



SHOULD MY ORGANISATION INVEST IN LINKED ?

MUST READ

ARE YOU B2B

First, understand: does your audience live on LinkedIn?

Many people don't know if LinkedIn is right for their organisation. And rightfully so. LinkedIn has a lot of functionality. Knowing what data LinkedIn has and how to search it is 1/2 the problem.

Here's how you can start finding if your ideal target audience is on LinkedIn.

See if you can fill in these 4 categories.

The screenshot shows the LinkedIn Sales Navigator interface with the following filters applied:

- Company:** Current Company, Past Company, Company headcount (1-10, 11-50), Company type, Company headquarters.
- Role:** Function, Job title (Founder, Chief Executive Officer), Seniority level, Years in current company, Years in current position.
- Personal:** Connection, Connections, Geography (California, United States, Australia), Groups, Industry (Computer Software), First Name, Last Name, Profile language, TeamLink connections of, School, Years of experience.
- Spotlights:** Activities and shared experiences.
- Workflow:** Account lists.

Four blue arrows point to the following categories:

- Current Company (under Company)
- Job title (under Role)
- Geography (under Personal)
- Industry (under Personal)

Exercise 1: Do you have what LinkedIn needs?

Have a go at filling this in for each of your ideal customer profiles:

Job title: _____


Industry: _____


Geography: _____

Company Headcount: _____

Now let's assess

 If you could fill in all these fields above (particularly the job title) then LinkedIn is for you.

 Sometimes If you can't come up with job titles but you know your target audience's function in their organisation (e.g. marketing) then LinkedIn might still be the right platform for your organisation.

 If you CAN'T fill in the above fields at all then this platform is NOT for you.

For example you may only understand your consumer's demographics or behaviour or interests say they have an interest in yoga. Then Facebook, Instagram is the better platform for you. Not LinkedIn.

Exercise 2: Validate on LinkedIn

Now that you have what LinkedIn search needs (as you've continued reading) let's now check if your audience lives on LinkedIn and how active they are.

Step 1: Upgrade to Sales Navigator in LinkedIn

Step 2: Perform a search on Sales Navigator and input in the fields from Exercise 1 at this url: <https://www.linkedin.com/sales/search/people>

Step 3: Look at total active users who fit your criteria

The screenshot shows the LinkedIn Sales Navigator interface. At the top, the navigation bar includes 'SALES NAVIGATOR', 'Home', 'Account lists', 'Lead lists', 'Smart Links', 'Messaging', and 'Referrals'. Below the navigation bar, there are tabs for 'Lead' and 'Account'. A search bar contains 'Search keywords'. Below the search bar, there are filters for '4 filters applied', 'Clear all', 'Select all', 'Save to list', and '14K+ results'. A red circle highlights the '14K+ results' text, and a red arrow points to it. The main content area is divided into two columns: 'Company' and 'Personal'. The 'Company' column has filters for 'Current Company', 'Past Company', 'Company headcount' (with '1-10' and '11-50' selected), 'Company type', and 'Company headquarters'. The 'Personal' column has filters for 'Connection', 'Connections of', 'Geography' (with 'California, United States' and 'Australia' selected), 'Groups', 'Industry' (with 'Computer Software' selected), 'First Name', 'Last Name', 'Profile language', 'TeamLink connections of', 'School', and 'Years of experience'. The right side of the screen shows a list of search results for '14K+ results'. The first result is for 'Jason B.', a 2nd-degree connection, Co-founder & Chief Partnerships & Strategy Officer at Saina Health, Inc. in the San Francisco Bay Area. Other results include 'Greg Kufera', 'Patrick Elliott', 'Maneesh D.', and 'Ayinde Alakoye', all Chief Executive Officers at various companies.

Step 4: Now add in the spotlight filter and select 'posted on LinkedIn in last 30 days' which will show you very active users.

The screenshot displays the LinkedIn Sales Navigator interface. At the top, there are navigation tabs: Home, Account lists, Lead lists, Smart Links, Messaging, Referrals, and a user profile icon. Below the navigation bar, there are tabs for 'Lead' and 'Account'. A search bar contains the text 'Search keywords'. To the right of the search bar, a red circle highlights the text '3K+ results', with a red arrow pointing to it. On the left side, there are several filter sections: 'Company' (Current Company, Past Company, Company headcount with filters '1-10' and '11-50', Company type, Company headquarters), 'Personal' (Connection, Connections of, Geography with filters 'California, United States' and 'Australia', Groups, Industry with filter 'Computer Software', First Name, Last Name, Profile language, TeamLink connections of, School, Years of experience), 'Role' (Function, Job title with filters 'Founder' and 'Chief Executive Officer', Seniority level, Years in current company, Years in current position), and 'Spotlights' (Activities and shared experiences with filter 'Posted on linkedin in 30 days'). The right side of the interface shows a list of search results for LinkedIn profiles, including Jason B., Ayinde Alakoye, Akash Bhatia, Surya Oruganti, and Cris L., each with their profile picture, name, title, company, location, and a 'Posted on LinkedIn' indicator.

Step 5: Compare this to your total market size to approximate the fraction that are active on LinkedIn.

Step 6: If you charge per user - multiply the active user count above by your average user price to approximate your Total Addressable (Active) LinkedIn Market. (TAALM).

Use this to decide whether investing in LinkedIn is for you.

Want our team to check if LinkedIn is right for you?

We can perform more in-depth checks to see if your audience lives here on LinkedIn. Talk to one of our LinkedIn experts by [booking a call here](#).