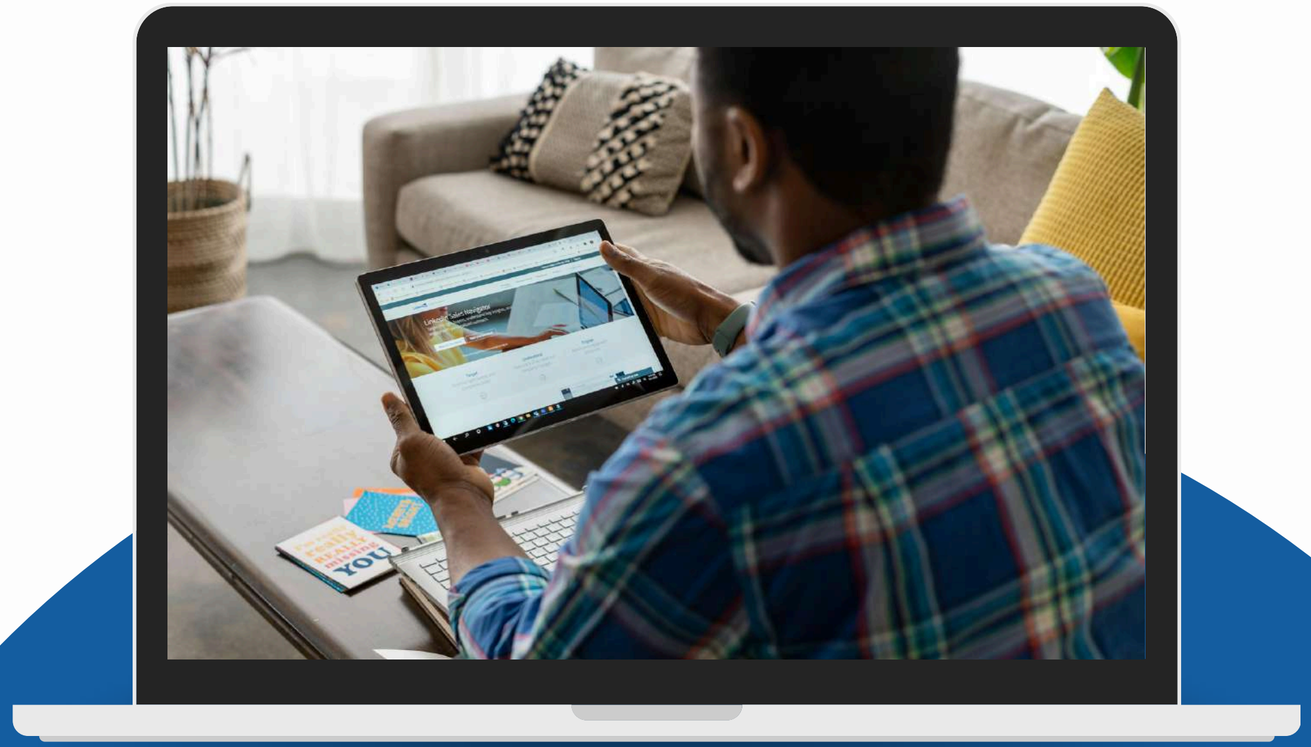
LinkedIn Reimagined

Attracting **More Users** and Enhancing **Engagement** through A Better Experience



Overview

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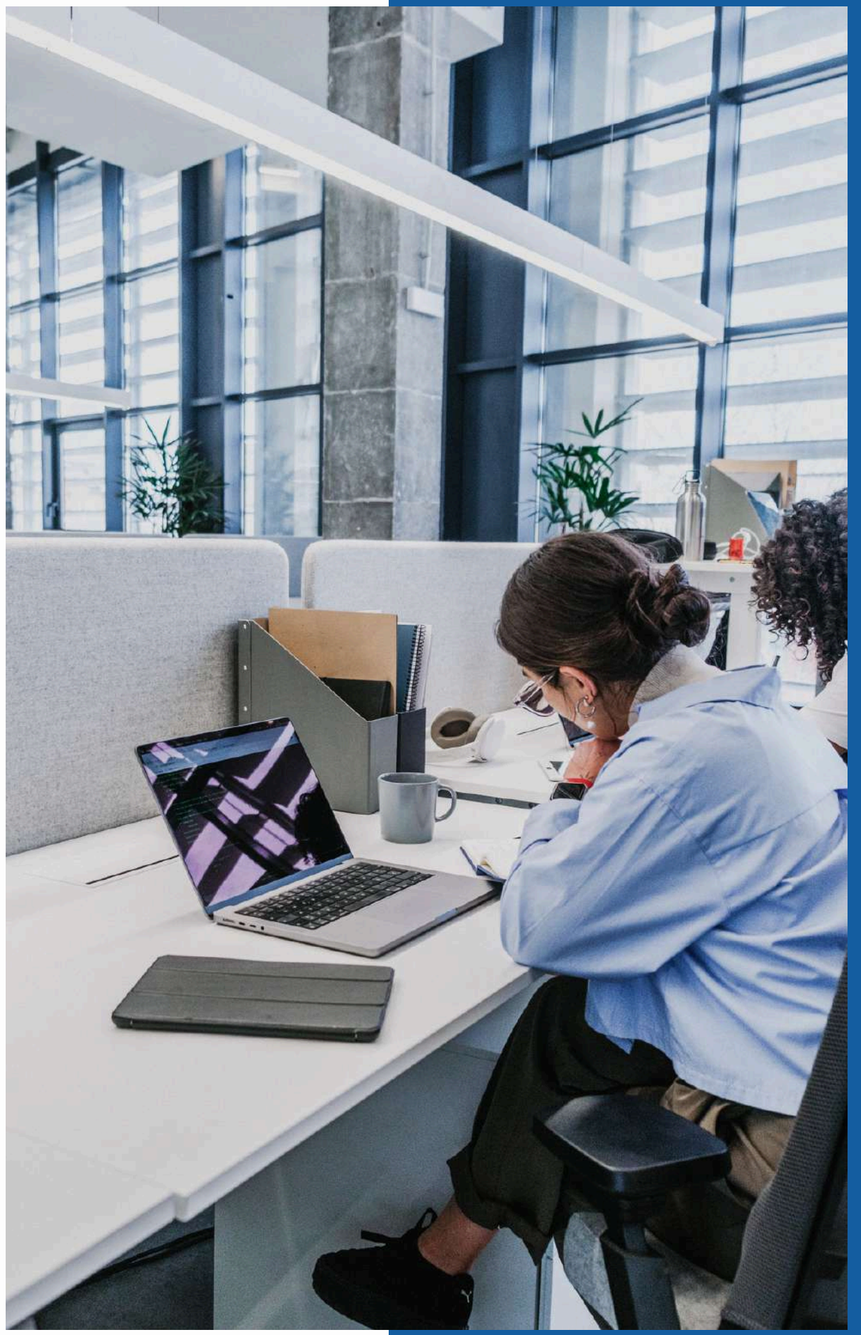


What is LinkedIn?

- To create economic opportunity for every member of the global workforce -

LinkedIn is a professional networking and career development platform designed to **connect individuals and businesses** within the community, building their professional presence.

Key Features:

- Profile Building
- Networking
- Job Searching & Hiring
- Content Sharing
- Skills Development
- Business Pages & Advertising

1B+
members worldwide

65m+
searching for jobs every week

13K+
connections made per minute

LinkedIn in Numbers

28m+

members added **#OpenToWork** frames to their profiles

48%

of companies on LinkedIn rely on **skills filter** to identify candidates

7

people **hired** on LinkedIn every minute

96%

B2B marketers used LinkedIn as a **content marketing channel**

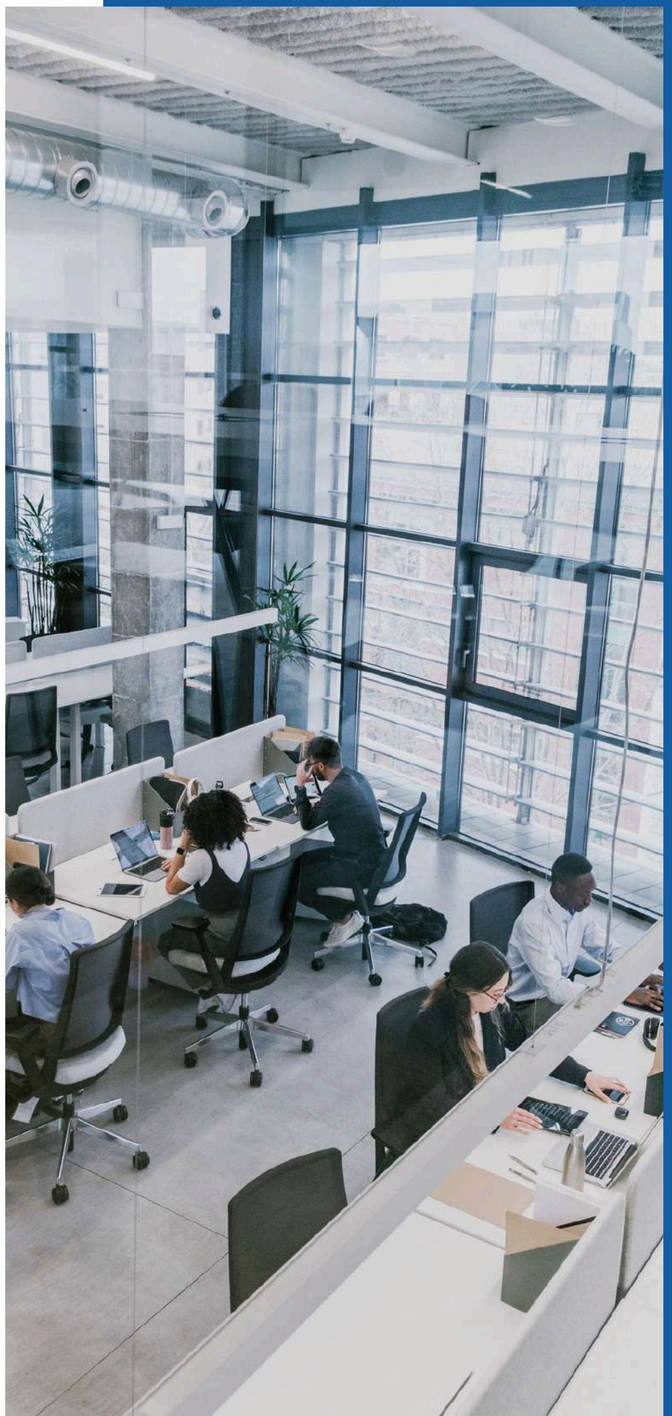
65%

B2B marketing leaders have **increased their usage** of LinkedIn

44%

growth in **LinkedIn engagement rate**, reaching 3.85% in 2024

Source: LinkedIn for Marketing Blog



Why We Love LinkedIn? 💙

Global Professional Network

Connects users with experts worldwide and opens doors to opportunities with branded companies and MNCs

Trusted Skills Learning Platform

Identify users' skills gaps and provide industry-recognized courses with certifications

A go-to platform for consuming industry insights

Powerful Personal Branding Tool

Empower users to build their professional brand and showcase achievements, boosting credibility and visibility.

SWOT Analysis

Strength

- Strong Brand Trust Worldwide
- Large User Base
- Talent Solutions
- Content Creation & Thought Leadership

Weakness

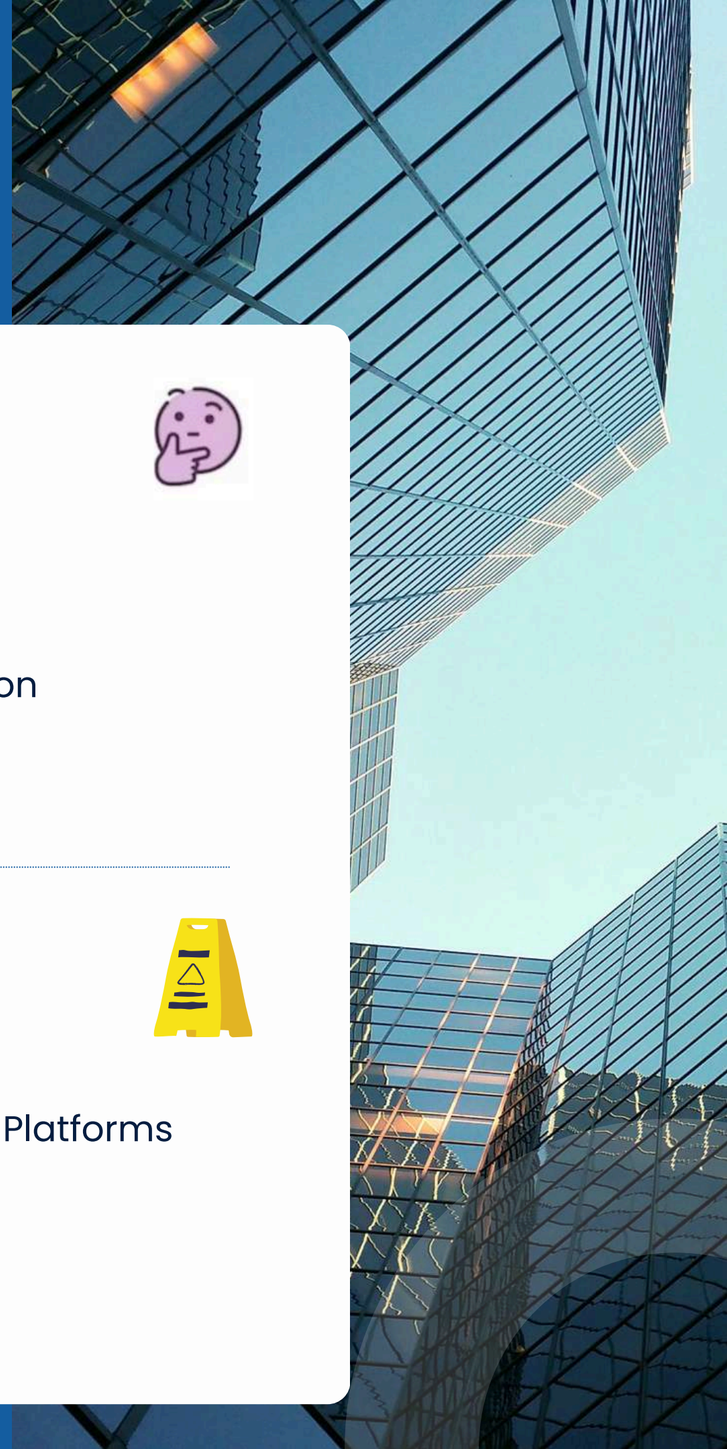
- Premium Feature Paywalls
- Spam & Irrelevant Content
- LinkedIn Fatigue and Impression Management
- User Engagement Drop-off

Opportunities

- International Market Expansion
- Corporate Learning Solutions
- Freelance Job Market
- AI and Automation

Threat

- Economic Downturns
- Competition from Specialized Platforms
- Data Privacy Concerns
- Rapid Technological Change



Who’s on LinkedIn?

Students & Entry-level Juniors

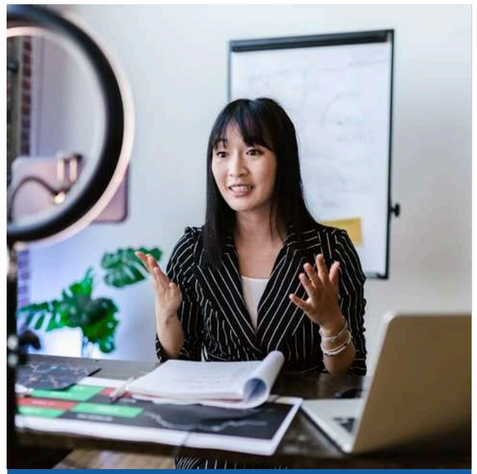
- Exploring potential career opportunities
- Aim to improve their skills / transition to a new role
- Active in LinkedIn Learning

Working Professionals

- Active / Casual job seekers and freelancers
- Enabled job alerts
- Profiles are up-to-date
- Active in LinkedIn Jobs

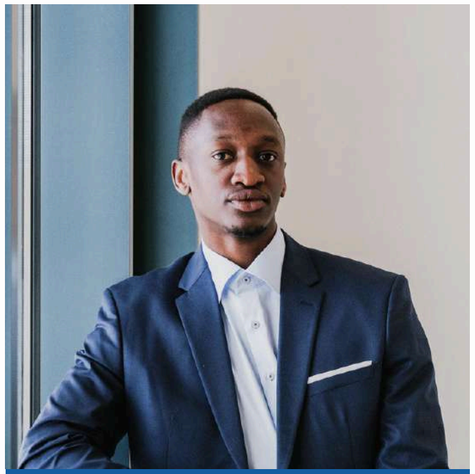
Recruiters

- Aim to find high-quality candidates efficiently
- Posting job opportunities
- Actively connect with potential candidates



Industry Experts & Content Creators

- Building a personal brand and reputation
- Growing their followers and influence
- Active in sharing insights



Businesses & Organizations

- Building their brand presence and credibility
- Showcasing thought leadership and company culture
- Attracting top talents & clients

Oouch! What are their struggles?

Career Development Challenges

- Inadequate interview preparation resources (e.g. mock interviews)
- Limited career coaching available
- Difficult to connect with industry experts

Students & Entry-level Juniors

Job Search Challenges

- Struggle to identify fake job postings
- Low response rate from employers on applications
- Limited platforms for freelancers

Working Professionals

Job Hiring Challenges

- Difficulty identifying the most qualified candidates
- Fragmented platforms for hiring different candidate types (permanent/freelance)

Recruiters

Content Creation Challenges

- Lack content visibility on LinkedIn profiles
- Limited monetization options unlike YouTube
- Lack detailed analytics to understand content performance

Content Creators & Businesses

Prioritizing What Matters Most

Job Search Challenges

- Fake companies & job postings
- Low response rate from employers
- Limited opportunities for freelancers

Must Have

Working Professionals

Career Development Challenges

- Lack interview preparation resources
- Limited career coaching
- Difficult to connect with mentors

Should Have

Students & Entry-level Juniors

Job Hiring Challenges

- Difficult sourcing qualified candidates
- Fragmented platforms for different candidate types

Should Have

Recruiters

Content Creation Challenges

- Lack content visibility on profiles
- Lack monetization options
- Lack data insights

Could Have

Content Creators & Businesses

Solution Prioritization

Job Search Challenges

- Struggle to identify fake job postings
- Low response rate from employers
- Limited platforms for freelancers

Solution	Impact (I)	Effort (E)	I/E Ratio
Verified Employers & Transparent Employers Ratings	**4**	**2**	**2.0**
***ATS Integration for Resume Visibility & Status Updates**	**4.5**	**3**	**1.5**
Freelance Hub for Job Opportunities & Portfolio Visibility	**4**	**4**	**1.0**
Introduce Career Mentor Tag on Recruiters' Profile	2	2	1.0
Host Virtual Job Fairs & Career Consultations Regularly	2	3	0.7

**ATS - Applicant tracking system*

VERIFIED EMPLOYERS & TRANSPARENT EMPLOYERS RATINGS

Solution 1

Verified Employers Badge & Transparent Employers Ratings

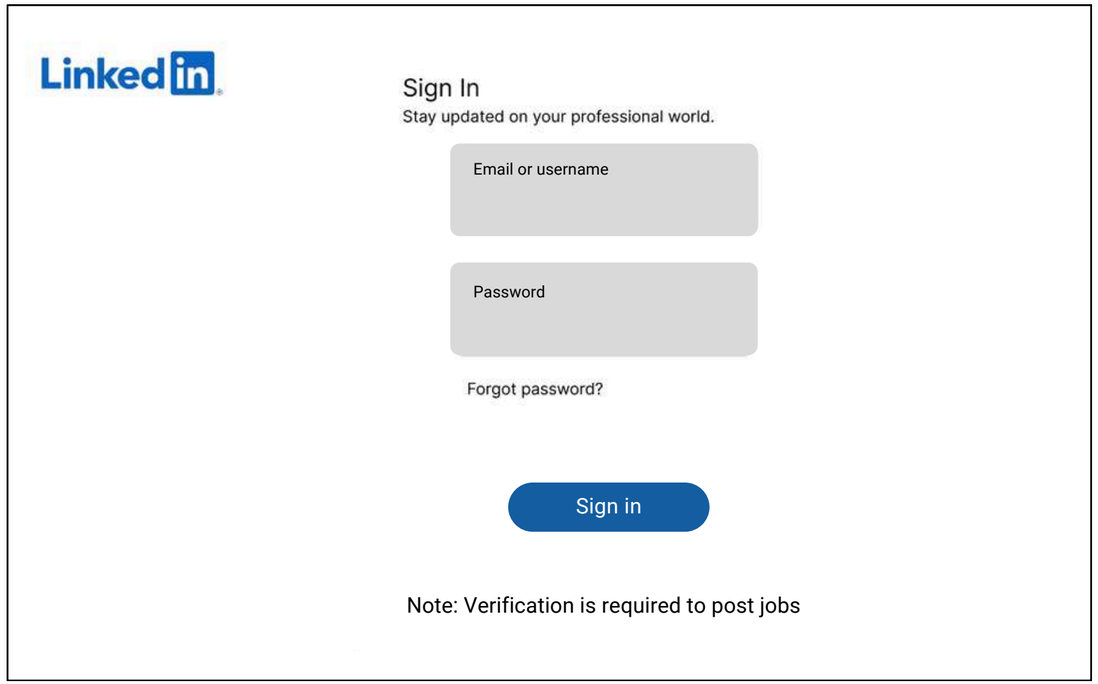
Users are unable to **distinguish genuine job listings** on LinkedIn and **access company reviews** for a better decision-making

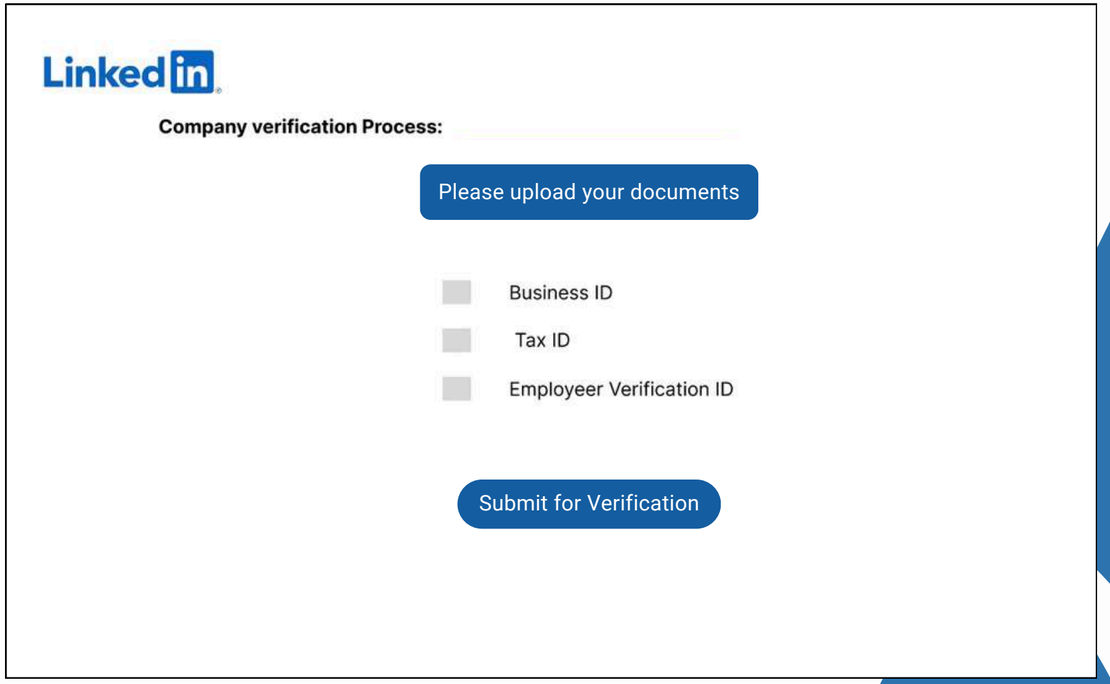
Introduce a **mandatory verification badge** for employers, ensuring only authenticated employers can post jobs

Introduce a **rating system** that allows users contribute their feedback on the companies across multiple factors such as interview process, response rate and job post quality

Visualizing the Solution 1 - Verified Employers & Ratings

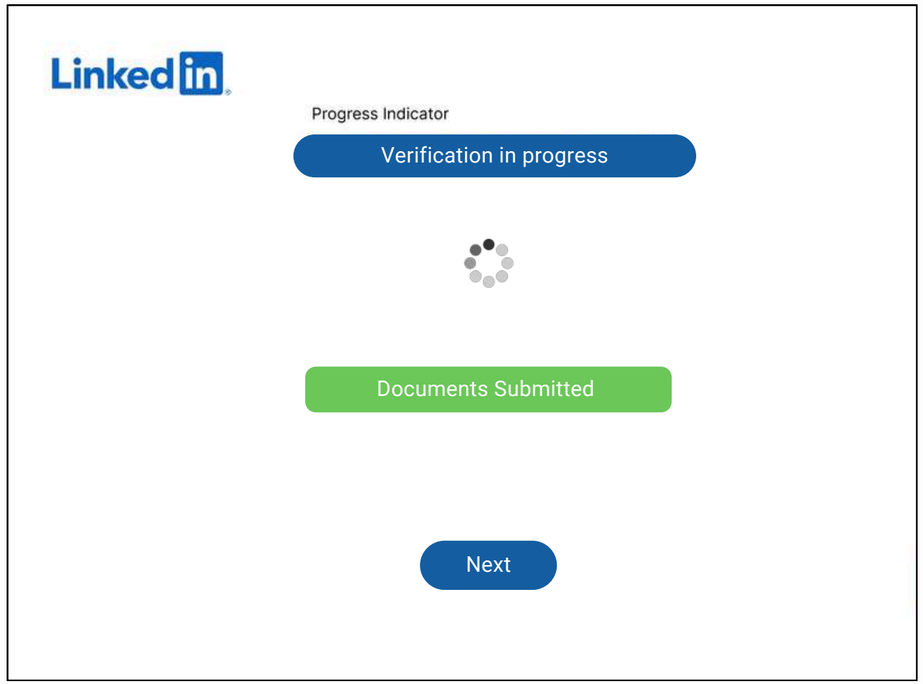
Upon signing in, employers are required to submit official documents for verification.

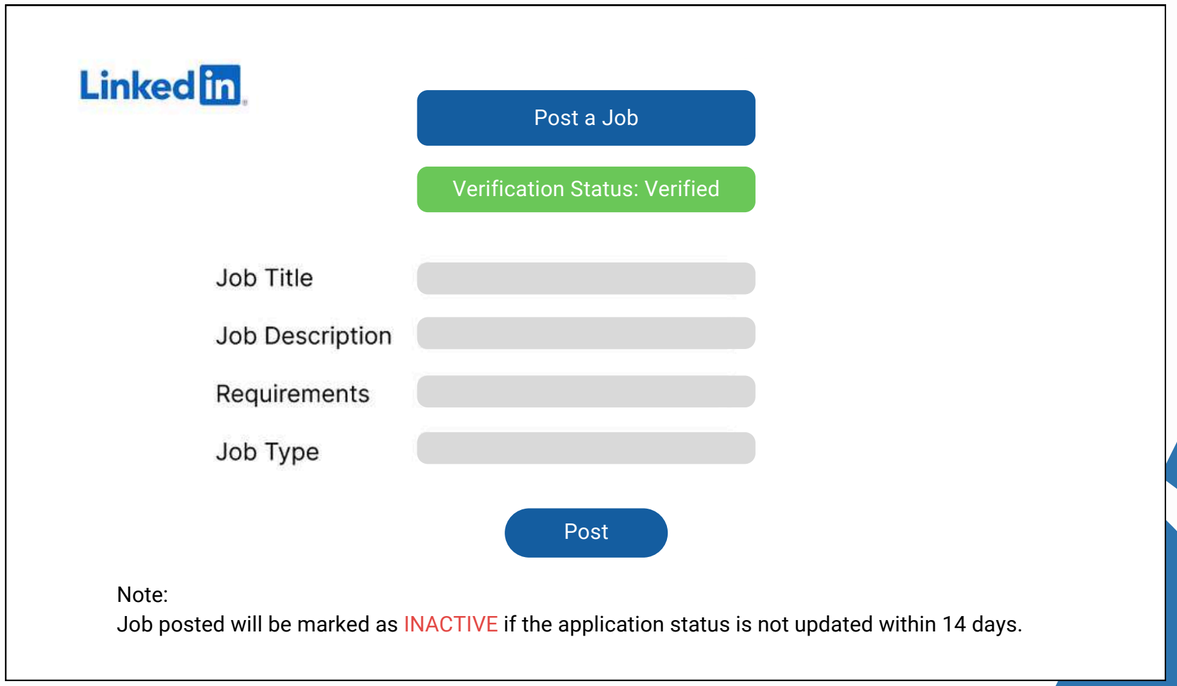




Visualizing the Solution 1 - Verified Employers & Ratings

Only after successful verification will employers be granted access to post job listings on LinkedIn.

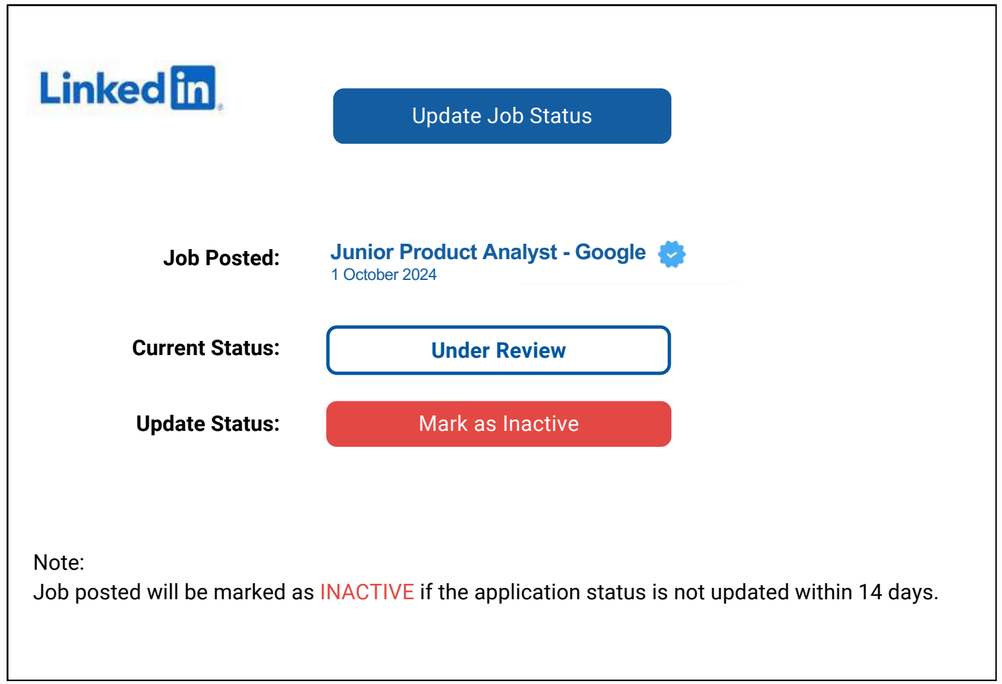


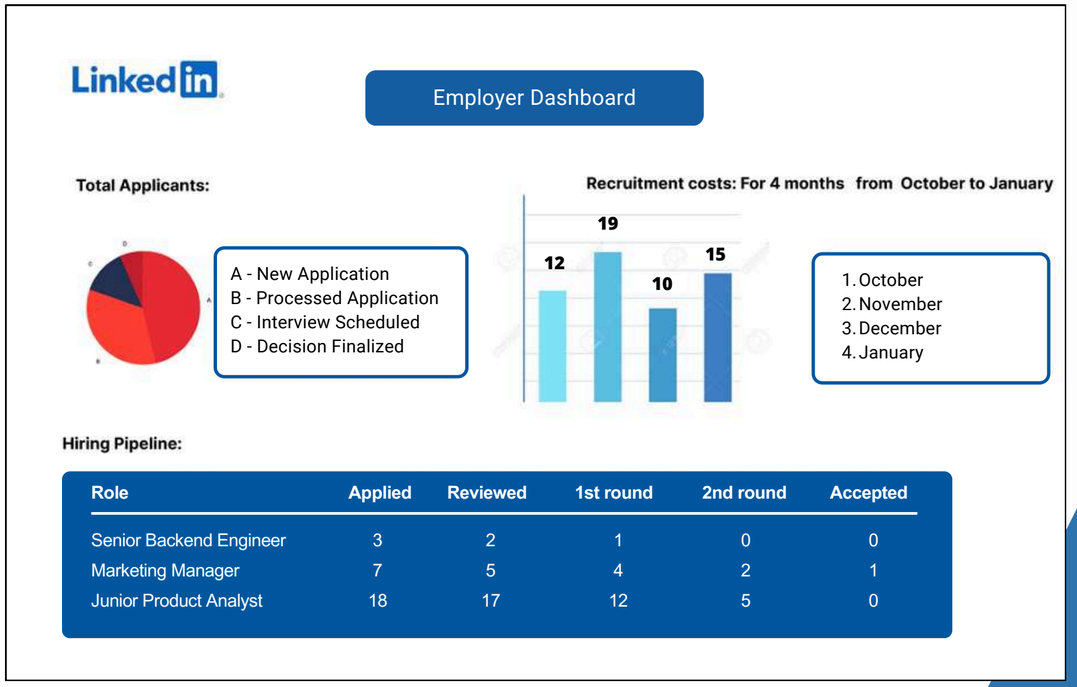


After verification, employers are redirected to the job posting page. To increase response rate and reduce fake listings, employers must advance to the next stage within 14 days.

Visualizing the Solution 1 - Verified Employers & Ratings

Job status can be regularly updated by the employer, marking posts as active or inactive.

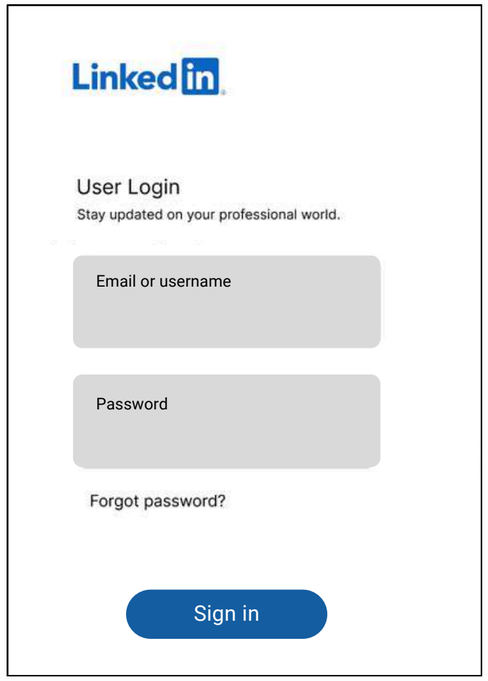


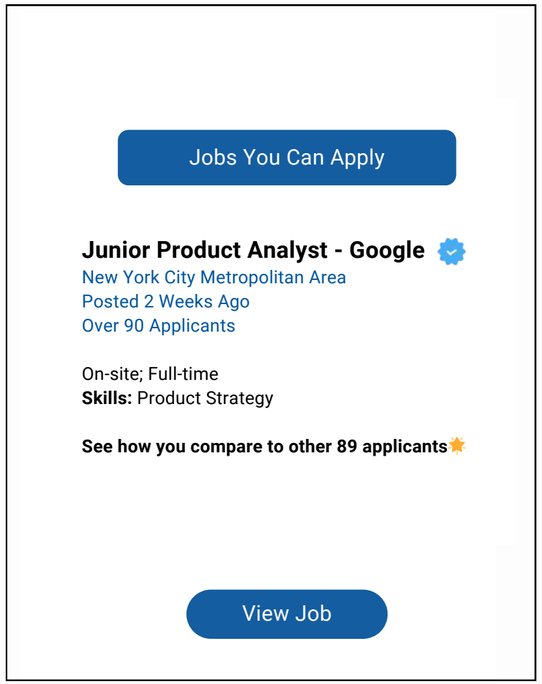


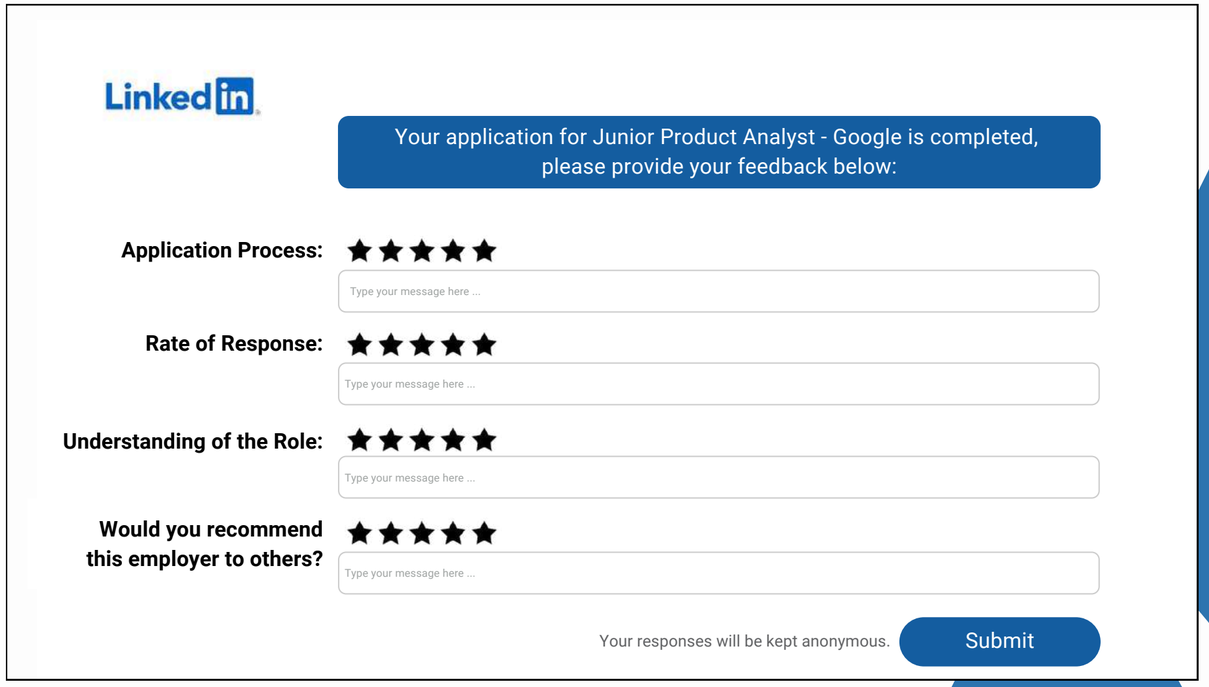
Employers have access to a dedicated dashboard that provides an overview of their job postings, applicant status, and other recruitment insights.

Visualizing the Solution 1 - Verified Employers & Ratings

From the user perspective, once signed in, they receive job recommendations from verified companies, identified by a verification badge.







After completing the application, users are directed to a rating page where they can evaluate the application process, helping the potential candidates to assess the company job quality.

The Success Metrics

Visualizing the Solution 1 - Verified Employers & Ratings

Increase in Job Applications for Verified Employers

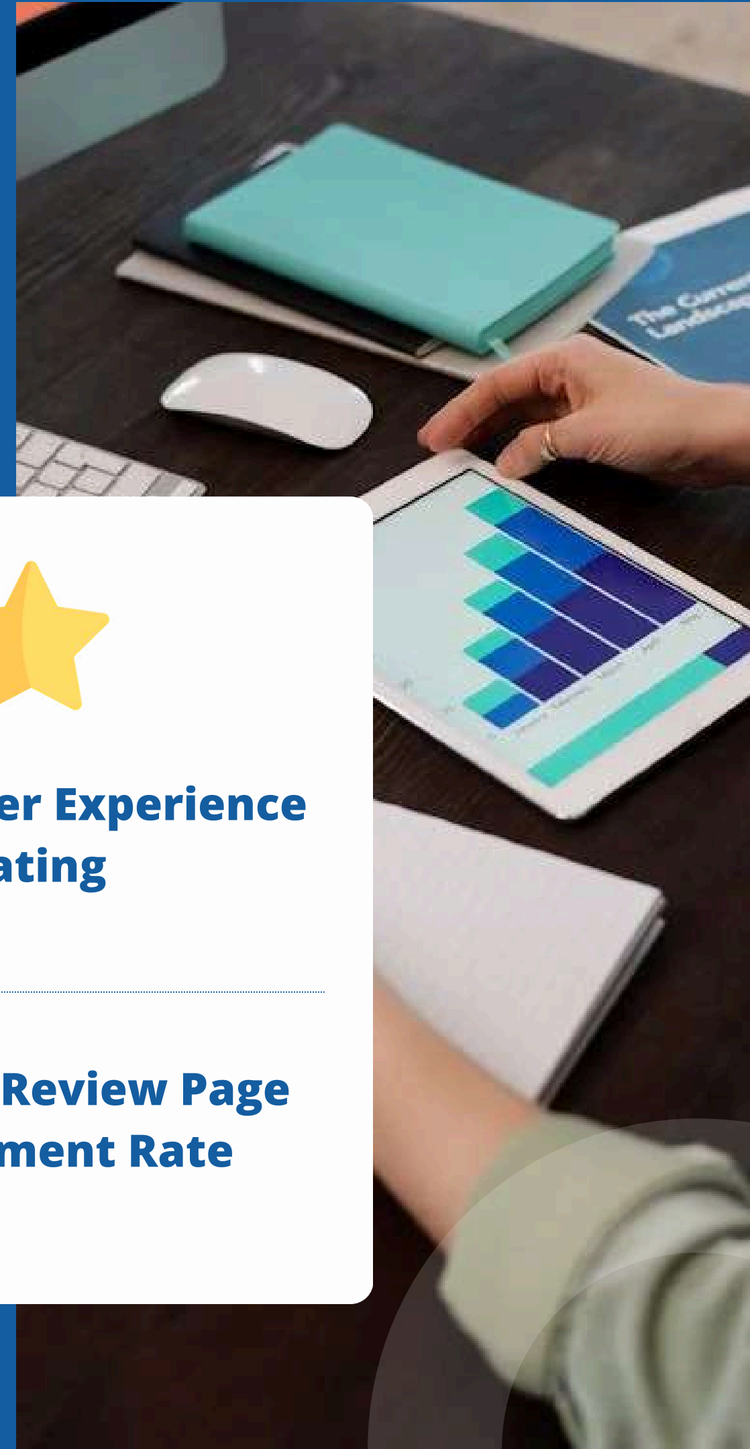
Reduction in Scam Reports

Employer Response Rate

Job Application Completion Rate

Overall User Experience Rating

Company Review Page Engagement Rate



ATS INTEGRATION FOR RESUME VISIBILITY & STATUS UPDATES

Solution 2

ATS Integration for Resume Visibility & Status Updates

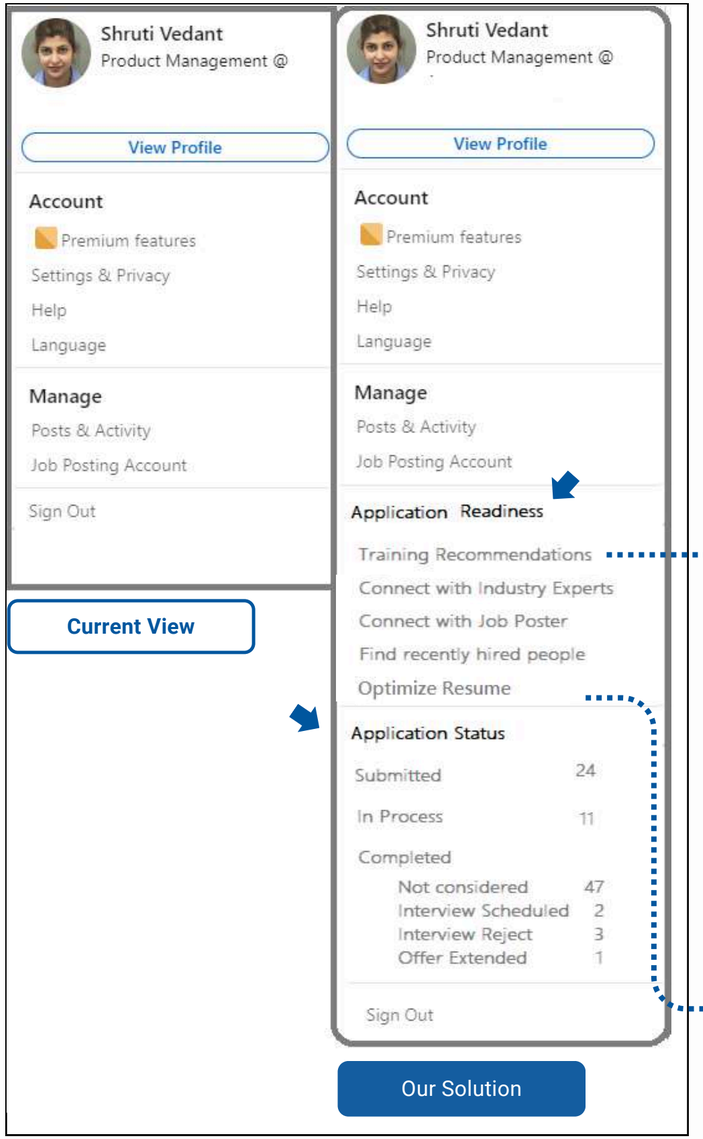
Users face **low response rates** from employers, often due to poorly optimized resumes that fail ATS filters

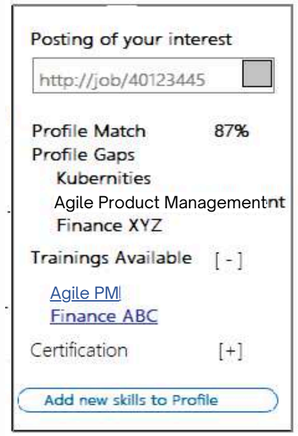
LinkedIn **does not track application status** once recruiters direct candidates to external platforms

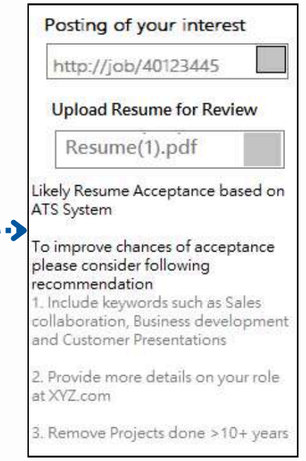
Allow free LinkedIn users to **optimize their resumes with ATS integration**, providing feedback to increase their chances of passing ATS filters

With ATS, it will also **track application status on users' end**, helping them stay informed throughout the recruitment process

Visualizing the Solution 2 - ATS Integration





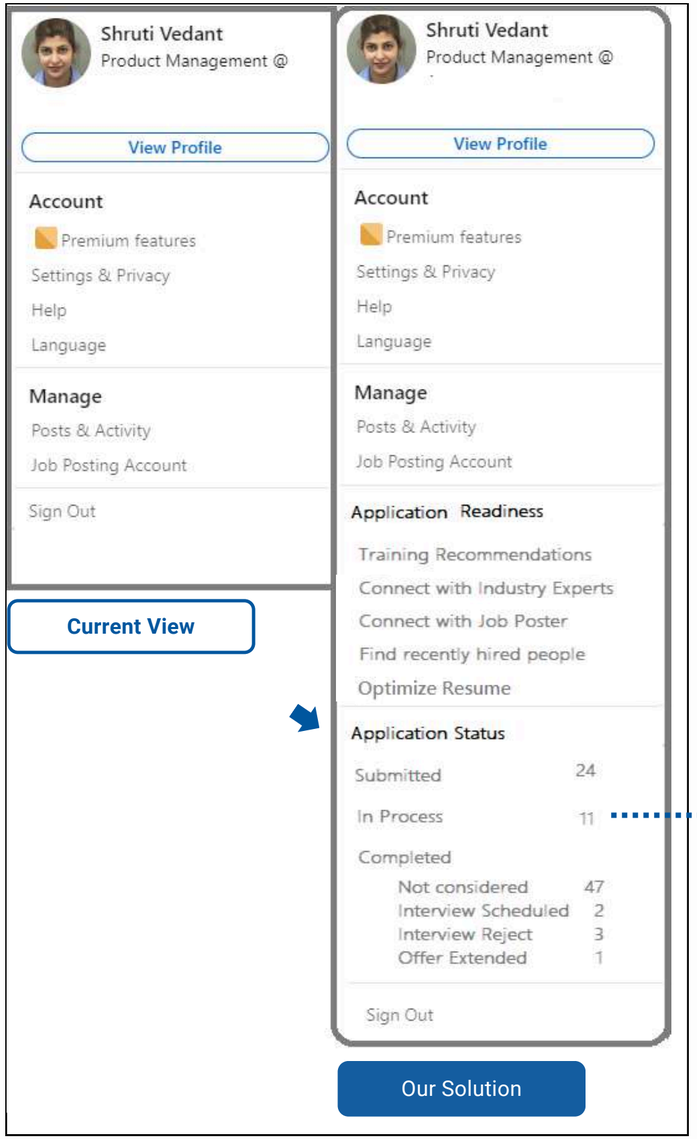


On the homepage profile navigation, users will now find two new features: **Application Readiness** and **Application Status.**

For Training Recommendations, users can **input the job link**, and LinkedIn will **analyze their profile** for a skill match, suggesting relevant **LinkedIn Learning courses** to fill any gaps.

For Optimize Resume, users can **upload their resume** along with the job link. LinkedIn's ATS system will run the resume through ATS filters, provide a **score**, and offer **feedback** for improvement.

Visualizing the Solution 2 - ATS Integration

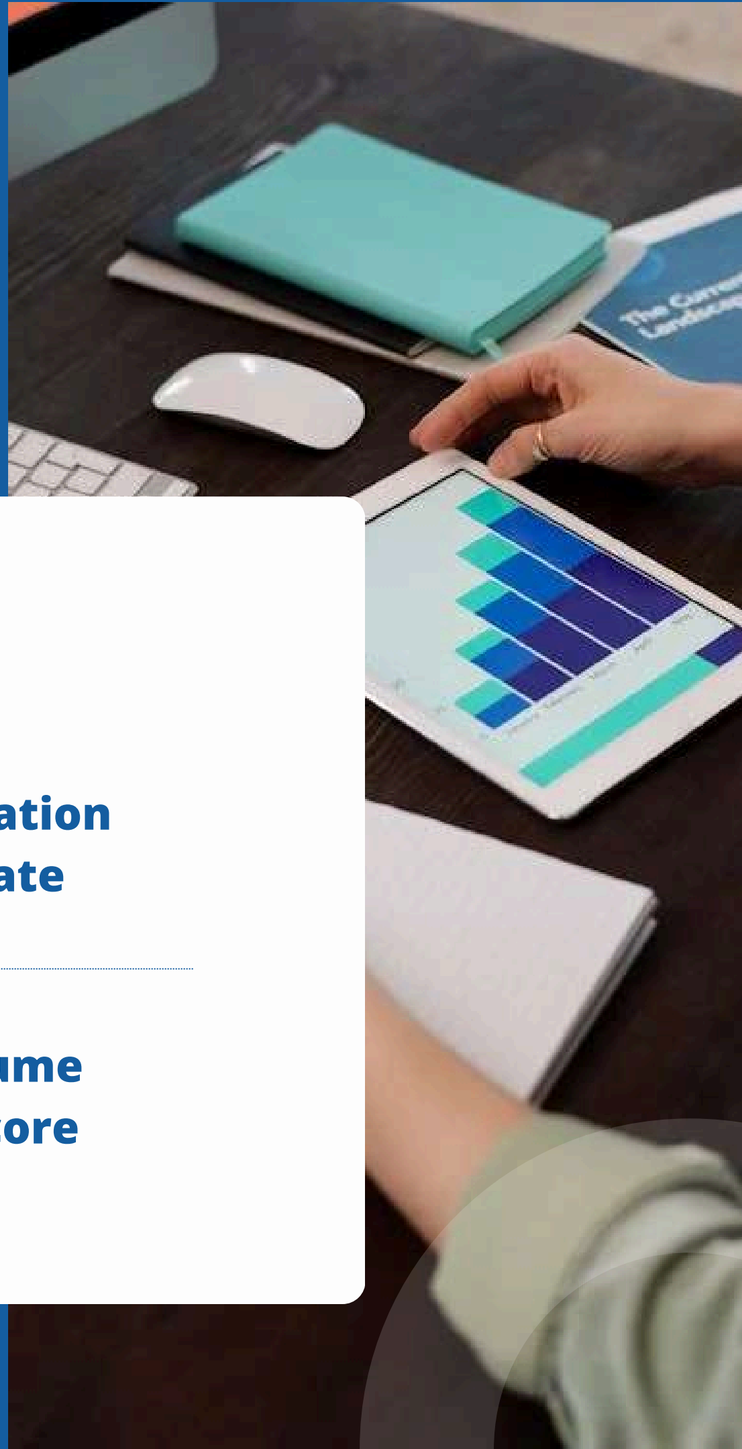


The application status tool offers a centralized view of all job applications at a glance.

It **tracks** each step and **notify** users along the process, providing users with a **clear timeline** of their application's journey, from submission to employer response, ensuring better transparency and user experience.

The Success Metrics

Visualizing the Solution 2 - ATS Integration for Resume Visibility & Status Updates



Training Recommendation Engagement Rate

Job Application Success Rate

Resume Optimization Engagement Rate

Increase in Resume Optimization Score

FREELANCE HUB FOR JOB OPPORTUNITIES & PORTFOLIO VISIBILITY

Solution 3

Freelance Hub for Job Opportunities & Portfolio Visibility

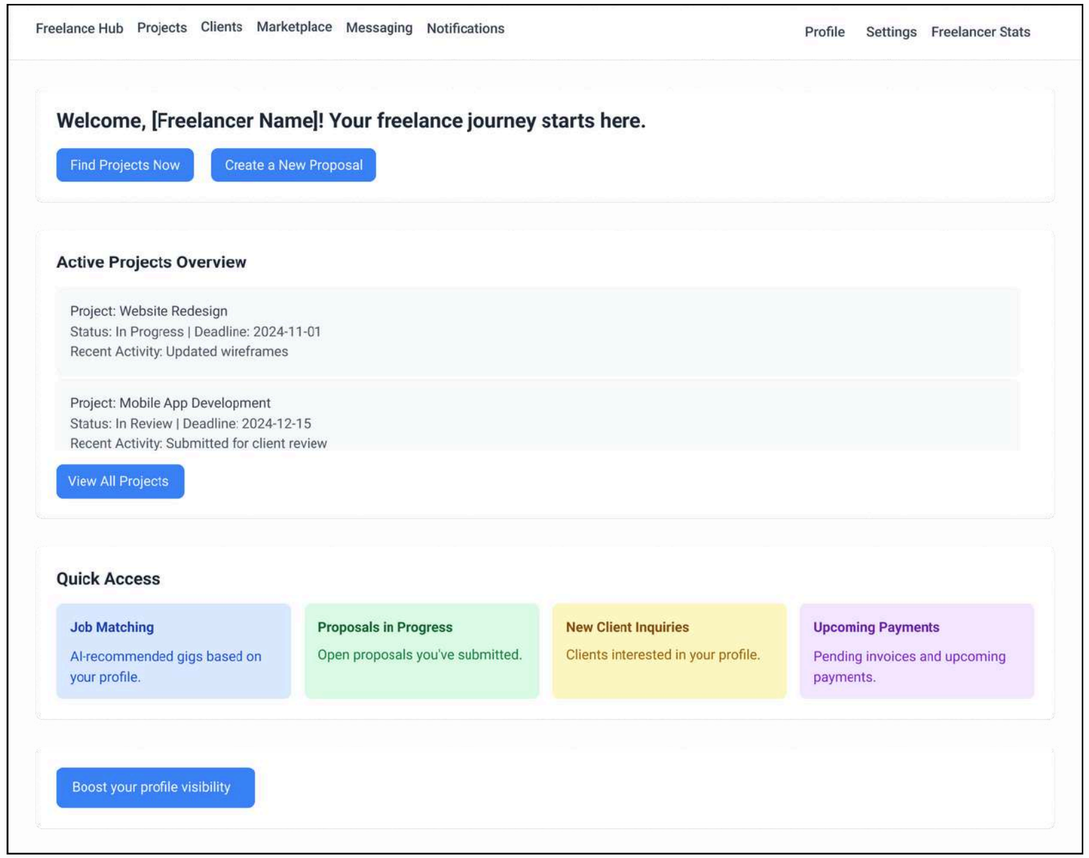
Lack of a centralized platform on LinkedIn for freelancers to find jobs, connecting with potential clients and showcasing their portfolios

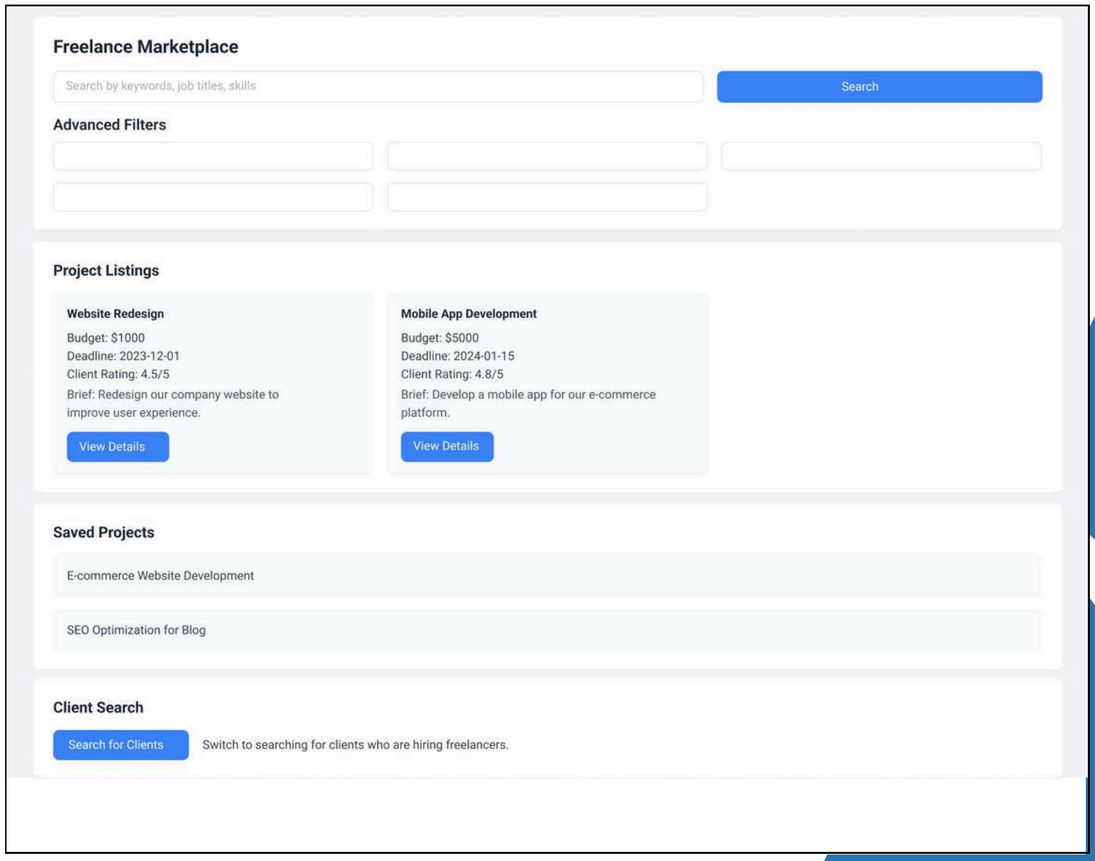
Introduce the **Freelance Hub** on LinkedIn, for users to access freelance job listings, showcase their portfolios, gain visibility, and manage proposals and invoices—all in one platform within LinkedIn.

Recruiters can also **hire freelancers** based on their performance, reviews listed on the platform.

Visualizing the Solution 3 - Freelance Hub

Once freelancers sign in to the Freelance Hub, there is a **personalized dashboard** displaying their active projects, options to find new projects, or create and submit new proposals.

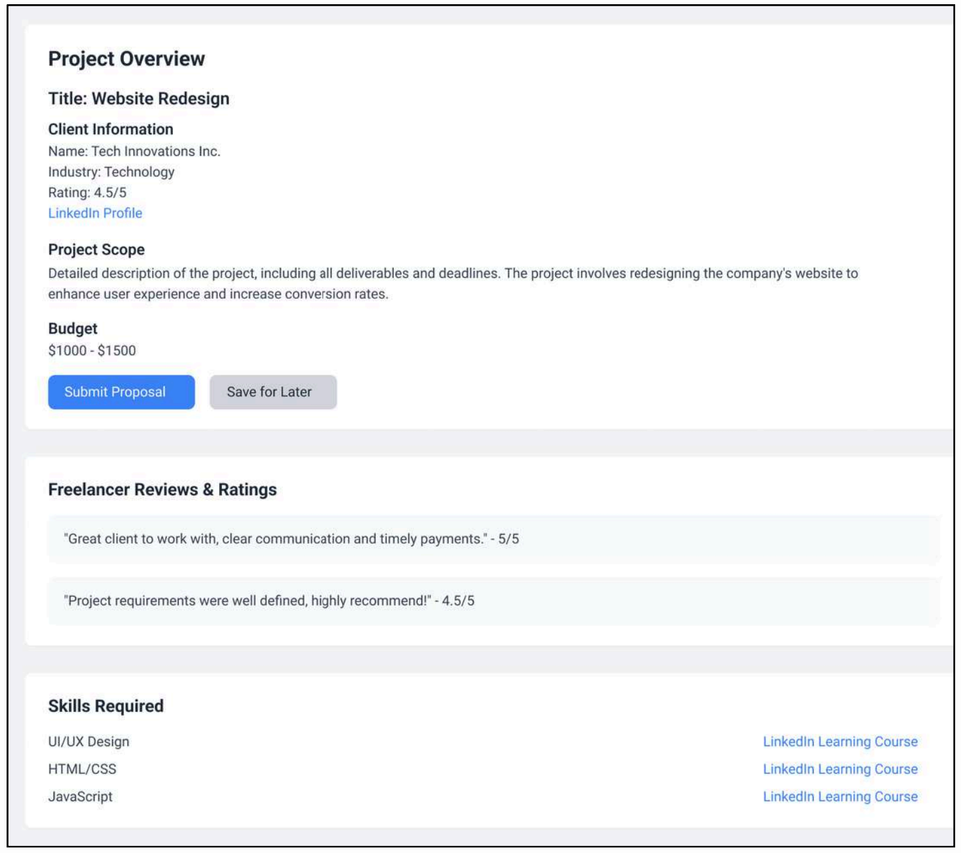


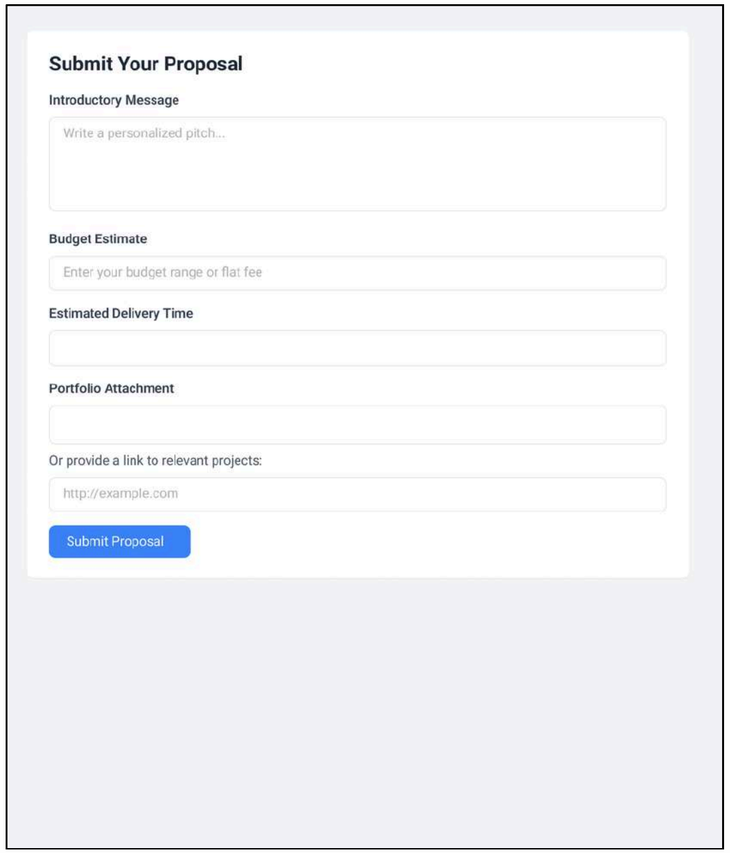


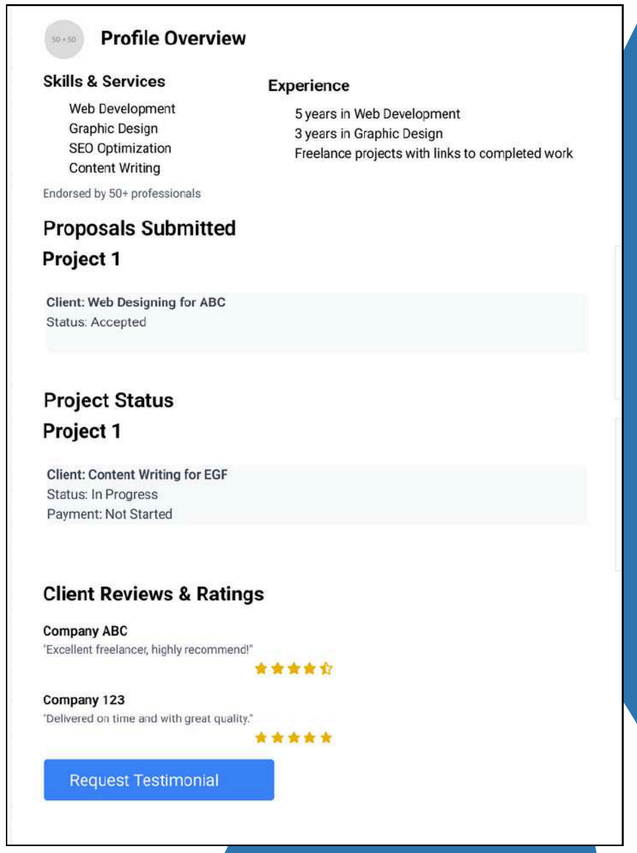
When freelancers click "Find Projects Now," they are taken to the **Freelance Marketplace.**

Visualizing the Solution 3 - Freelance Hub

If they click on a project, **detailed information** about the project is displayed. From here, freelancers can **submit their proposal directly.**



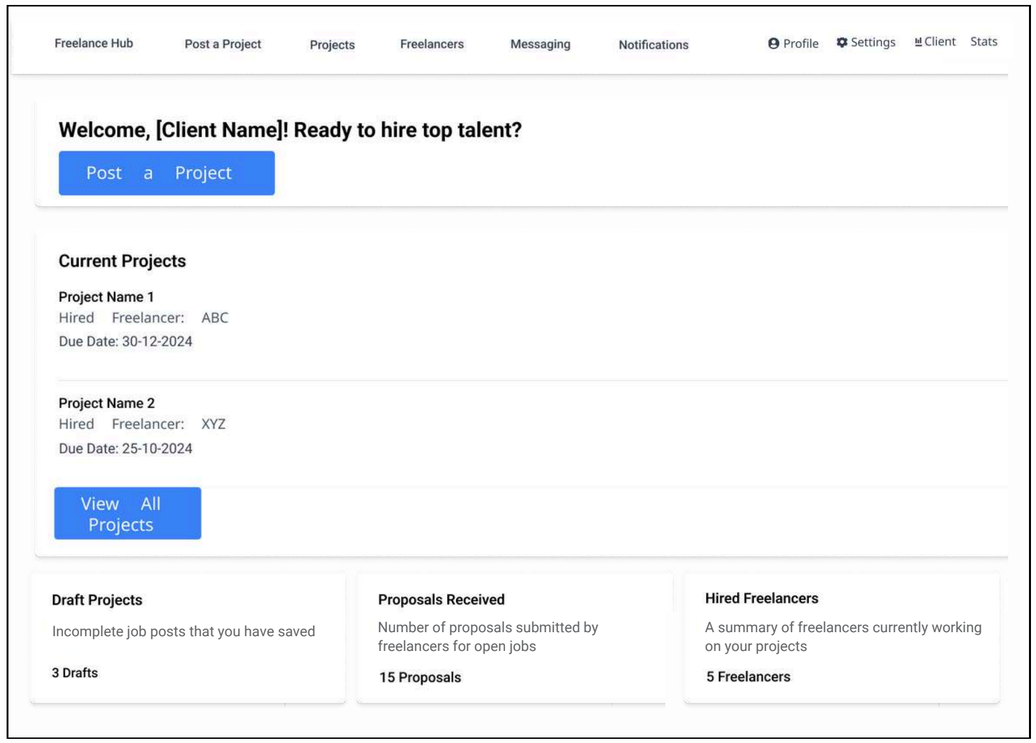


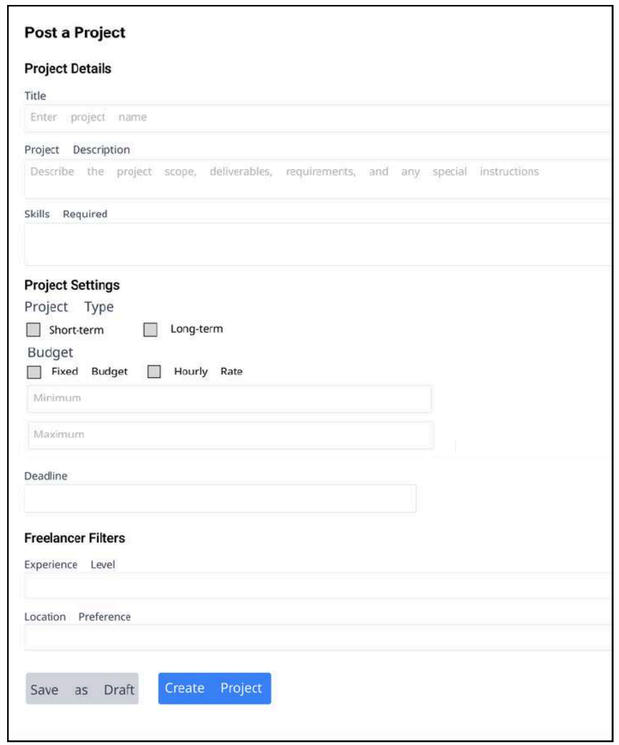


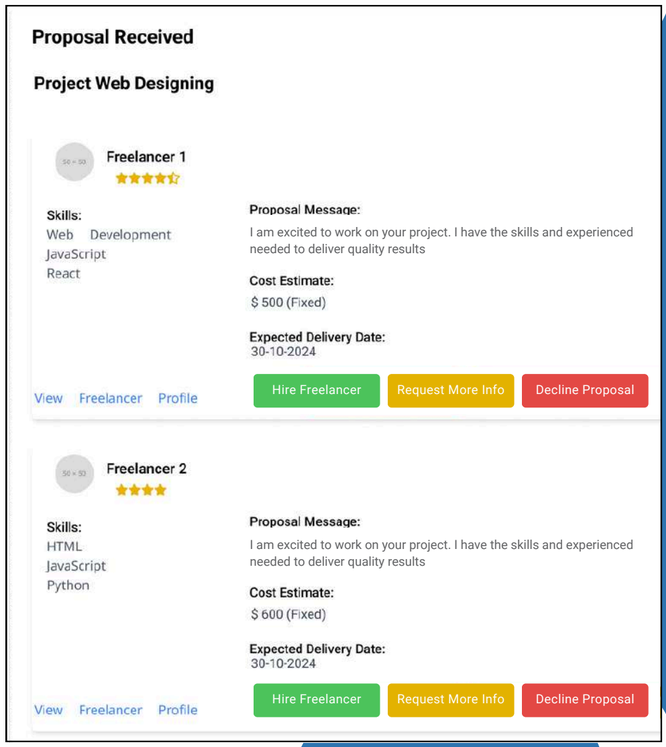
Freelancers also have a clear **project submission summary** on their dashboard.

Visualizing the Solution 3 - Freelance Hub

On the client side, hiring managers can log in to the Freelance Hub and access their own dashboard. They can **post new freelance projects** and view a list of submitted proposals.



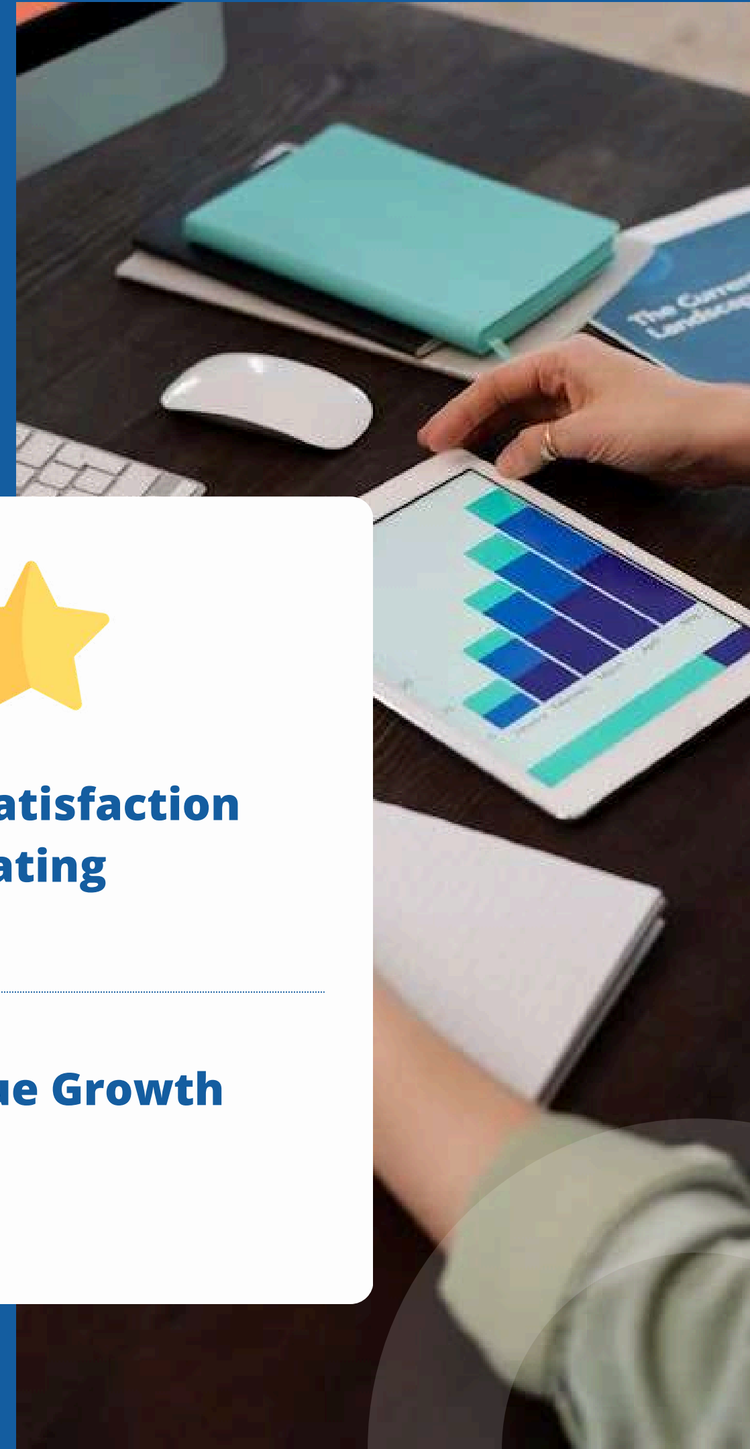


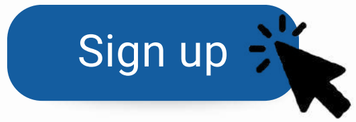


The dashboard allows them to **hire, request more information, or decline proposals** with ease.

The Success Metrics

Visualizing the Solution 3 - Freelance Hub for Job Opportunities & Portfolio Visibility





Freelance Hub Adoption Rate

Daily Active Users on Freelance Hub

Increase in Freelance Job Listings & Proposal Submission

Market Share Growth in Freelance Marketplace

Users Satisfaction Rating

Revenue Growth

THANK YOU

Brought to you by Cohort 34

Suraksha Hegde

Teoh Tze En (Quinn)

Shruti Vedant

Prashanth Gangirala

Click here for the detailed case study