

# LinkedIn Premium - Is it worth it?

Almost every client I work with asks me if I think LinkedIn premium is worth the money. My answer is always "**it depends if you are going to use it!**" The key benefits are explained over the following pages and summarised below:

- Access to lots more people who looked at your profile page
- Video interview practice and feedback functionality
- LinkedIn Learning (with access to thousands of courses)
- Company information (insights)
- Extra functionality on the job search page
- Salary benchmarking information
- More search capability?

The collage includes the following screenshots:

- Profile Insights:** Shows metrics like "All profile viewers" (1), "68 interesting views", "2 work at [redacted]", and "12 work at [redacted]."
- Job Search:** A grid of profiles for recruiters (1 person with the job title Recruiter), Isabella (Assistant Store Manager), Shiva (Co-founder, Vice CEO, and Design Director), Alex (Associate Acoustic Engineer), Rowena (Helping you showcase your profile, network & body of work...), and Mazhar (HR Executive and Manager Accommodations).
- LinkedIn Learning:** A course titled "SEO: Competitive Analysis" by Aaron Alexander, showing progress, saved items, and recommended courses.
- Company Insights:** A chart showing total employee count (37) from Feb 2019 to Feb 2021, with growth percentages of 6%, 6%, and 42% respectively.
- Salary Data:** A screenshot of the LinkedIn Salary tool interface, showing a search bar for job titles and companies, a location selector for United Kingdom, and a "Search" button.

**Sarah Burgess**  
[linkedin.com/sarahburgess](https://linkedin.com/sarahburgess)  
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ClubHouse - @LinkedInGeek  
[koru-associates.co.uk](http://koru-associates.co.uk)

The screenshot shows the LinkedIn Salary tool with the following interface elements:

- Header:** LinkedIn SALARY
- Top Bar:** Sarah Burgess
- Main Area:** A large image of a person's hands typing on a laptop keyboard.
- Callout:** "Discover your earning potential"
- Search Bar:** "Search for job titles and companies" with a magnifying glass icon.
- Location Selector:** "United Kingdom" with a location pin icon.
- Search Button:** "Search" with a blue gradient background.

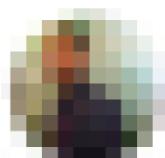
# Access to people looking at your profile



Mathew [REDACTED] • 2nd  
Director at [REDACTED]  
and [REDACTED]  
*Found you via Homepage*



John [REDACTED] • 1st  
High Impact Leadership  
*Found you via Homepage*



Muhammad [REDACTED] • 3rd  
Corporate Sales Manager at  
[REDACTED]

[Connect](#)

[Message](#)

[InMail](#)

Unless the individual has put themselves in private mode, then you can see pretty much everyone who has looked at your profile. It will also show roughly when they looked at you and how they found you. This can be very useful if you do something with it!

- 1st degree connections who have looked at your profile (i.e. people you are already connected to) - you will notice a button to message.

**How can this help?** My advice - send them a message! They've looked at you, they have an interest in you. I wouldn't say "I see you looked at me", but you could leave it a couple of days after they looked and check in with them to see how they are. If this leads to a conversation chances are they will ask how you are/what you're up to - then it's your chance to let them know what you're looking for.

- 2nd degree connections (you know someone who knows them). You will see a connect button or a follow button in some cases.

**How can this help?** Look at their profile, and if you think they would be good to have in your network then follow them or send them a connect request. Add a note explaining why you want to connect.

- 3rd degree connections (you know someone who knows someone that knows them). You will see an InMail button.

**How can this help?** As part of premium, you can message 5 people outside your network per month. These credits roll over each month. In this case, I would look at their profile to see if they would be good to have in your network. I would probably say that you'd seen them look at your profile and you think it would be beneficial to connect - referencing something you have in common. You can follow them if you don't feel comfortable asking to connect.

**Free Membership only allows you to see 2-3 people in this section. Also, if you put yourself in private mode, the trade off for that is you can't see anyone who has looked at your profile. If you have premium you can be in private mode and still see who looked at you.**

# Interview Practice and Sample Answers

All LinkedIn members have access to video interview practice and feedback. It's a really useful tool. To access this, go to the **Jobs** tab, click on **More** and then **Interview Prep**.

You will see a list of common questions on the left hand side, and on the right you can click to practice, where you will get the option to practice by typing a response or recording a video.

Once you have either written or recorded your video response you will get some feedback options. For video, you will get some AI feedback once you have saved the video. For instance you get shown how quickly you speak and any filler words you use. For both written and video you get the option to send your answer to someone in your network to ask for feedback on your response.

This is great. At the very least, it's good for you to watch back the video but even better ask someone for feedback.

**Premium extra** - you get sample answers for each question. Normally 4 answers, and you will get told the job title of the sample answerer. You can click to view the answer, and then at the bottom you get told why it was a good answer which includes some ideas of how to structure your answer.

The screenshot shows the LinkedIn Interview Practice interface. On the left, a sidebar menu includes 'More' (selected), 'Interview Prep' (highlighted in grey), 'Resume Builder', and 'Application Settings'. Below this is a message: 'Your practice answer is private to you. Practice your answer and choose if you want to privately receive feedback.' It offers two options: 'Record a Video' and 'Write a response', with a 'Cancel' button at the bottom. The main content area is titled 'Common Questions' (26 questions) and lists nine questions. Question 1, 'Tell me about yourself.', has a green checkmark and is currently selected. Other questions listed are: 2. What is your greatest strength?, 3. What is your greatest weakness?, 4. Why should we hire you?, 5. Why do you want to work here?, 6. Tell me about a time you showed leadership., 7. Tell me about a time you were successful on a team., 8. What would your co-workers say about you?, and 9. Why do you want to leave your current role?. To the right of the list is a callout box: 'Get instant, AI-powered feedback on the delivery of your answer when you practice and record a video.' Below the list, a blue bar for question 1 shows: 'Tell me about yourself.' with 'Your answers' and 'Practice' buttons, and '4,085,832 people viewed this question'. A detailed view of the first sample answer is shown: 'Sample answer 1' by Jenny Foss, Career Strategist at linkedin-corp, 1,796,120 views. The answer discusses problem-solving and teamwork. Another sample answer by Marketing & Brand Manager Professional, 988,438 views, is also partially visible.

# LinkedIn Learning

The screenshot shows the LinkedIn Learning library interface. It is organized into three main sections:

- Top picks for Sarah**: This section features five course cards. From left to right:
  - "Dealing with Disappointment in Your Role" by Careercake (24m)
  - "POPULAR HOW TO ORGANIZE YOUR TIME AND YOUR LIFE" by Pete Mockaitis | How to Be A... (24m)
  - "A Beginner's Guide to Finding Your Calling" by Big Think (33m)
  - "FEATURED Project Leadership" by Cyndi Snyder Dionisio (43m)
  - "POPULAR SPEAKING CONFIDE AND EFFECTIVELY" by 6 Retail Sales (24m)
- Because you're interested in Agile Project Management**: This section features five course cards. From left to right:
  - "POPULAR Transitioning from Waterfall to Agile Project Management" by Kelley O'Connell (40m)
  - "NEW Change Management: Roadmap to Planning" by Christina Charenkova (32m)
  - "NEW Managing Change on an Agile Project" by Christina Charenkova (37m)
  - "NEW Change Management: Roadmap to Execution" by Christina Charenkova (34m)
  - "POPULAR Project Management" by Daniel Stan (34m)
- Trending now**: This section features five course cards. From left to right:
  - "Developer Career Paths and Certifications" by Ray Villalobos (48m)
  - "POPULAR BOOST EMOTIONAL INTELLIGENCE WITH MINDFULNESS" by Sounds True and Tara Brach (1h 28m)
  - "POPULAR Addiction: A Community Issue" by Srinivasa Pillay (51m)
  - "POPULAR FINANCIAL FREEDOM: A PROVEN PATH TO ALL THE MONEY YOU WILL EVER NEED" by Grant Sabatier and Penguin Books (59m)
  - "POPULAR MEDITATION TO CHANGE YOUR BRAIN" by Sounds True (48m)

Each course card includes a thumbnail image, the course title, a "▶ COURSE" button, the author, and the duration.

I think this is a great inclusion in the Premium offering. The LinkedIn Learning Library is huge. It is broken down into 3 main areas - Business, Creative and Technology. You access it from the work dropdown at the top right hand side of the screen.

This gives you the access to learn something new from such a range of subjects from teaching yourself piano to SEO optimisation, from learning python to diversity and inclusion or from setting up your own business to meditation practices.

Aside from the learning opportunity, it is a great resource for interview prep. From interview practice itself, you could use it for research. Say you have an interview coming up and you need to brush up on your Agile project management skills - this is where you can do that from within your premium membership.

New content is added daily at the moment.

Free members can get access to some parts of LinkedIn Learning during the covid pandemic, mainly around interview prep, but there are also career paths identified for some key roles and content relating to those is free right now.

# Extra Company Information (Insights)

I recommend all my clients spend some time identifying companies they are interested in and following them on LinkedIn. This helps in a couple of ways:

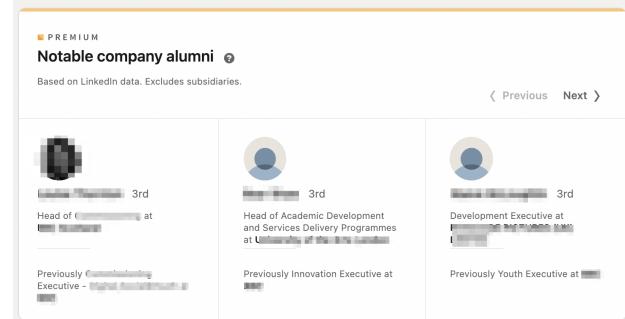
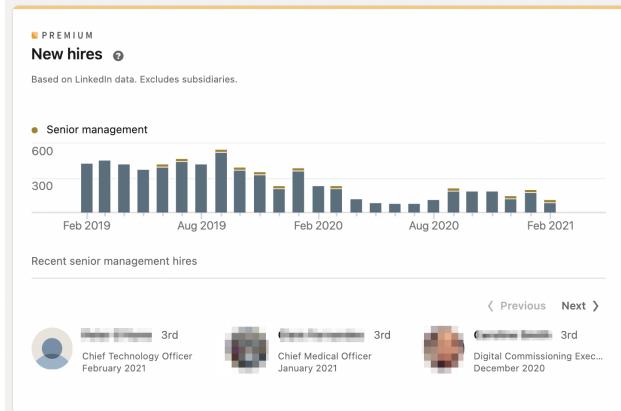
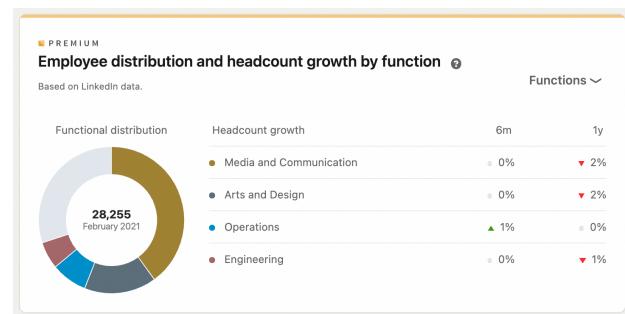
- You may see content the organisation posts in your newsfeed (which could include job openings)
- If the company uses LinkedIn Recruiter and runs a search for a role you meet the criteria of, you will be flagged as someone who has interacted with the organisation already.

Company pages are useful for all memberships - you can see all the people who work there, so you could try to identify people you could follow or connect with.

## How I think having Premium helps:

When you go to a Company Page, you will see a tab marked Insights. You will be able to see some extra information on the company including their growth over the past 3 years, the average time someone is employed there, how the headcount is split by function (you can add additional functions to the chart) and new hire numbers split by senior and standard appointments.

What I think is most useful though, is you can see senior new appointments. So if you're in Finance, and a new CFO has been recruited, that could be useful. You can look at their profile, and then come up with an approach to eventually connect with them. Similarly, you see Alumni - that is, senior people who have left and most importantly where they have moved to. This may give you ideas of other companies to follow.



# Extra functionality on Job Search Page

PREMIUM

Competitive intelligence about other applicants

Applicants for this job

19 Applicants  
0 Applicants in the past day

Remember to update your profile with the most relevant skills and experience to maximize your chances of getting this job

Top skills

You have 2 out of 10 top skills among all other applicants

<input checked="" type="checkbox"/> Customer Service	<input checked="" type="checkbox"/> Leadership
<input checked="" type="checkbox"/> Microsoft Office	<input checked="" type="checkbox"/> Diary Management
<input checked="" type="checkbox"/> Microsoft Outlook	<input checked="" type="checkbox"/> English
<input checked="" type="checkbox"/> Administration	<input checked="" type="checkbox"/> Budgeting
<input checked="" type="checkbox"/> SAP Products	<input checked="" type="checkbox"/> General Office Skills

Seniority level

8 Senior level applicants  
6 Entry level applicants  
2 Manager level applicants

Education

30% have a Master's Degree (Similar to you)  
60% have a Bachelor's Degree  
10% have a Master of Business Administration

Hires at [REDACTED] came from these companies and more



When you search for job vacancies on LinkedIn, you get some extra information if you have Premium.

Sometimes you see the name of the person who is recruiting for the role and you have the ability to send them an InMail. You get to see some competitive information about the other applicants (if enough people have applied already). The most useful thing in this is the top skills. This information is taken from the skills and endorsements section of those people who have applied, and shows the 10 most popular. It should be noted, these are not necessarily what the recruiter thinks is most important, but it is a useful prompt to review your skills anyway. You can also see their location, seniority and education level.

You can also see information about the organisation (the same information you get on Company Insights). You need to be careful here though, as it could well be the recruitment companies insights rather than the actual company the role is at.

Finally, you will see where the company has hired from in the past. This can be useful to give you other companies to target in your job search.

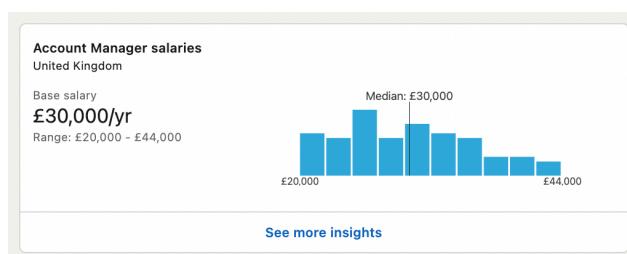
# Salary Benchmarking Information

Premium members can access this area easily. It is accessed via the work dropdown on the top right hand side of the screen. If you have free membership, you can access the information if you agree to provide salary information (which is anonymous).

I have found this page to be quite temperamental at times, particularly if you want a location outside of the United States. If you have this problem, logging out and back in normally rectifies it.

You enter the job title you are interested in and the location and click Search. You will be presented with a graph of the salary range, and beneath that company results for that role and their salary range. Beneath that you will see regional variations in salary. If you click on See more insights, you will get taken to a more detailed page which will show how many people have been surveyed and compensation splits.

Beneath that, you will find a list of job openings that match that job title. Really useful!



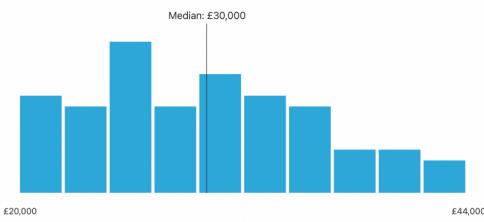
How much do professionals with the title Account Manager make in United Kingdom?

5,910 salaries reported by LinkedIn members  
[View jobs](#)

All industries ▾ All years of experience ▾ 5,910 responses

Base salary  
**£30,000 /yr**  
Range: £20K - £44K

Total compensation ⓘ  
**£32,300 /yr**  
Range: £22K - £55K



42,034 company results for "account+manager"

Bloomberg LP Account Manager salaries	£60,000/yr	London, England Metropolitan Area
Mindshare Account Manager salaries	£32,000/yr	London, England Metropolitan Area
Tata Consultancy Services Account Manager salaries	£75,100/yr	London, England Metropolitan Area
Hogarth Worldwide Account Manager salaries	£27,800/yr	London, England Metropolitan Area
Funding Circle UK Account Manager salaries	£28,900/yr	London, England Metropolitan Area
BT Account Manager salaries	£27,100/yr	London, England Metropolitan Area
Gartner Account Manager salaries	£35,200/yr	London, England Metropolitan Area

[See results by company](#)

How much do professionals with the title Account Manager make in United Kingdom?  
The average salary for the role of Account Manager is in United Kingdom is £30,000. This salary is based on 5,910 salaries submitted by LinkedIn members who have the title "Account Manager" in United Kingdom.

Additional Compensations for the role of Account Manager in United Kingdom

Compensation type	Median amount	Range (min - max)
Annual bonus	£2,500/yr	£500 - £10K
Commission	£7,500/yr	£1K - £25K

Similar jobs

[See all](#)

Account Manager	Therabody	Waterloo, England, United Ki...	Posted 4 weeks ago
Account Manager	BAE Systems	Portsmouth, England, United...	Posted 7 days ago
Account Manager	Lucid Group	London, England, United Ki...	Posted 1 week ago
Account Manager	CoStar Group UK	London, England, United Ki...	Posted 5 days ago
Account Manager	Amazon	London, England, United Ki...	Posted 1 day ago

# More searching capacity?

If you search heavily on LinkedIn for people, you can sometimes hit what they call the commercial limit. LinkedIn say:

"If you've reached this limit, your activity on LinkedIn is likely geared towards commercial purposes, like hiring or prospecting. The commercial limit is calculated based on actions ranging from viewing profiles of people who you aren't connected to, searching outside of your network, and browsing profiles shown in the People Also Viewed section."

The free search functionality resets itself on the 1st of every month at midnight PST. You are warned when you are approaching the limit, but never told what the limit is. It is not clear if you have an increased limit with Premium Career access. However, if you upgrade to Premium Business, then there is no search limit.

Searching for named people from the search bar at the top is ok, as is searching your existing connections. But more complex searches (e.g. searching people with certain job titles) are restricted.

## Summary

Back to the question I always get asked - do think LinkedIn premium is worth the money. My answer is still "***it depends if you are going to use it!***"

My advice is, take out the free trial, use it and decide if you think it is worth it. You can cancel at any time. It does work out cheaper if you pay for a year in advance.

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Follow my hashtags:  
#LinkedInGeek  
#CareerCoachSarah  
ClubHouse - @LinkedInGeek  
[koru-associates.co.uk](http://koru-associates.co.uk)

Please DM me if you'd like any further information or to arrange a LinkedIn session.