

LinkedIn 在 AGI 领域的应用

戴嘉婧 LinkedIn 产品经理

公众号/b站: 小戴没得觉睡 - 海外最大的华人产品经理社区

讲师简介

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戴嘉婧

- LinkedIn premium 产品经理，曾负责 LinkedIn C 端用户增长和广告联盟用户识别
- 在此之前曾负责一个利用 AI 识别视频非法内容的创业团队，被业界 acquire
- 公众号/b 站：小戴没得觉睡 – 海外最大的华人产品经理社区

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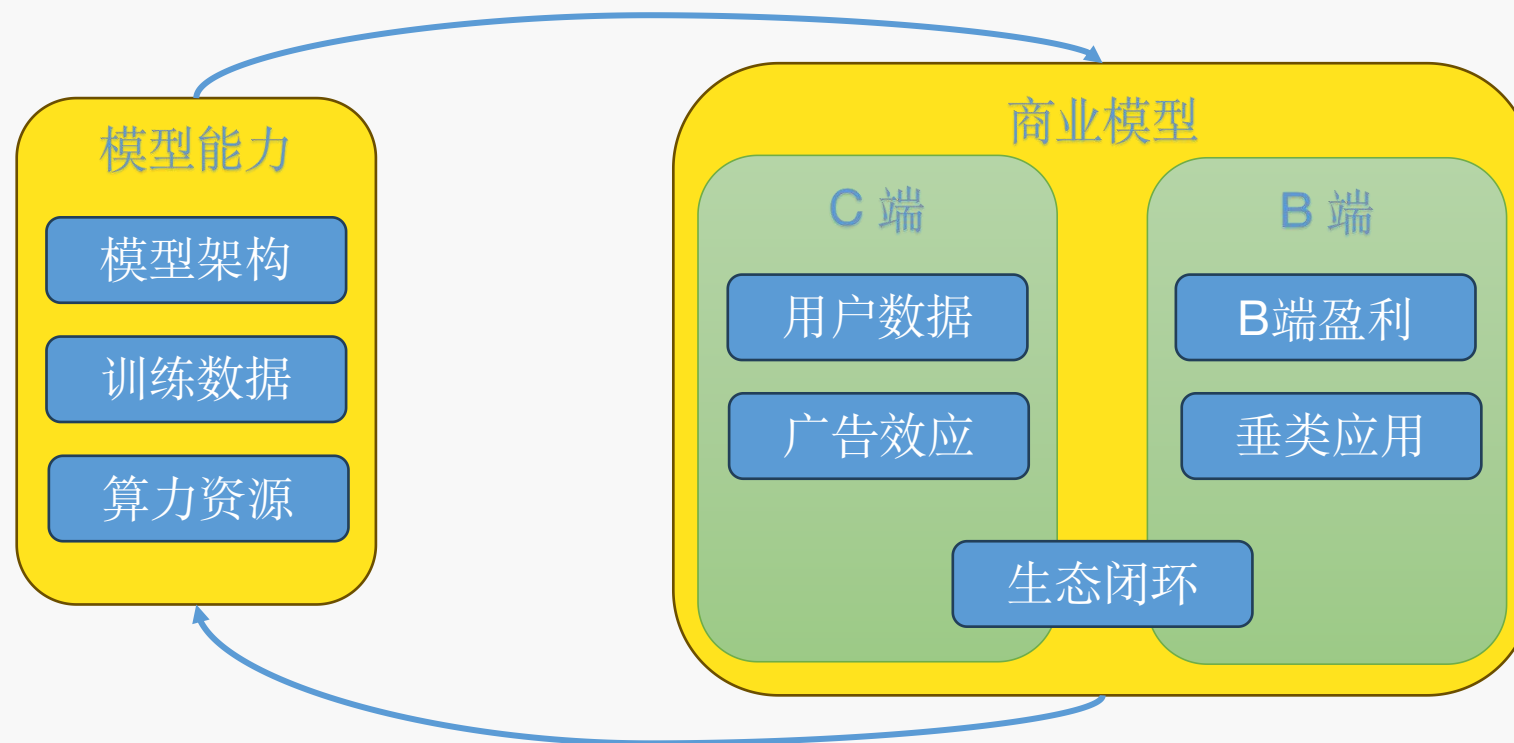


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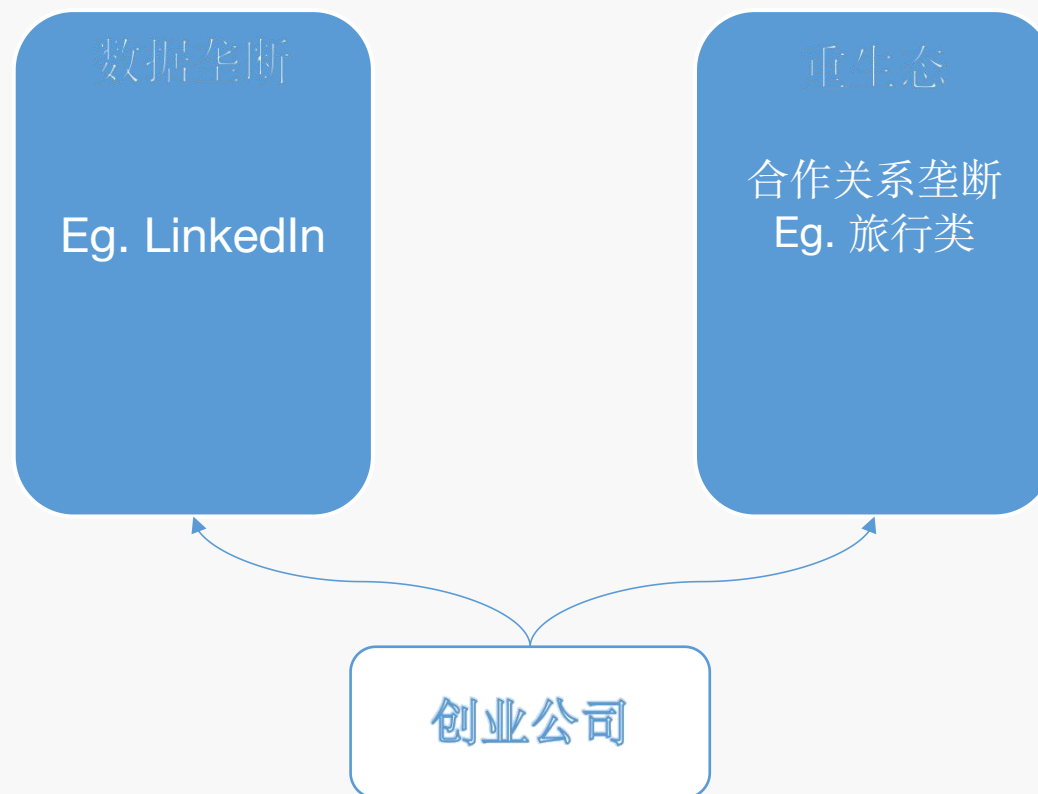
- 战略分析
 - 竞争分析：AGI 的时代，公司竞争优势在哪里？
 - LinkedIn 的三个供求市场
- 用户场景分析
 - LinkedIn 目前 AGI 的应用
 - 产品效果分析及经验总结
- 问答

战略分析

AGI 生态 - 大模型层



AGI 生态 - 应用层



LinkedIn 6 product orgs

- Flagship
- LinkedIn Talent Solutions
- Flagship growth
- Trust and Safety
- LinkedIn Marketing Solutions
- LinkedIn Sales Solutions

LinkedIn 3 marketplaces



Talent Marketplace
人才市场

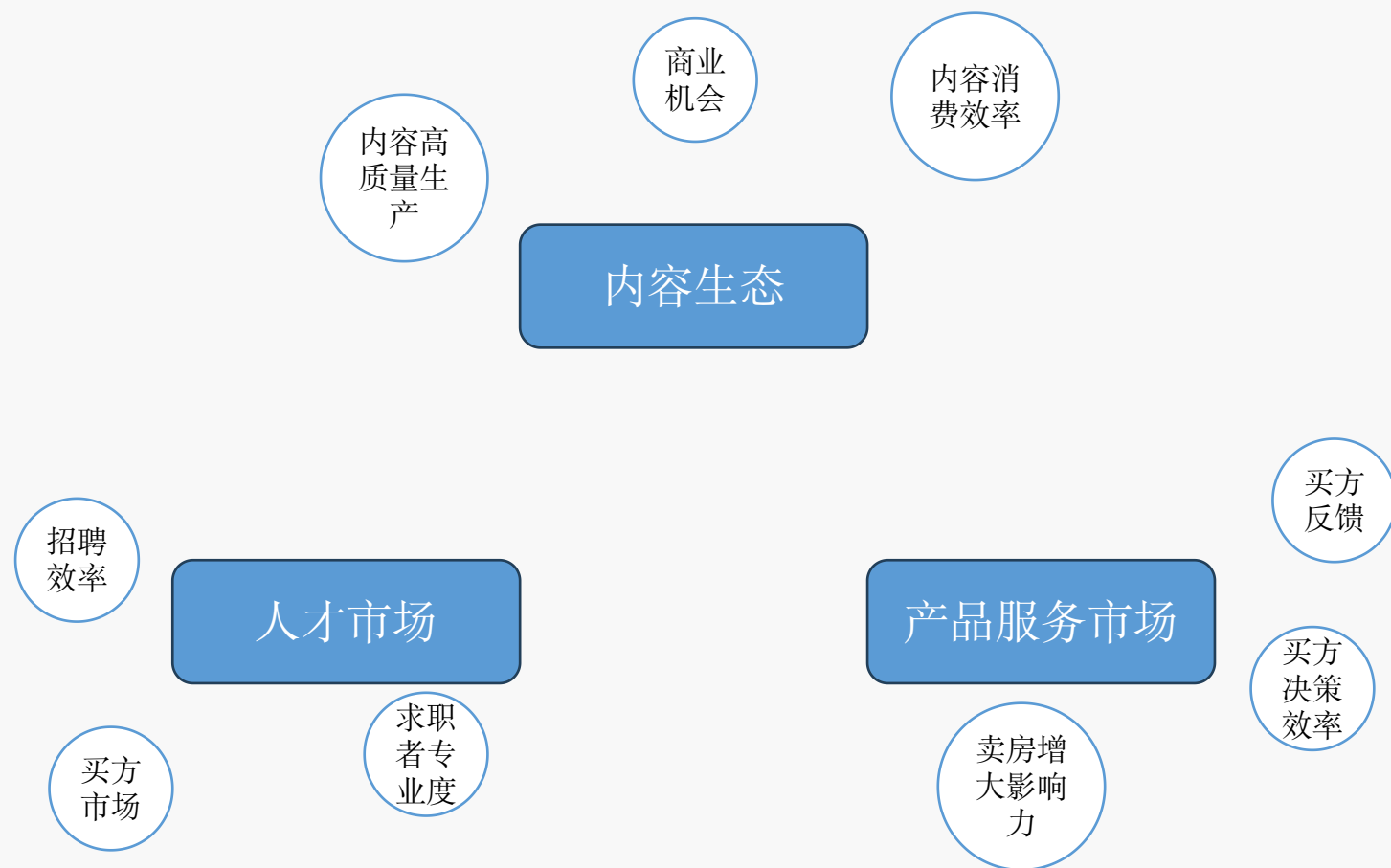
Knowledge Marketplace
内容生态

Product & Service Marketplace
产品服务市场


用户场景分析

应用 AGI 的目的

解决用户痛点，维护供求关系平衡，提升市场交易效率，打造全新用户体验



PREMIUM



A smarter Premium

Reach your goals faster with new AI-powered features

为什么 LinkedIn premium 先行?

个人档案编写

Edit about

You can write about your years of experience, industry, or skills. People also talk about their or previous job experiences.

4 years building my AI startup (got Acquired), 4 years as a content creator owning the large Product Manager community (100k followers), 3 years as an Associate Product Manager and Product Manager at LinkedIn, I'm always passionate connecting with startup founders and VCs.

[Write with AI](#) PREMIUM

Review and edit the AI draft before saving so it reflects you. [Learn more](#)

Skills

Show your top skills — add up to 5 skills you want to be known for. They'll also appear in your Skills section.

[+ Add skill](#)

Suggested based on your profile

[Save](#)

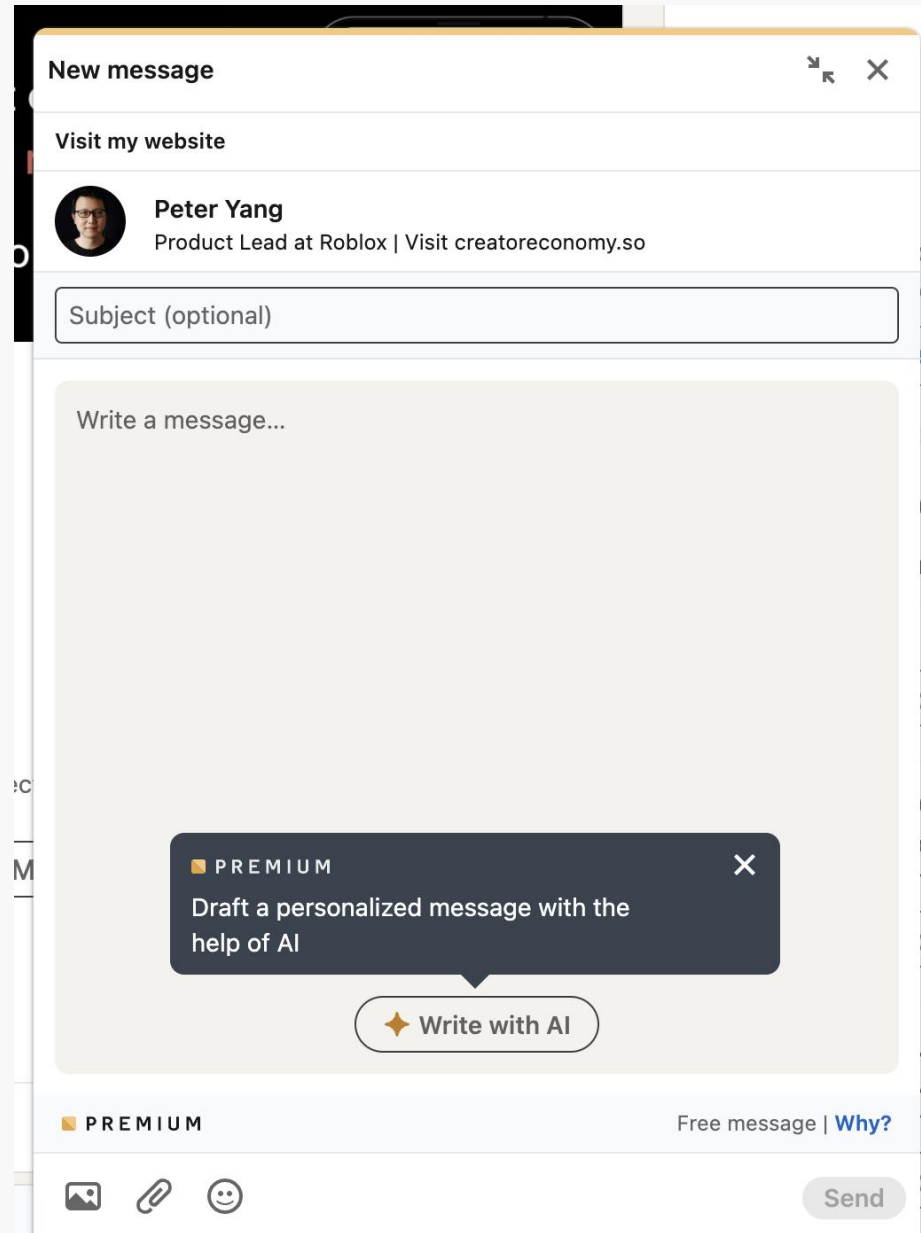
Current position

Position*

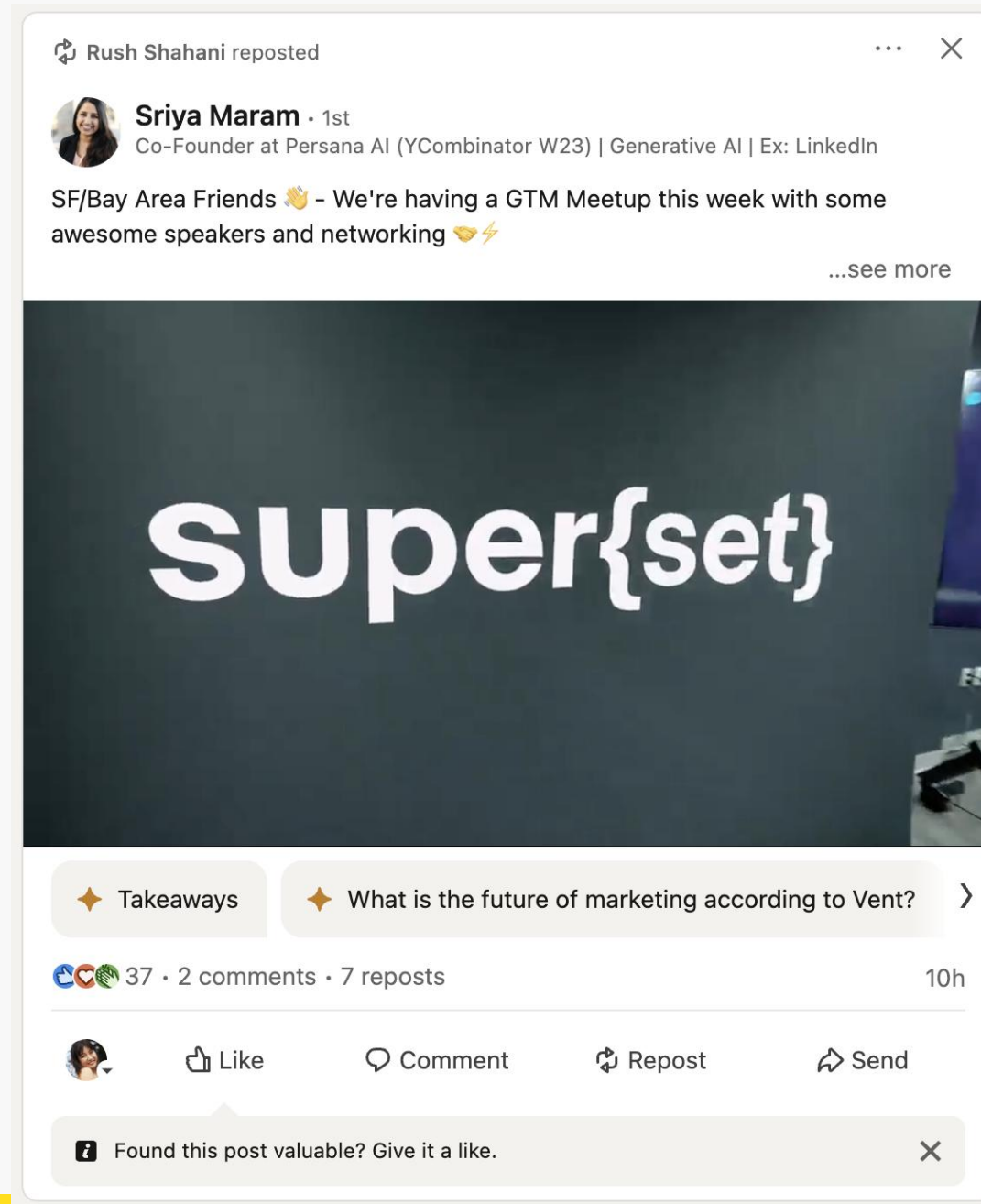
Product Manager at LinkedIn

As a member, I want my profile to get more views so that I could get hired easier and generate more leads.

消息撰写



As a member, I want to send out professional messages so that I could get more opportunities through responses.



As a member, I want to understand whether that person is worth reaching out asap.

人才市场

Sr. Product Manager - AI & Innovation



Adobe · San Francisco, CA Reposted 6 days ago · Over 100 applicants

\$114,000/yr - \$220,900/yr · Full-time · Mid-Senior level

10,001+ employees · Software Development

14 connections work here · 138 company alumni work here · 38 school alumni work here

Skills: Product Road Mapping, Product Strategy, +8 more

View verifications related to this job post. [Show all](#)

◀ Am I a good fit for this job? How can I best position myself for this job? ▶

Apply

Save

About the job

Our Company

Changing the world through digital experiences is what Adobe's all about. We give everyone—from emerging artists to global brands—everything they need to design and deliver exceptional digital experiences! We're passionate about empowering people to create beautiful and powerful images, videos, and apps, and transform how companies interact with customers across every screen.

We're on a mission to hire the very best and are committed to creating exceptional employee experiences where everyone is respected and has access to equal

As a member, I want to understand whether this job is a good fit for me.

经验总结

- 战略决策过程：AGI要放眼行业，而并不是单一产品线
- Prompt engineering 是互联网行业各个工种的未来必备技能
- AGI 早期可以利用用户热情得到正向盈利和用户反馈
- 项目执行速度要快：执行速度>创业公司爬数据的速度
- GenAI 提升效率要基于行业能力之上

B端都在做什么

- LinkedIn Talent/Marketing/Sales Solutions copilot



下一步做什么

LinkedIn mission

Connect the world's professionals to make them more productive and successful

问答

- 微信/b站：小戴没得觉睡
- LinkedIn/YouTube：JJ Never Sleeps



微信官方公众号：壹佰案例
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