



LinkedIn is a professional [networking and hiring platform](#) that allows users to create profiles functioning as online resumes, [showcasing their work experience, education, skills, and achievements](#).

Linkedin Revenue Model

- Premium Subscriptions** : LinkedIn offers several [premium subscription plans](#) tailored to different user segments, including job seekers, recruiters, and sales professionals.
- Talent Solutions** : Companies pay subscription fees or utilize a [pay-per-use model](#) to access these services, making it an essential resource for businesses looking to hire top talent
- Marketing Solutions** : Advertisers typically pay based on [impressions, clicks, or engagement metrics](#), making this a vital avenue for B2B marketing



310+ MAU



2M Daily content addition



\$16.37B in Revenue



67 million listed companies

Actors

Content Creators

Viewers/Engagers

Advertisers

Recruiters/Company

Competitors

wellfound:



glassdoor

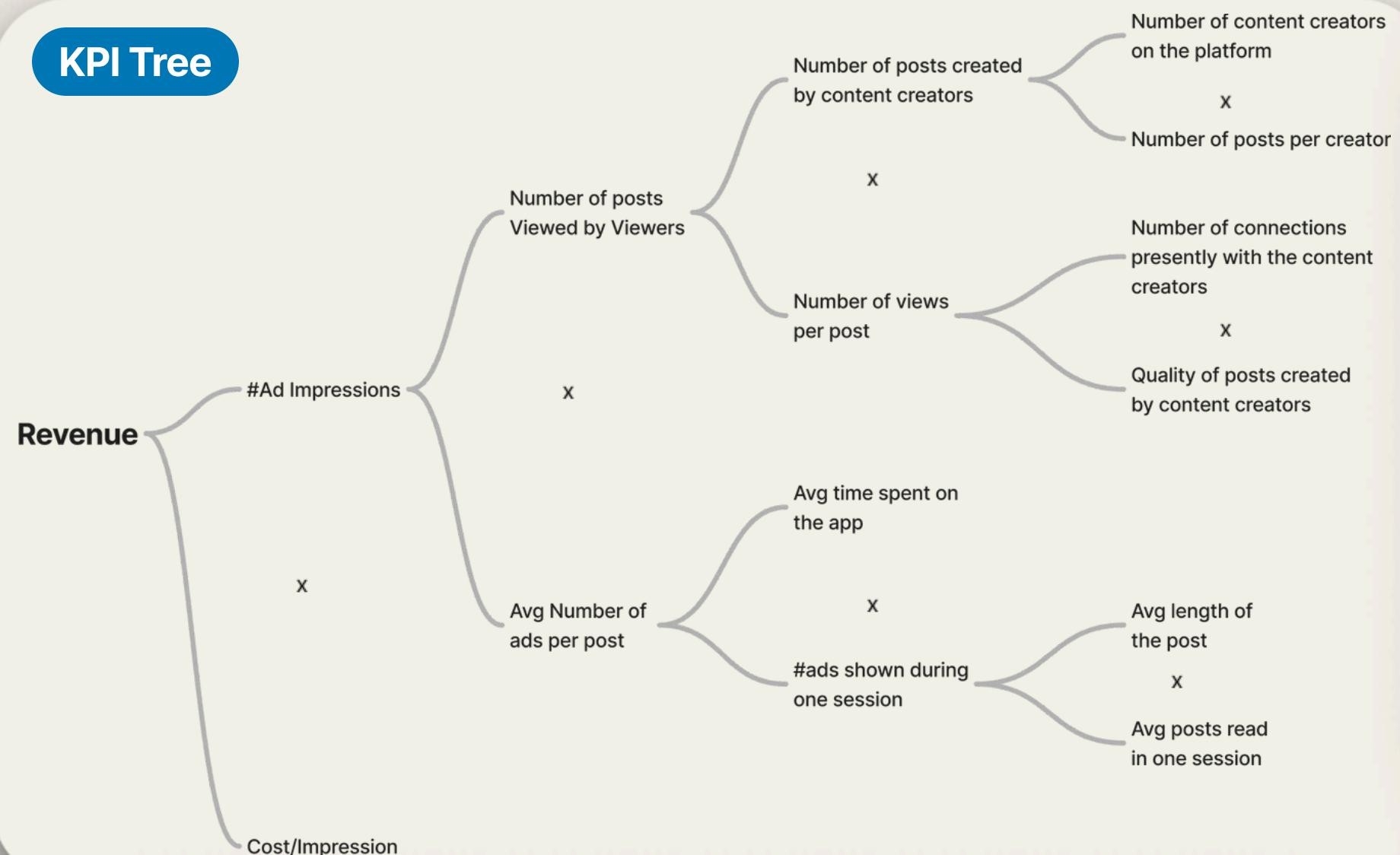


Jobcase



Market Landscape

KPI Tree



Growth Drivers for linkedin

LinkedIn differentiates itself from other social media platforms by maintaining a **focus on professional networking and industry-specific content.** ([Source](#))

The emphasis on community-generated content allows creators to foster connections among themselves and their audiences. ([Source](#))

Target Market

- LinkedIn has ~900M users globally. If 10% are creators, TAM = **90M creators.**
- If you target English-speaking creators in the top 5 countries, that might narrow to **20M creators**
- The solution delivers tremendous value by saving creators time (**₹468 Cr/year**) and boosting their earnings (**₹108 Cr/year**).
- It generates meaningful revenue for LinkedIn (**~₹15.33 Cr annually**).
- Strong network effects on LinkedIn could amplify adoption over time.

Hypothesis

If LinkedIn implements enhanced discoverability features, such as **personalized content recommendations to creators, improved search functionalities, and interactive engagement tools**, then individual creator profiles will experience a significant increase in traffic and engagement metrics (likes, shares, comments) compared to profiles that do not utilize these features.

User Insights



44% users in the age group of 24-30



61% users recently joined in as creator (1-3 months)



67% creators above 500+ connections and reach

Pain Points of creators

- **44.1%** of content creators feel their **content is not of the required standard** or of average quality which leads to low content ranking in turn reducing the engagement and traffic to creator profile.
- **38.2%** of creators feel that the **LinkedIn algorithm is average** in terms of ranking their content.
- **35.3%** of creators say that they have faced **“Creative Block” which means they run out of content ideas to create content** 28.4% say they might have faced such situation.

[Respondent Link \(34\)](#)

Conclusion from user research

- **41.2%** of **creators are not aware of how LinkedIn algorithm works** to rank their content leading to less traffic on post henceforth reducing reach and engagement
- **76.5%** of **creators do not have a frequency for posting** which in turn reduces content being generated reducing their reach
- **64.7%** of **creators do not use any specific keyword tools** which decreases their post rank by LinkedIn algorithm leading to reduced audience engagement

Target Segment

- Creators in the **age group of 25-30 professionals** present on the platform
- Creators with **huge network connections** who seek attention on the platform to grab recruiters attention
- Creators **who want to increase their personal brand presence** on the platform but do not post content or post very less
- Creators who are **struggling with content ideas** and do not know how linked in algorithm work due which they are **not able to effectively engage** with their audience

Jobs to be done Framework

When I.....

create content, I want it to be engaging and intuitive to my audience to gain more engagement

But I....

am confused how to create engaging content and engage my audience to increase my engagement

Help me....

create engaging content to increase my visibility and engagement

So I...

can increase my presence and build a personal brand for myself and gain attention in the eyes of recruiters



Shubham (25 M)

A **professional** product designer and also content creator who is looking to build his design portfolio and increase his profile visibility

- Needs to **track and stay updated** about the current trends in his field
- **Need a fast and quick way** to interact and create content on the go
- Need Ideas and **creative tools to help him** generate content smoothly and efficiently

- Sometimes he is **confused on how is content is going to perform** and does not certainly know if working on content will be able to generate the traffic he is expecting



Vidhi (23 F)

A young professional who is also content creator looking to increase her profile visibility to get noticed by recruiter

- **Needs creative tools** assisting her to help create content without much thought required to decide on content
- As a busy professional she requires **constant reminders to keep her content updated** as its easy to loose track when she is at work
- As a professional she does not have much time in spending and researching for trending topics
- She is creating relevant content yet is unable to gain attention and engagement on the platform

Problem framing canvas

What is the true problem?

The real problem is **creators do not know how LinkedIn algorithms ranks** their content hence **creators are unable to create content in line with the requirements of the algorithm** which is why their content is not ranking up which **in turn reduces traffic on their personal profiles and lower engagement with their profiles**

How do we know this is a problem?

- The **emphasis on high-quality**, human-generated content has intensified, especially following updates from platforms like LinkedIn. ([Source](#))
- The **"filter bubble" phenomenon**, where algorithmic ranking can limit the diversity of content users encounter. This effect not only narrows the scope of content that users see but also impacts creators' ability to reach wider audiences. ([Source](#))
- Frequent **changes in algorithms can disrupt established strategies for content creation**. This constant evolution necessitates that **creators stay informed about algorithmic trends to remain competitive**. ([Source](#))

Why should we solve this problem now?



- **Competitive advantage** : By incorporating such changes LinkedIn can effectively set itself apart from other networking and hiring platforms
- **Support for Professional Growth**: By solving this problem, LinkedIn reinforces its value proposition by enabling creators to share expertise effectively, thereby enhancing its reputation as a hub for professional development
- **Revenue Growth**: LinkedIn's business model relies heavily on user activity and engagement to drive advertising revenue. If creators produce better content that keeps users engaged longer, it directly contributes to increased ad impressions and revenue generation for the platform

What is value generated by solving this problem?



For LinkedIn

- Higher Engagement
- Higher Revenue
- Increased Retention of creators
- Competitive advantage



For User/Creators

- Personalised creation tools
- Enhanced User Experience
- Convenience
- Simplified decision making
- Increased traffic and engagement

Potential Solutions/Features

AI writing assistant

AI-powered LinkedIn Post Generator **simplifies content creation**, helping users/creators and craft professional posts in minutes. The tool will also **suggest keywords** and have a **trending card** showing what is currently trending on LinkedIn and what is currently happening in the professional community.

LinkedIn Hub

A **unique space of creators** where creators form a room and host various topics and talk about it in **audio format** similar to the Clubhouse app and similar implementation is visible in the social media platform X(twitter) where **creators share their ideas and stories** by hosting a room in the app and talk to each other in audio only format.

Co-CREATE

A **collaborative tool** which helps content creators to collaborate and create content together. By implementing this feature content creators can **send invite to other content creators to participate and collaborate with each other** effectively using each other's network to increase visibility and gain attention and engagement.

Idea	Core benefits	Impact	Confidence	Ease	Score
1	Increases content creation quality and reduces time taken from creation of content to post	8	8	8	24
2	Increase creator presence and enhance engagement with audience by establishing a direct connect with the audience	8	7	6	21
3	Build a stronger community of creators hence building trust with the platform enabling higher	8	7	8	23

Wireframing

Assistant to look for what's trending



Trending section of LinkedIn

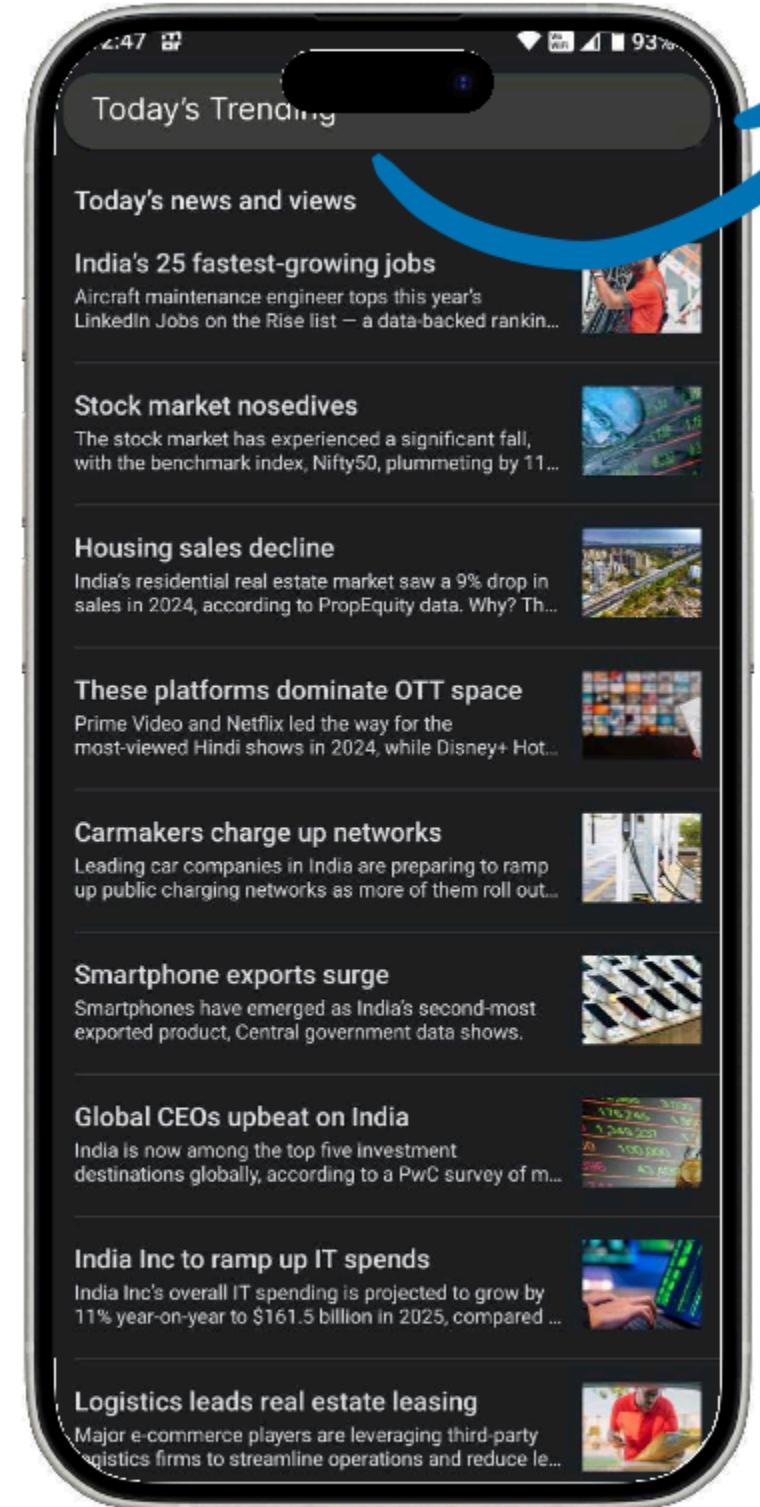
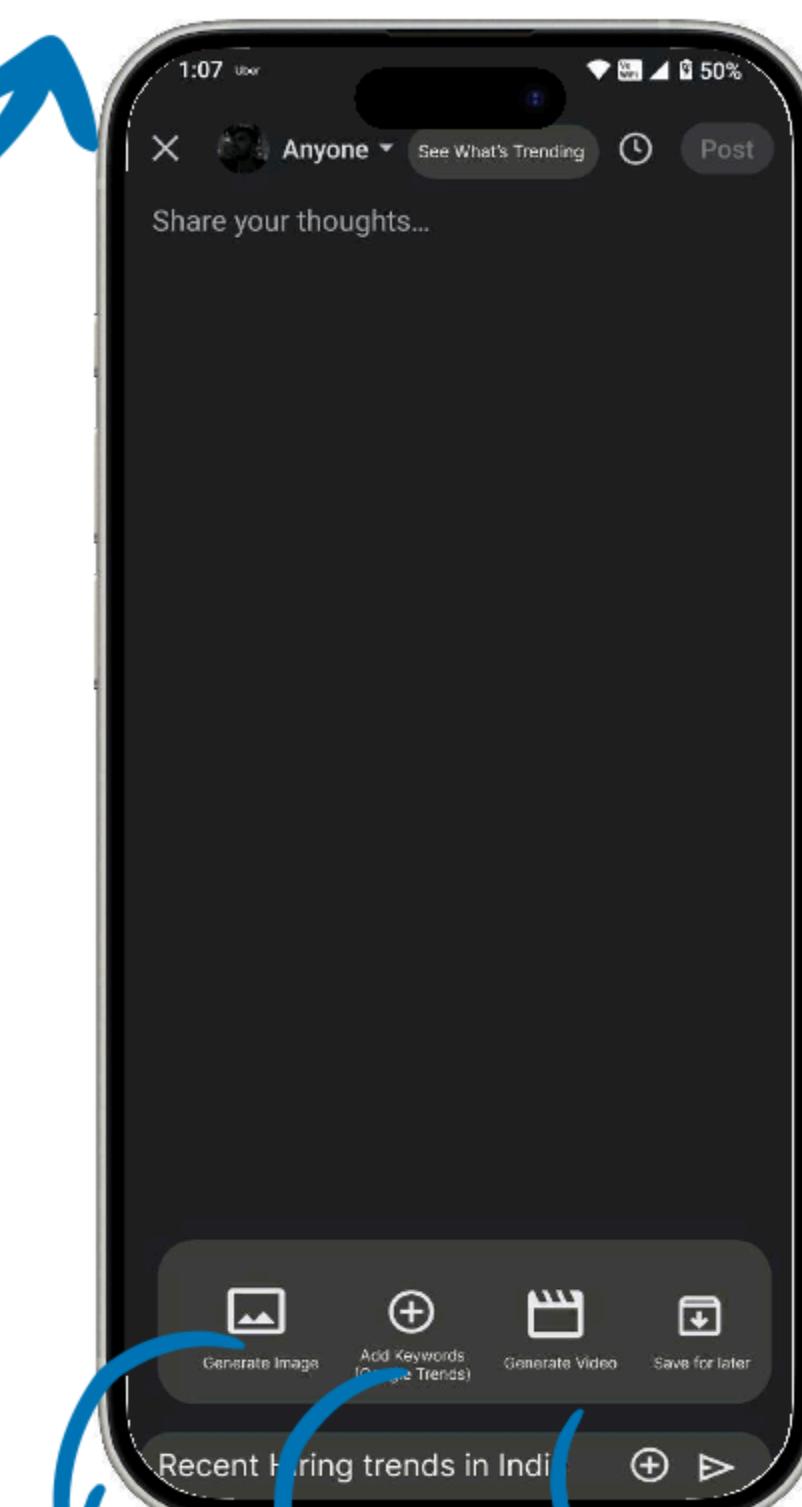


Image generation tool



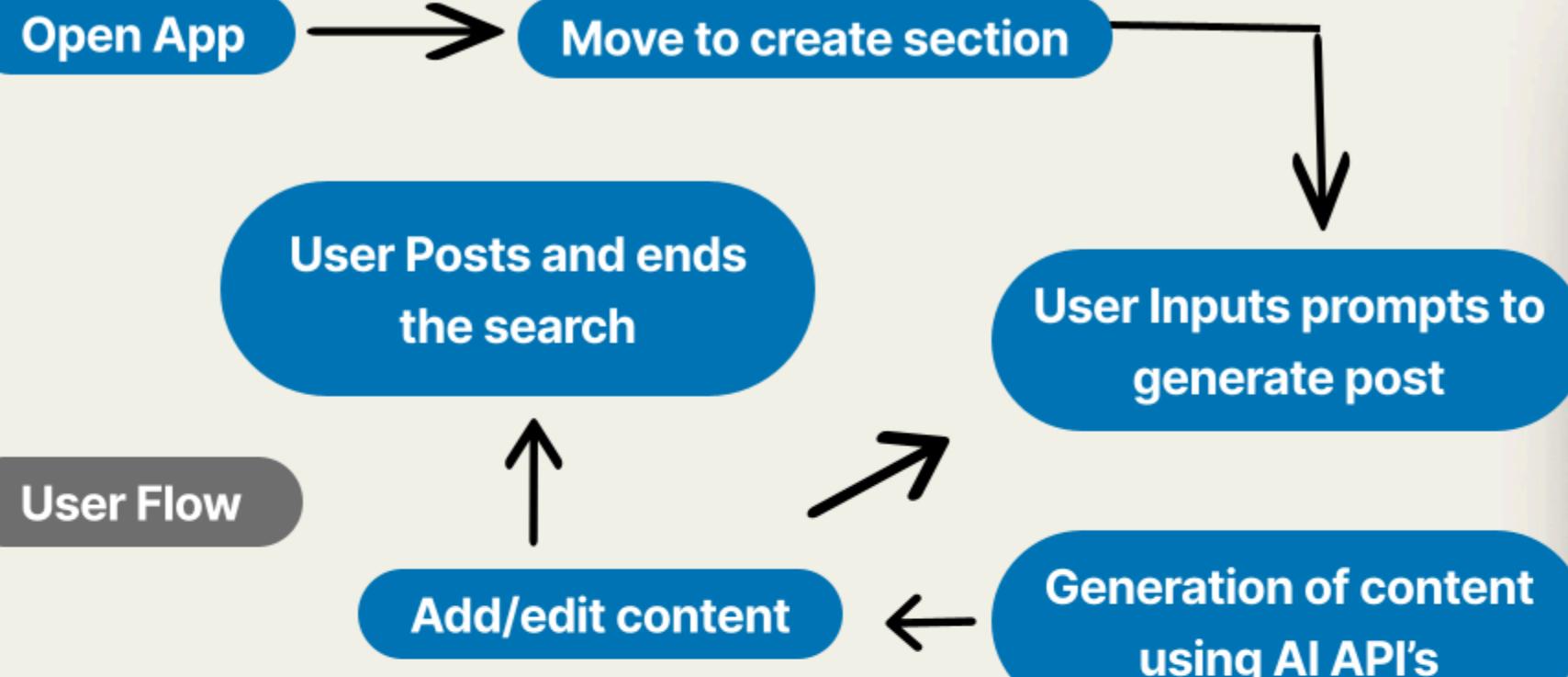
Trending Keyword suggestion
AI Video Generator



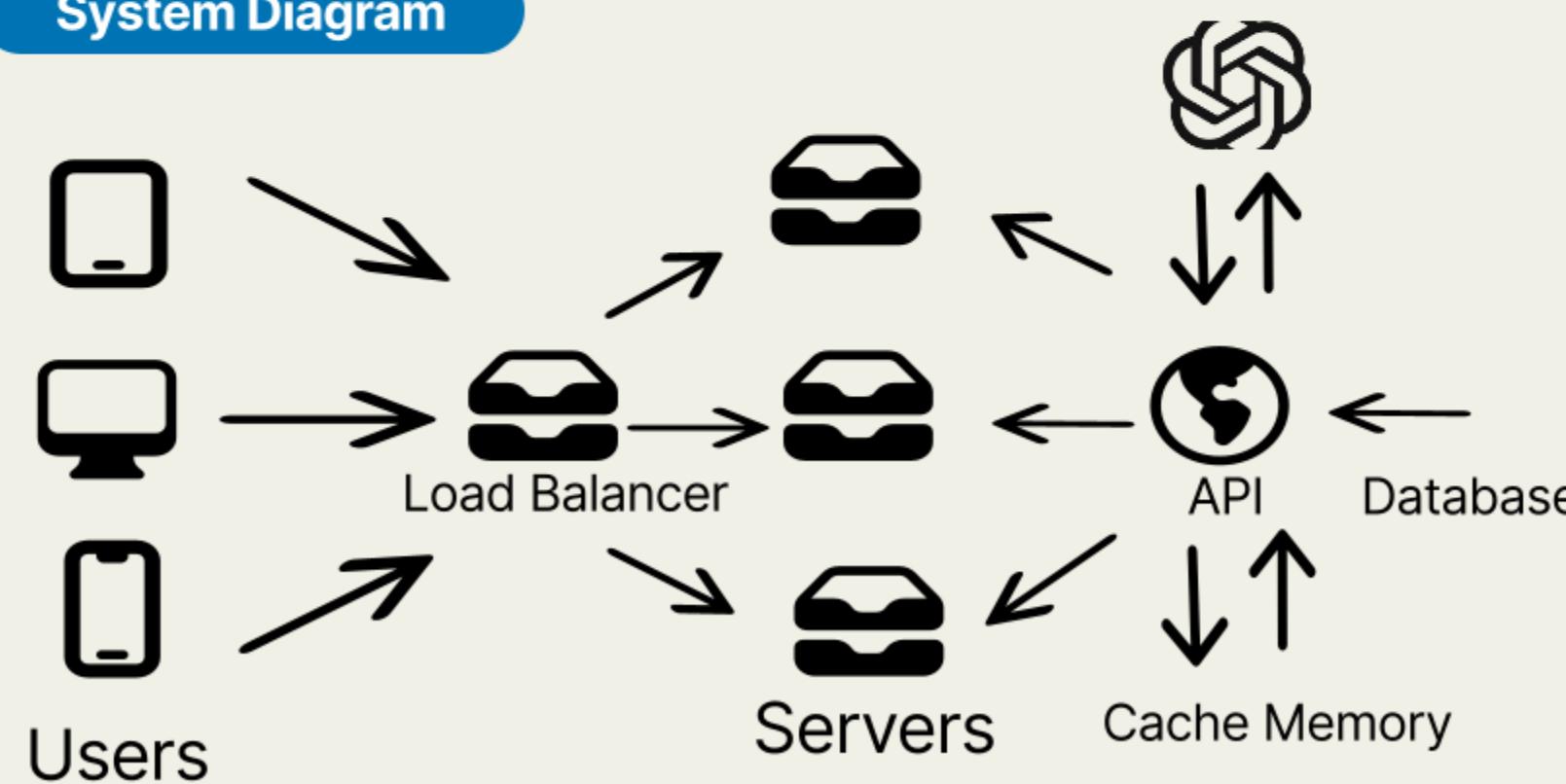
AI Video Generator
Edit/Add more content

Generative AI assistant tool

User Flow System Diagram



System Diagram



Launch Plan

Risk	Mitigation	Metrics	Description
Inaccuracy in data provided	Use multiple LLM's and provide multiple variations to the same query using different LLM's	Monthly Active users (North Star Metrics)	This metric aligns with LinkedIn's goal of fostering meaningful connections and delivering relevant content to users
Lower adoption rate	Promote the feature in the community by marketing campaigns build detailed and clear communication for creators as to why this feature would make sense	Engagement Rate (L1)	This encompasses likes, comments, shares, and reactions. A higher engagement rate indicates that content resonates well with the audience
High Costs for running AI models	Use free LLM AI's for general query and only switch to premium models for high level queriers if requested by the user	Presence Score (L2)	This composite metric evaluates overall presence across social media platforms, factoring in engagement levels, posting frequency, and audience interaction
Technical Glitch's and Issues	Conduct comprehensive test and monitor results periodically to ensure best technical performance		