



Launching GTM for LinkedIn Games



LinkedIn is a professional networking platform launched in 2003, designed to connect individuals and organizations for career-related purposes. It allows users to create profiles highlighting their work experience, skills, and education. LinkedIn serves as a space for job searching, recruitment, and professional development, enabling users to follow companies, join industry-specific groups, and share articles or posts related to their fields.

Key Metrics

**\$14.5 billion**

Annual Revenue in 2022

**58.4 million**

Companies registered on LinkedIn

**\$26 billion**

Microsoft purchased LinkedIn

**39,000**

Skills listed on LinkedIn, both digital and non-digital

**59.1%**

Users on LinkedIn are in the age range of 25-34

**3**

Registrations on LinkedIn every second

**200 million**

Highest number of LinkedIn users belonging to United States

**21%**

Users of other social platforms use LinkedIn as well

**129,000**

Schools across the globe use LinkedIn

Key Services Offered



Sales Navigator



LinkedIn Recruiter



LinkedIn Learning Portal



LinkedIn Business Manager



Job Search Platform

Website & App Traffic

**1.87 Billion**

App visits in last month

**40.08%**

Bounce Rate on app and website

**12:07**

Average Visit Duration

**8.48**

Average Pages per Visit

72.64% Desktop Visits

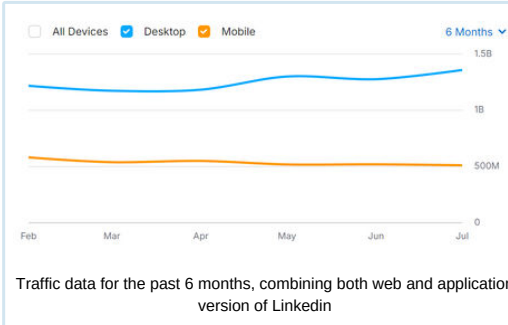
27.36% Mobile Visits

**18-25**

Age Range for majority of users


**769.65**


Million in Organic traffic in 1 month





Traffic data for the past 6 months, combining both web and application version of LinkedIn


Key Competitors



















Why Games on LinkedIn?

- LinkedIn just launched a bunch of games on its app and website
- These games are small brain teasers that can help you get your mind off work and take small breaks. So in principle, they could help boost productivity
- Playing games and building daily streaks could build new conversations with your colleagues or new people in your network, in turn increasing engagement

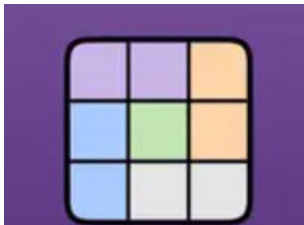
Games Available on LinkedIn



**Pinpoint**  
Guess the category.



**Crossclimb**  
Unlock a trivia ladder.



**Queens**  
Crown each region.

## Global Professional Networking Market Size

**\$53.23 billion** → **\$429.10 billion**

Market sizing in 2023      **Projected CAGR Growth of 26.1%**      Projected Market sizing in 2032

Source:DataIntello

## Indian Linkedin Market Share Facts

- As of April 2024, India had 130 million LinkedIn users, making it the second largest user base after the United States.
- As of March 2024, LinkedIn's share of India's social media market was about 0.23%, which is relatively low. This share has declined since March 2023.
- About 59.1% of LinkedIn users in India are between the ages of 25 and 34

Source:Statista

## Linkedin Global Market Size

**\$10.2 billion** → **\$13.8 billion**

Market sizing in 2022      **Projected CAGR Growth of 35.29%**      Market sizing in 2023

Source:Statista.com

## Indian Professional Networking Market Size

**\$0.89 billion** → **\$1.54 billion**

Market sizing in 2022      **Projected CAGR Growth of 8.59%**      Projected Market sizing in 2029

Source:Statista.com

## Linkedin Indian Market Size

**\$0.2047 billion**

As of 2022, the revenue from Linkedin in the Indian Market is approximately \$0.21 billion, with revenue coming from Premium users and also targeted advertisements on the platform.

Source:Napoleoncat

## Predicted Revenue Growth of the Professional Networking Market across the Globe





## Janani B

- 23 years
- Software Developer
- Kashipur
- Single

Janani is a MBA student with majors in Analytics, from IIM Kashipur. She used to work as a SAP Developer and the role catered to development and client interaction as well. She is a hard-working professional and loves to spend her time, by doing productive stuff. She uses LinkedIn to search for jobs and also explore features catering to her job role.

### Goals

1. **Career Advancement:** By keeping her profile updated, engaging with industry content, and building connections, she increases her visibility for career growth.
2. **Learning and Staying Updated:** By following industry experts, companies, and professional groups, she can stay updated with the latest trends and developments in her field.
3. **Networking:** LinkedIn offers her a platform to connect with industry professionals, colleagues, mentors, and potential clients.

### Pain Points

1. **Unsolicited Messages:** She often receives irrelevant connection requests, promotional messages, or sales pitches, which can be intrusive and time-consuming for her to manage.
2. **Cost of Premium Features:** She feels that advanced functionalities, such as in-depth analytics, extended search capabilities, and direct messaging to non-connections, often require her to have a paid subscription.
3. **Overemphasis on Endorsements:** She feels that skill endorsements and recommendations on her profile might not accurately reflect her abilities, as they can be given without thorough validation.



## Dharini D

- 24 years
- Customer Success
- Chennai
- Single

Dharini is a 24-year-old female, with a background in Engineering. She is a fun-loving, enthusiastic person who firmly believes in hard work and work-life balance. Her job's nature wants her to be connected with customers and potentials, both online and offline. She uses LinkedIn, predominantly to keep herself updated and also to post any related articles.

### Goals

1. **Job search:** She wants to predominantly use the platform for searching better opportunities and network with like-minded individuals.
2. **Professional News:** She also uses LinkedIn to get in touch with industry related news and also see any trending topics for the day.
3. **Post Content:** She also likes to post content on LinkedIn quite regularly in the aim of sharing knowledge and gathering insights from fellow connections.

### Pain Points

1. **Manage Notifications:** She feels the notifications are very broad and she also feels that she needs options to customize and tailor-make the notifications that she receives.
2. **LinkedIn Premium:** She feels that many features offered by LinkedIn Premium should be a part of the free version, because she feels they are typical.
3. **Misinformation on the platform:** Sometimes she has seen news or posts that are not true or misleading. She feels there should be more stringent regulations on the platform for these posts.



# Product Feature #1

## ProRank

### Feature Description:

This feature aims to bring in more individual specific results, apart from the results representing the company/school we work for. This feature covers individuals from our connections who play the game and are willing to share it to the audience that they are playing the game

### Feature Advantages:

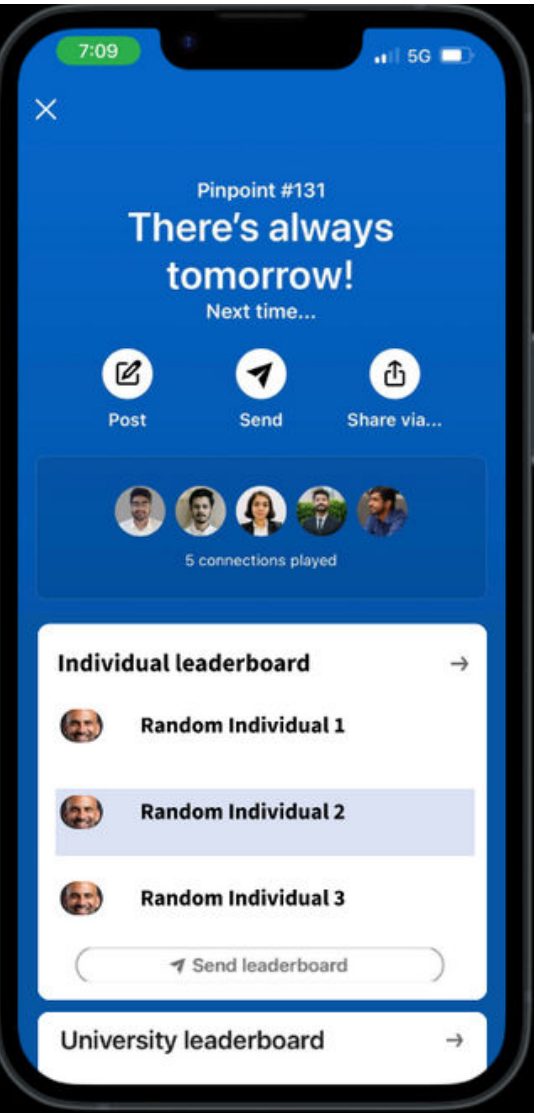
- **Personalized Motivation:** Individual leaderboards drive personal accountability and competition.
- **Recognition of Personal Achievement:** Individual leaderboards highlight personal accomplishments and skills, allowing users to showcase their achievements and distinguish themselves in their field, which is essential for personal branding.
- **Enhanced Skill Development:** By seeing how they rank individually, users can better identify their strengths and weaknesses. This promotes continuous improvement as individuals work to enhance specific skills relevant to their professional growth.

### Feature Working:

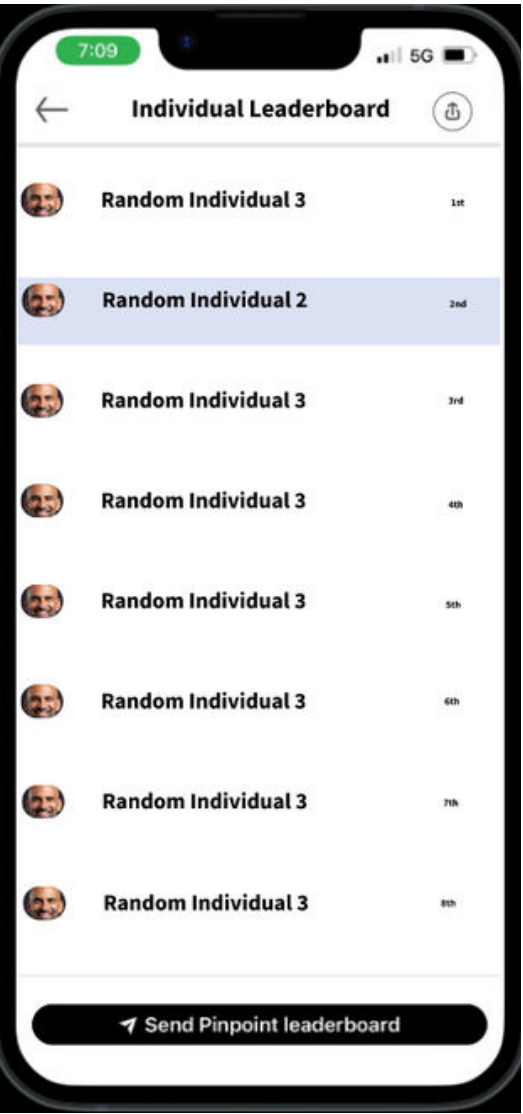
Once every game is completed, you will see a “**See Results**” button at the bottom of the same screen. Once you click on the button, you will see the first screen of the wireframe, showing you the individual leaderboard. On further clicking, you will be navigated to the list of individual players.

### Success Metrics:

- **User Participation Rate:** Track the percentage of active users engaging with the individual leaderboard feature.
- **Daily/Weekly Active Users (DAU/WAU):** Measure the number of unique users interacting with the leaderboard daily or weekly
- **Time Spent on Feature:** Monitor the average time users spend on games with leaderboards.
- **Frequency of Game Play:** Track how often users are playing games after the introduction of individual leaderboards



Landing Screen



Leaderboard

# Product Feature #2

## Network Battle

### Feature Description:

This feature aims to increase competitiveness among the players using any of the three games. Trends have shown when including a competitive sphere for games, the engagement increases to a great extent. That was the basic idea behind bringing this feature.

### Feature Advantages:

#### 1. Enhanced User Engagement

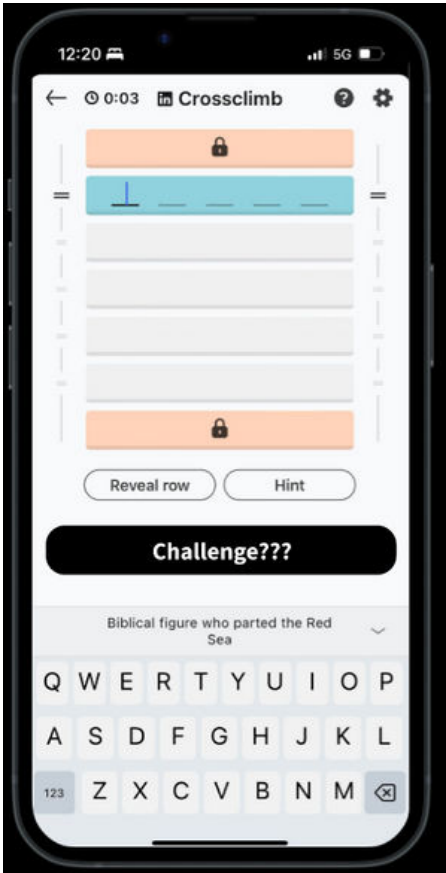
By introducing a competitive element, users are more likely to participate actively in the games. Competitiveness drives motivation and encourages frequent play, which keeps users engaged with the platform.

#### 2. Increased Game Participation

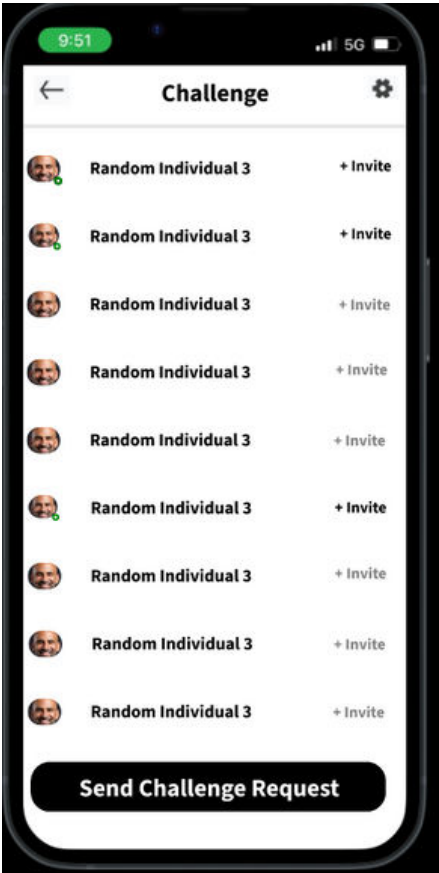
The competitive aspect attracts more players, including those who may not have engaged otherwise. This broader participation helps in fostering a more dynamic and active gaming community on LinkedIn.

#### 3. Higher User Retention

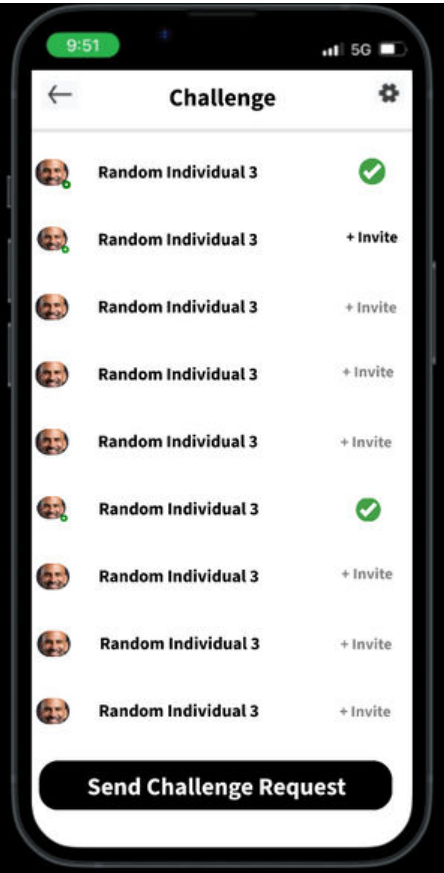
A competitive environment encourages users to return and continue playing to maintain or improve their standings. This can lead to improved retention rates as users are motivated to stay engaged over time.



Landing Screen



Invite Screen



Final Screen

### Feature Working:

You will be seeing a “Challenge???” button on the landing page. In the next page, you can send invites to connections who are online. You can also compete with multiple players at the same time, which is indicated on the third screen.

### Success Metrics:

- **Active Participation Rate:** Number of people engaging with the feature.
- **Time Spent on Feature:** Increase the time spent in playing the game.
- **Improvement in Game Metrics :** Overall improvement in game specific metrics for all the three individual games.

# Product Feature #3

## Mind Map

### Feature Description:

The core aim for this feature is personalization. Once the game is done, along with the 2 previous features, we are aiming to provide a “Mind-map”, on how a specific player could have played the game and also give a related adjective to the player. This is purely aimed to get more personal with the user playing the game. as this will definitely increase the engagement for the games and in return to the platform.

### Feature Advantages:

- **Actionable Insights:** By offering specific suggestions on alternative strategies or decisions, users can learn and apply new tactics in future games, fostering continuous improvement and skill development.
- **Increased Engagement:** The addition of a related adjective adds a fun and unique element to the feedback, making the experience more enjoyable and memorable for users. This can lead to higher engagement and return rates.
- **Motivational Boost:** Personalized feedback and the creative touch of assigning an adjective can motivate players to improve their performance and participate more actively in the games.



Landing Screen

### Feature Working:

Post-playing, you will see the time spent and a link to take you to the next screen, where you will see the summary of your game strategy and the relative adjective for your game play.



Summary Screen

### Success Metrics:

- **Feature Adoption:** Track the percentage of users who interact with the "Mind-map" feature.
- **Frequency of Use:** Measure how often users revisit and engage with the "Mind-map" feature.
- **Behavioral Changes:** Assess if users are applying the suggested strategies or changes in their gameplay.

# Prioritization using R.I.C.E framework

**RICE SCORE =** 
$$\frac{\text{Reach} * \text{Impact} * \text{Confidence}}{\text{Effort}}$$

Features	Reach	Impact	Confidence	Effort	RICE SCORE	Priority of feature
	How many users will use this feature at a given time?	How much does this feature affect other users?	How sure are we about the effect and score we achieve?	How long will this strategy take to implement?		
ProRank	8	7	8	6	74.66	3rd
Network Battle	8	9	8	7	82.28	2nd
MindMap	9	6	7	4	94.5	1st



Network Battle	ProRank	MindMap					
<p><b><u>Participation Rate:</u></b></p> <p>Measure the number of users actively participating in competitive leaderboards and challenges. Track how this compares to pre-launch engagement levels.</p> <p><b><u>Engagement Metrics:</u></b></p> <p>Analyze metrics such as frequency of gameplay, session length, and interaction with competitive elements like leaderboards and challenges.</p> <p><b><u>Social Sharing:</u></b></p> <p>Evaluate the number of shares and mentions related to leaderboard rankings and competitive achievements on LinkedIn and other social platforms.</p> <p><b><u>User Retention:</u></b></p> <p>Monitor retention rates and how participation in competitive features impacts overall user retention and activity on LinkedIn.</p>	<p><b><u>User Engagement Rate:</u></b></p> <p>Track the number of users interacting with individual-specific results versus general results. Measure engagement through clicks, shares, and comments.</p> <p><b><u>Adoption Rate:</u></b></p> <p>Monitor the percentage of users who opt to view and share individual-specific results compared to those who use standard results.</p> <p><b><u>Connection Growth:</u></b></p> <p>Assess the growth in connections and network expansion due to increased sharing of individual-specific results.</p> <p><b><u>Feedback and Satisfaction:</u></b></p> <p>Collect user feedback through surveys and in-app feedback forms to gauge satisfaction with the personalized results and their impact on user experience.</p>	<p><b><u>User Engagement Rate:</u></b></p> <p>Track the number of users accessing and using the "Mind-map" feature after completing a game.</p> <p><b><u>Personalization Feedback:</u></b></p> <p>Collect qualitative and quantitative feedback on the relevance and usefulness of the personalized "Mind-map" insights and related adjectives.</p> <p><b><u>Engagement and Repeat Usage:</u></b></p> <p>Measure how the personalized "Mind-map" affects repeat usage of the games and overall user engagement. Track how often users return to play games based on the insights provided.</p> <p><b><u>Impact on Platform Engagement:</u></b></p> <p>Analyze overall engagement metrics on LinkedIn, including time spent on the platform and interactions with other features, to assess the impact of the personalized insights on user activity.</p>					
About	Market sizing	User Personas	Product Features	Prioritization	Metrics	Go-To-Market	Pitfalls

Pre-Launch Phase	Launch Phase	Post-Launch Phase					
<ul style="list-style-type: none"><li><b><u>Market Research and User Feedback:</u></b> Conduct surveys and focus groups to gather insights on user preferences and pain points related to game features and competitive elements. Use this feedback to refine the features, ensuring they meet user expectations and enhance engagement.</li><li><b><u>Feature Teasers and Announcements:</u></b> Build anticipation by releasing teaser content and sneak peeks of the new features on LinkedIn's official channels and through targeted email campaigns. Highlight the personalized elements and competitive aspects to generate buzz and excitement.</li><li><b><u>Internal Testing and Beta Launch:</u></b> Initiate an internal beta testing phase with select users from different industries and roles. Collect feedback to address any issues and make necessary adjustments before the full launch.</li></ul>	<ul style="list-style-type: none"><li><b><u>Official Launch Event:</u></b> Host a virtual launch event to unveil the new features. Include live demonstrations of the individual-specific results, competitive elements, and personalized "Mind-map" insights. Engage key influencers and industry leaders to amplify the event's reach.</li><li><b><u>Feature Integration and Promotion:</u></b> Integrate the new features prominently into LinkedIn's mobile app and website. Utilize banner ads, notifications, and updates on the LinkedIn feed to ensure maximum visibility. Promote the competitive leaderboards and personalized game insights to drive user engagement.</li><li><b><u>Collaborative Campaigns:</u></b> Integrate the new features prominently into LinkedIn's mobile app and website. Utilize banner ads, notifications, and updates on the LinkedIn feed to ensure maximum visibility. Promote the competitive leaderboards and personalized game insights to drive user engagement.</li></ul>	<ul style="list-style-type: none"><li><b><u>Performance Tracking and Optimization:</u></b> Monitor user engagement, feedback, and performance metrics closely. Analyze the impact of the new features on user activity and make iterative improvements based on real-time data and user feedback.</li><li><b><u>User Success Stories and Case Studies:</u></b> Share success stories and case studies highlighting how users have benefited from the new features. Use these stories in marketing materials to showcase the value and effectiveness of the features.</li><li><b><u>Ongoing Engagement and Updates:</u></b> Regularly update users on new enhancements, additional features, or upcoming events related to the games. Continue to foster engagement by offering new challenges, personalized content, and competitive events to keep the momentum going.</li></ul>					
About	Market sizing	User Personas	Product Features	Prioritization	Metrics	Go-To-Market	Pitfalls

Network Battle	ProRank	MindMap					
<p><b><u>Privacy Concerns:</u></b></p> <p>Users may feel uncomfortable with their individual game results being shared or visible to their connections, leading to privacy concerns or reluctance to use the feature.</p> <p><b><u>Data Accuracy and Relevance:</u></b></p> <p>If the results are not accurately reflecting user performance or are perceived as irrelevant, it could lead to dissatisfaction and decreased engagement.</p> <p><b><u>Overemphasis on Competition:</u></b></p> <p>Focusing too much on individual results might lead to a competitive atmosphere that could deter users who prefer a more collaborative or casual experience.</p> <p><b><u>User Overload:</u></b></p> <p>Combining multiple features might lead to information overload, where users feel overwhelmed by the abundance of data, feedback, and competitive elements.</p>	<p><b><u>User Stress and Pressure:</u></b></p> <p>Leaderboards can create stress or pressure among users, potentially leading to negative experiences, particularly if users feel they are consistently falling behind.</p> <p><b><u>Gamification Fatigue:</u></b></p> <p>Overemphasis on competitive elements may lead to gamification fatigue, where users become disinterested or disengaged due to excessive competition or perceived unfairness.</p> <p><b><u>Unbalanced Competition:</u></b></p> <p>If the leaderboards are not well-balanced or if there are disparities in how users can achieve high scores, it could result in frustration or a sense of inequality among players.</p> <p><b><u>Misalignment with User Preferences:</u></b></p> <p>There is a risk that the combined features may not align with all users' preferences or expectations, leading to disengagement or negative feedback if the features are not well-received.</p>	<p><b><u>Complexity and Usability:</u></b></p> <p>The "Mind-map" feature might be perceived as complex or difficult to understand, leading to a lack of user adoption or engagement with the personalized insights.</p> <p><b><u>Relevance of Adjectives:</u></b></p> <p>The adjectives assigned to users might not accurately reflect their gameplay or might be perceived as generic, leading to dissatisfaction with the feedback provided.</p> <p><b><u>Overloading Users with Information:</u></b></p> <p>Providing too much information or detailed analysis in the "Mind-map" could overwhelm users, making the feature less useful or engaging.</p> <p><b><u>Integration Challenges:</u></b></p> <p>Ensuring seamless integration of all features (individual-specific results, leaderboards, and personalized "Mind-map") without technical issues or inconsistencies can be challenging.</p>					
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