

Data Titans: Unearthing Trends From LinkedIn Influencers



Title: Business Requirements

Identify key influencers: The first step is to identify key influencers in your industry. This can be done by searching for relevant keywords on LinkedIn, or by looking at the people who are being followed by your target audience.

Track their content: Once you have identified key influencers, start tracking their content. This includes the articles they publish, the videos they share, and the groups they participate in.

Analyze their engagement: Pay attention to the engagement that each influencer's content receives. This includes the number of likes, comments, and shares.

Identify trends: As you track the content and engagement of LinkedIn influencers, start to look for patterns

Develop strategies: Once you have identified key trends, start to develop strategies to capitalize on them.