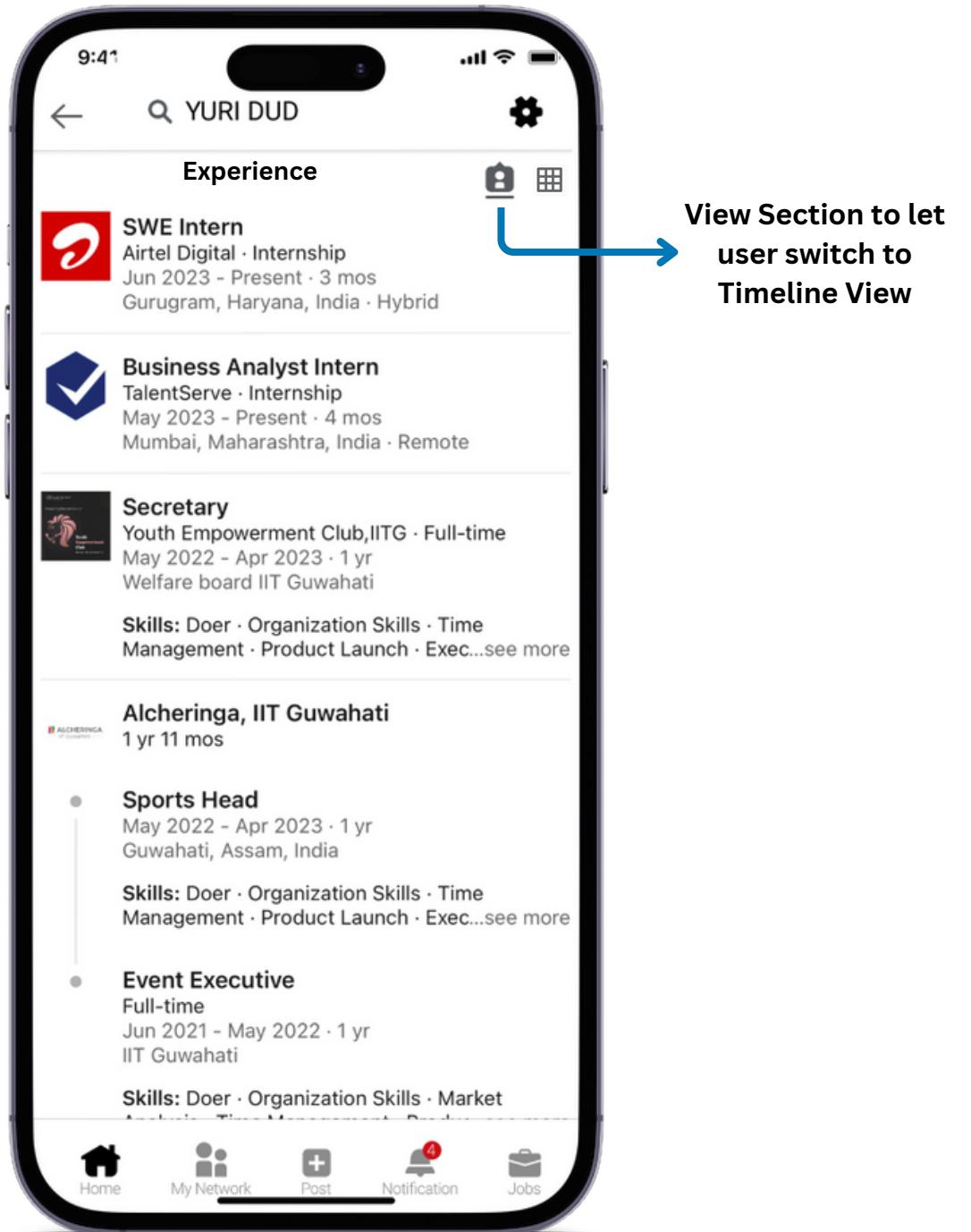
# Feature #2

## Similarity Index

# Benefits

## To Users:

- Allows us to explore the trajectory of their career paths
- Valuable skills/experiences we can gain insights from
- To Content Creator: More User Engagement
- To Industry Recruiters: Find relevant candidates for their company



# Prioritization

## Feature prioritization with RICE Framework

	EFFORTS	IMPACT	REACH	SCORE $P=(I*A)/E$	PRIORITY
Project Collaboration	6	8	8	10.5	1
Timeline Similarity Index	8	7	7	6.125	3
Profile redesign	5	6	8	9.6	2
Profile Switch					MVP
Activity tab					MVP
Skill proficiency tests	6	6	6	6	4

# Key Metrics

## Key Performance Indicators (KPIs)

### Feature #1

#### NorthStar Metric

# of unique users actively accepting user request for collab

#### Guardrail Metric

Bounce Rate : # of users who logs in, views only their Project feed (without engaging with the platform's features), and then close the app

#### Engagement Metric

% Time spent per user visiting profiles and looking into projects for collab Tab

## KPIs

Time% spent on similarity index feature vs total time spent on profile actively

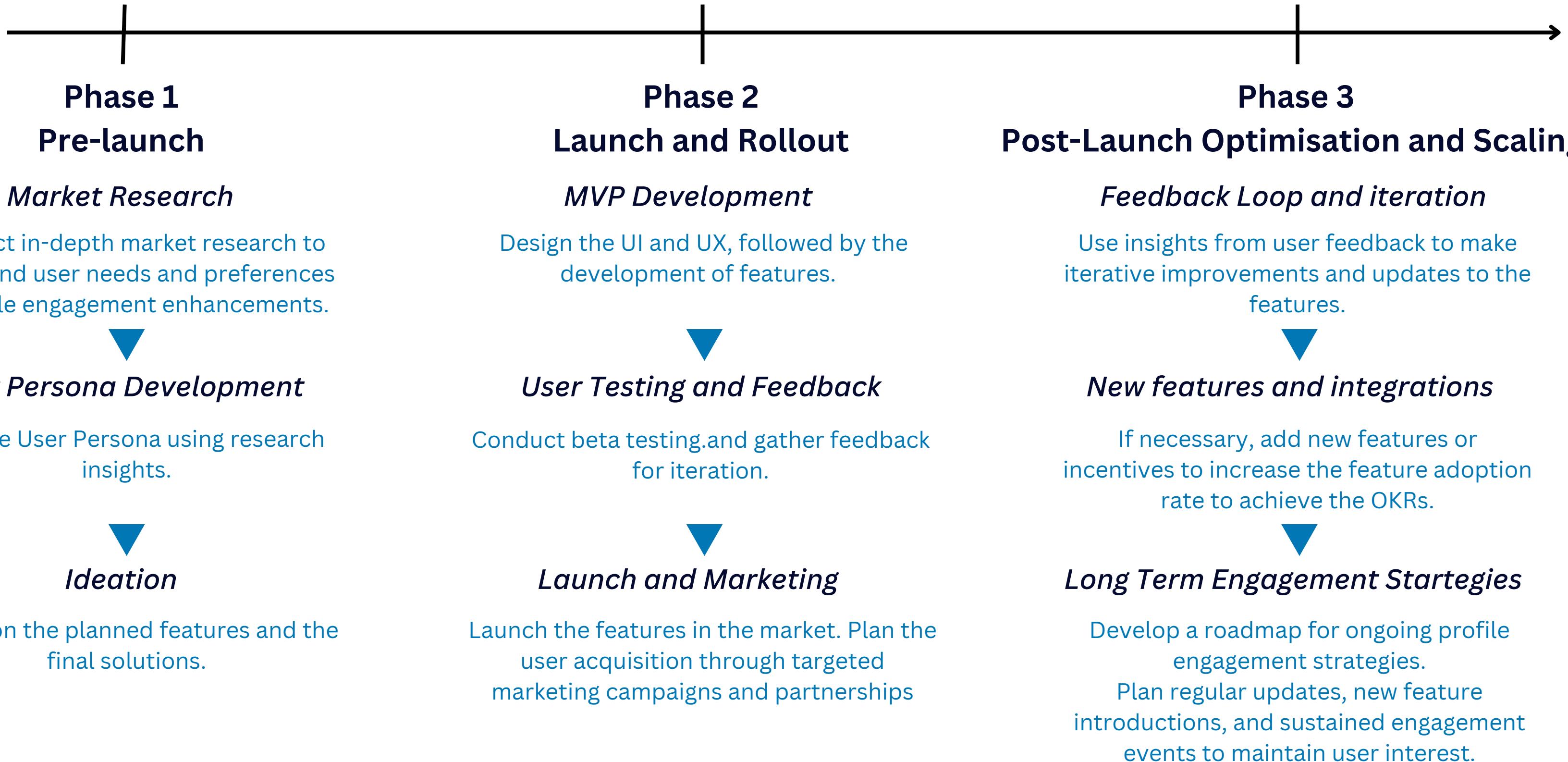
% of users who uses a filter % of users who use a filter and watch a Similarity from unknown profiles

#### Engagement Metric

% of users getting connected with similarity index>50%

# Go-to-Market Strategy

## Product Overview and Competition





Thank You