

# Improve LinkedIn Stories

PMSchool: Live Challenge no. 63

Prepared by-



Badrinath Gonnabattula



# LinkedIn Stories



As a LinkedIn member (individual profile or LinkedIn Page admin), you can use LinkedIn Stories to post snippets of image or video content for 24 hours. You can either use the Stories camera to capture images or videos in real-time, or upload saved content from your mobile device's gallery.

## Important Pain Points

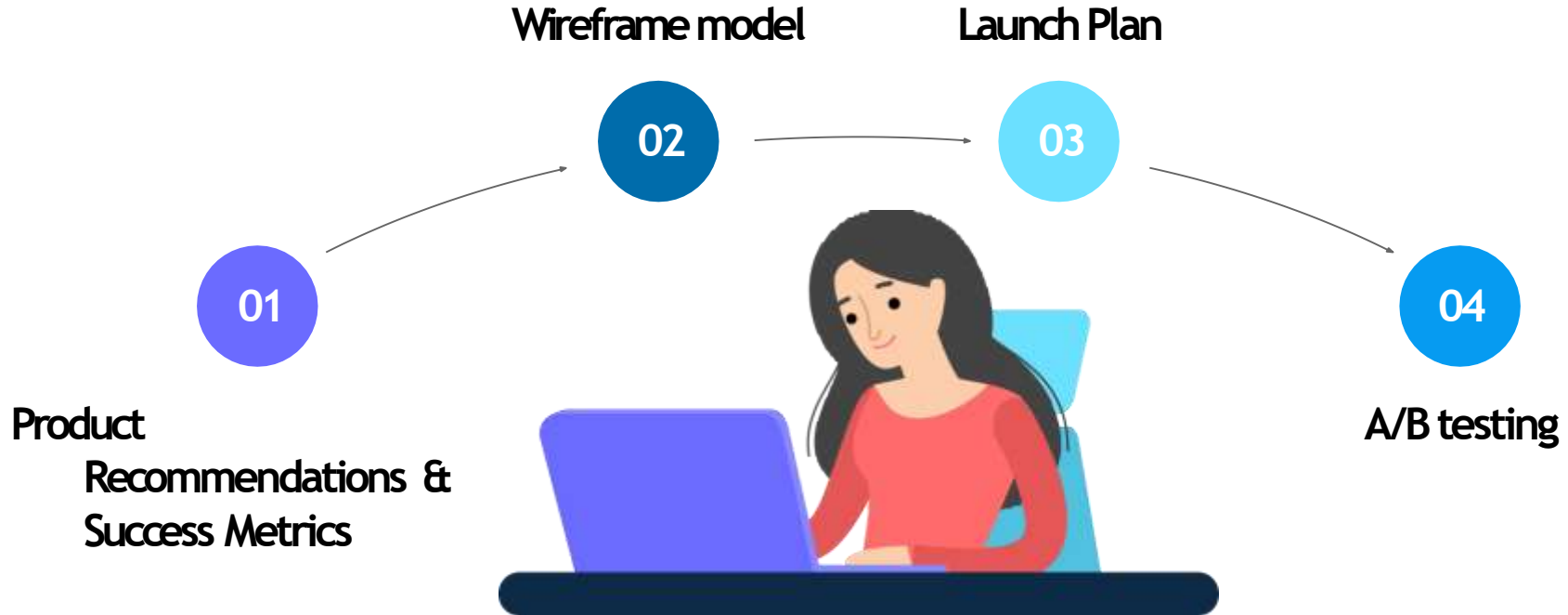
- Users want their Stories-like content to live on beyond the 24 hour window, and be available on their profile
- Users want more creative tools to make engaging videos across the platform

Navigation and icon for the linkedin Stories from web version

Below is the navigation tab for our brand new LinkedIn Stories



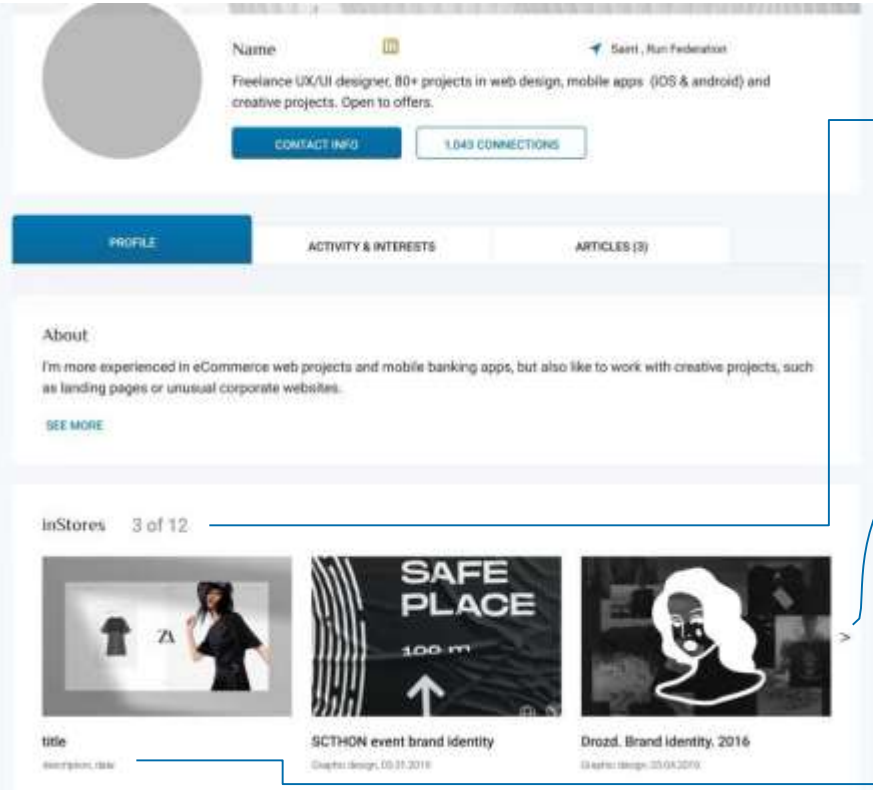
# Contents



01

# Recommendation

1 Option to keep the story visible even after 24 hours in profile section

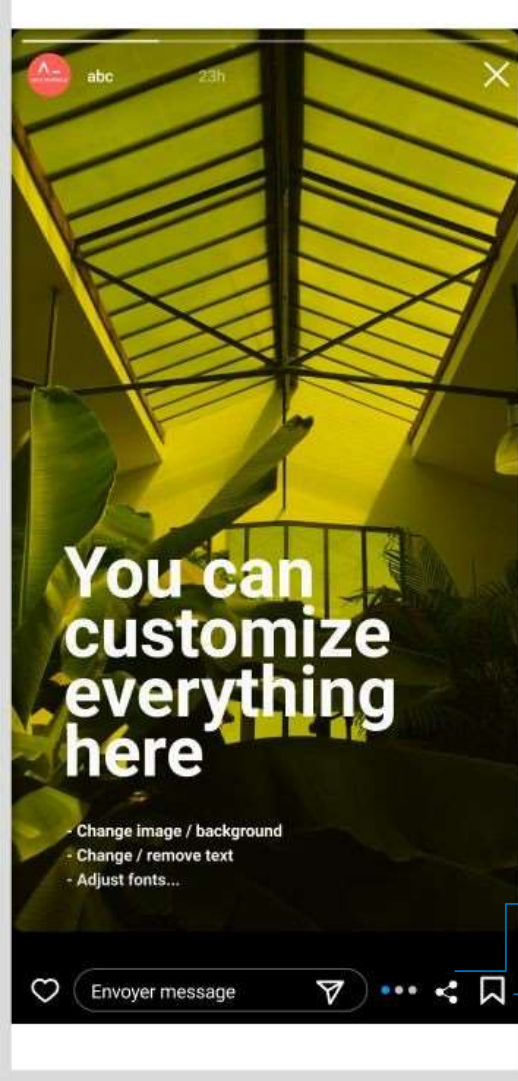


The stories which user selects to be displayed even after 24 hours will appear in the profile section after about, in a section named inStores (LinkedIn+Stored Stories)

Swipe left option to view more stored stories

Date would be autofilled (date of story upload)  
Title: should be given by user, mandatory,  
Description: optional





02

Setting dimensions needed for linkedin (1080 x 1920 pixels)

## Recommendation

2

The user will be given an option to choose whether to upload a simple image/text/Q&A or product story, or create a video using Jumprope. On choosing the Jumprope option, user would be navigated to the Jumprope page, which is the best place for anyone to create videos. Jumprope would have Linkedin story template of dimension 1080x1920 pixels

03

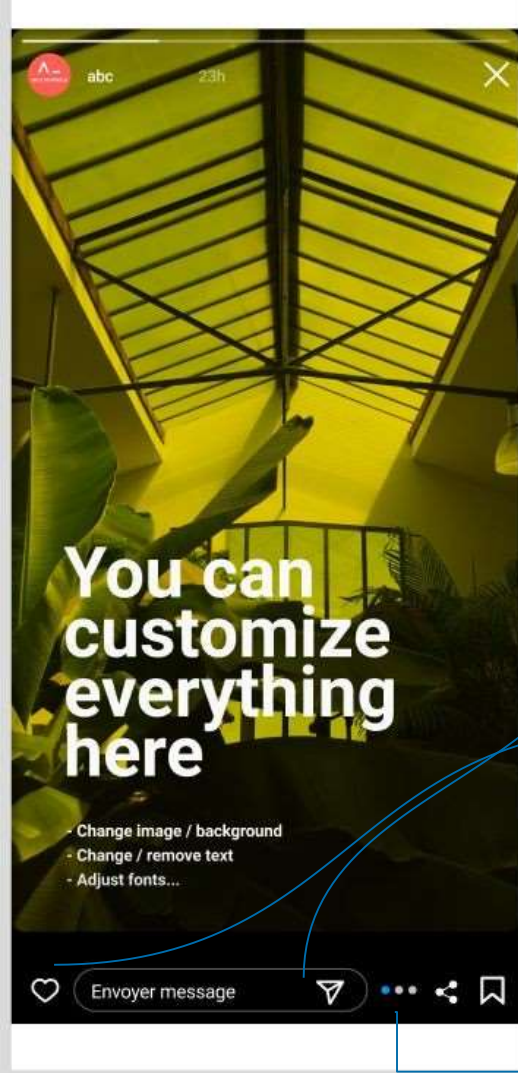
## Recommendation 3

Share or bookmark stories

Share your or other's story

Bookmark story option:

- For the creator: will be saved in the 'inStores' section of the creators profile and is visible to the followers anytime later, in the creators profile section.
- For viewer (only visible if permitted by the creator): story would be downloaded and saved.



04

## Recommendation

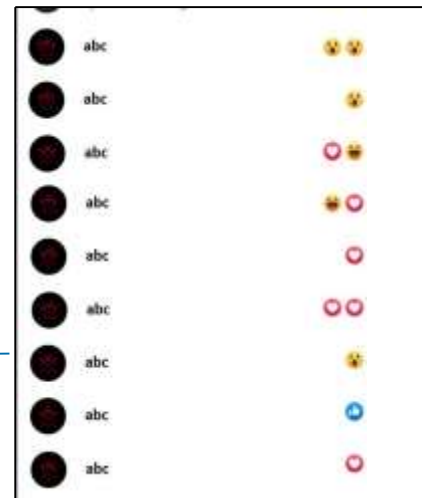
4 Allow users to react to others stories. The reacts won't go in linkedin message, they would just appear in the story's react section.

The message replies on story, would go in message section

Message replies appearing in messaging section

Viewer can give reactions from this option

Story's react section, opens from the three dots. Number of views would also be displayed





05

## Recommendation

5 Allow users to create polls/Q&A slides, of which answers would be stored in the story's answer section and not in personal messages. Creator will have the choice whether or not to disclose the poll results. If the creator of the story replies to any of the story answers, then the chat goes into Messaging section.

Answer

You can  
customize  
everything  
here

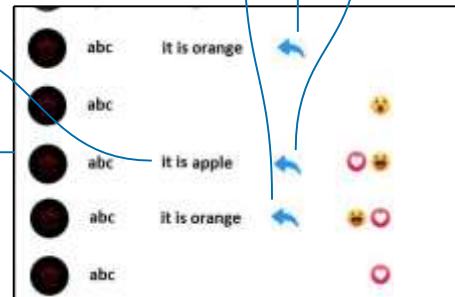
- Change image / background
- Change / remove text
- Adjust fonts...

Users can enter answers here, and would appear in answer section of the story (won't appear as linkedin message)

If the story creator replies to the answer, then the conversation appears in messaging section

Story's answer (this is only applicable for Q&A stories) & react section, opens from the three dots.

answers





06

## Recommendation

**6** For product stories - Allow reviews/rating option so that customers can give and view the reviews/ratings for the product stories

Option to give ratings for product stories.

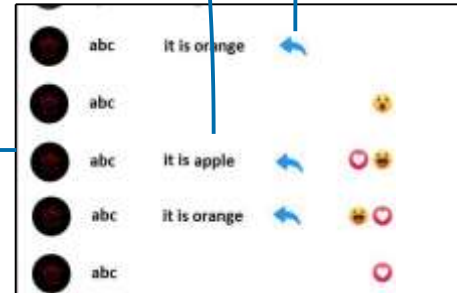
Current ratings displayed. The creator would have an option whether to disclose the ratings to viewers or no

Paid product stories, would be visible to anyone on LinkedIn, and not restricted to followers

If the story creator replies to the reviews, then the conversation appears in messaging section

reviews

The reviews would appear in reviews section (after clicking the three dots), and message would appear in messaging section





# Success Metrics

## Feature Success

- No of users using LinkedIn Stories
- Month-on-Month LinkedIn user Increase
- Total Story duration

## Retention

- Number of Visits to the App per period
- Corresponding duration per Visit
- Number of story views
- Number of shares/ ratings on stories
- Customer Retention Rate

## Monetary

- Revenue Generated from Paid Story Advertising

## Net Promoter Score

### People who choose

- 0 to 6 are “detractors.”
- 7 or 8 are “passives.”
- 9 or 10 are “promoters”
- $NPS = \% Promoters - \% Detractors$

# Launch Plan

**P1**

Feature launch to LinkedIn Premium users and LinkedIn Learning creators on LinkedIn

**P2**

Feature launch to all the LinkedIn users with connections more than 500.

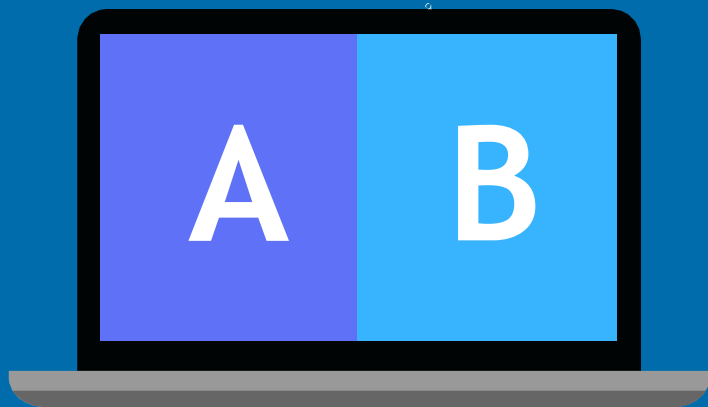
**P3**

Feature launch to all the LinkedIn users.

- Promotional user videos and social influencers can be deployed to gain user acquaintance with the newly launched feature
- Advertising through: Television, Youtube, Hotstar and other OTT Platforms  
Targeted Advertising:

Target Audience	USP for advertising
LinkedIn Learning creators	Video creation process
Company / Organizations	Product stories, Polls, Q&A, etc options
Everyone	React, rate, review and inStore feature

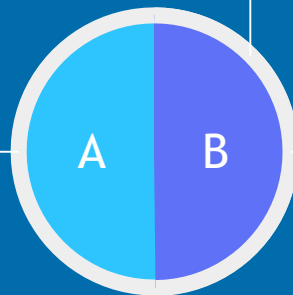
# A/B Testing



Number of story  
views & downloads

Number of  
story  
clicks/reviews

Number of  
shares/reacts



Number of story  
views & downloads

Number of  
story  
clicks/reviews

Number of  
shares/reacts

Testing Feature	Metric Used	Control
Option to keep the story visible even after 24 hours in profile section i.e "inStore"	Number of users using the "inStore" Feature	Stories without the "inStore" feature
Option to get directed to Jumprope and create amazing videos using Jumprope with fixed dimensions meant for LinkedIn stories only.	Number of users using the Jumprope app to create the story videos	Uploading photos/videos with no option to set the dimensions prior hand.
a)Option to react to the stories. b)Option to add Q/A or polls to the stories	Customer engagement metrics like Customer Satisfaction Score (CSAT),Customer Effort Score	Stories restricted to only views and "see more" option
Option to review and rate the product recommendation stories	a)Reach of the story (number of audience) b)Number of products recommended through LinkedIn vrs number of products actually launched	Stories with only view option and views directly being sent through DM's