

Please Note: The questions in the assessment are based around:

- (1) this LinkedIn™ Case Study
- (2) general questions based on the SOSTAC® model and
- (3) your knowledge and understanding of marketing.



LinkedIn started out way back in 2002 in the living room of co founder Reid Hoffman who was joined by Allen Blue, Konstantin Guericke Eric Ly and Jean-Luc. The site was officially launched on the 5th of May 2003. The company has a diversified business portfolio with revenue coming from talent solutions, marketing solutions and premium subscription products.

LinkedIn's global headquarters are in Mountain View California with EMEA headquarters in London, EU headquarters in Dublin and APAC headquarters in Singapore. Available in 24 languages, LinkedIn is the largest professional network on the internet with more than 1 billion members in over 200 countries and territories. The company now employs (as of April 2025) more than 18,500 employees with offices in 33 cities around the world (9 of them in the USA).

LinkedIn Vision

Create economic opportunity for every member of the global workforce.

LinkedIn Mission

The mission of LinkedIn is simple: connect the world's professionals to make them more productive and successful.

Microsoft bought LinkedIn for \$26 billion - the largest acquisition in the tech giant's history (Wall Street Journal). With an estimated 106 million unique visitors to the site and in the first quarter 45 billion page views, 'LinkedIn knows about people better than Microsoft does or did'. (Forbes)

. Networking and content sharing have become more important for all the players in the social media spectrum. LinkedIn now integrates AI (e.g. to write posts).

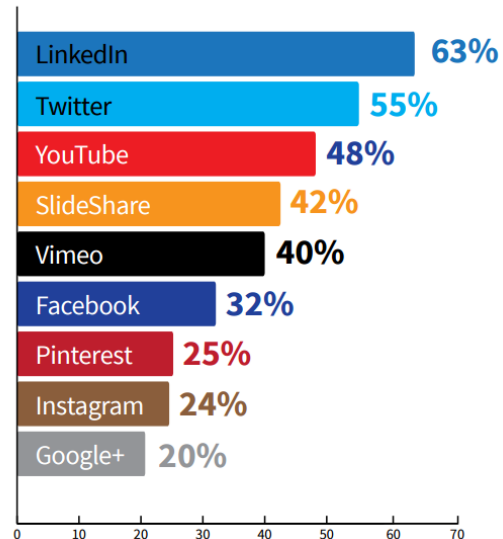
Performing Well In A Competitive Marketplace

LinkedIn is now the leading professional and business networking platform.

Recently, however, competing platforms are offering solutions to cater to multiple segments of this market.

Source: Content Marketing Institute

Effectiveness Ratings for B2B Social Media Platforms



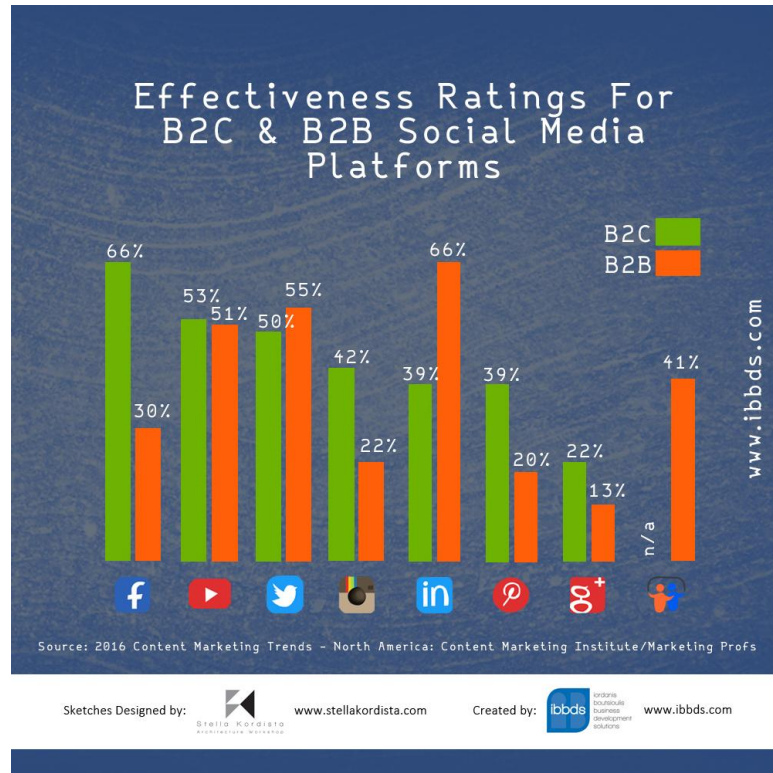
Both B2B and B2C share common platforms making it reasonable to assume that the solutions offered by one social media platform, could be marketed to users of other platforms, as they share the same traits and would most likely belong to the same segment of users.

LinkedIn has therefore understood the importance of **diversifying their portfolio** (of services) to deliver solutions to a larger and more diverse market with the option of scaling and customisation of the solution, depending on the nature and type of business.

LinkedIn Sales Navigator is a sales management tool that delivers lead generation (or sales prospecting) via the LinkedIn platform.

Sales and marketing professionals can interact with prospective customers through social media by posting useful content, answering questions (establishing themselves as experts), engaging in discussions and generally being helpful to prospects/potential customers so that, ultimately, they can move prospects through the sales funnel to eventually become customers (and, ideally, repeat customers with some becoming advocates).

LinkedIn Sales Navigator helps to build and nurture relationships with prospects and customers. It integrates seamlessly with CRM (Customer Relationship Management) systems. Response rates from InMail (its message system that connects contacts) ranges from 10%-25%. This sales management tool helps companies to include social selling (using social media to ultimately boost sales). It also helps sales teams, individuals and organisations to build their networks.



The Sales navigator app with enhancements such as CRM sync and Gmail extension are designed to make sales professionals more productive and successful. Sales Navigator now uses AI:

Lead & Account Intelligence

- *Account IQ* and *Lead IQ* are features that give users AI-driven summaries of leads/accounts, helping with research, gathering insights, and preparing for engagement.

Sales Assistant (Beta)

- This is an “agentic AI” feature (in beta) that helps with finding high-potential leads, suggesting outreach paths, and drafting messages.

Message Assist

- Uses AI to help craft more personalized first-touch messages (like InMails) based on lead/account insights.

Summaries & Insights

- Automatically summarizing data from prospects (e.g. their activity, shared connections, recent posts) to help salespeople understand what matters about a lead.

Recommendation & Prioritization

- The tool recommends which leads/accounts to prioritize based on things like behavior, shared connections, relevance, etc.

These improvements are a result of continued research into creating solution-based platforms that would deliver added-value to the end user. New features make it even easier for users to find new accounts and prospects/leads, wherever they are. Users are served daily lead and account recommendations, based on their sales preferences. Up to ten sales prospect recommendations are sent per day. These expire after 24 hours and refresh with new recommendations. Users can customize how and what they receive based on their needs.

Customers

LinkedIn gets most of its traffic (31.98%), from the US. The United Kingdom follows at 6.65% and India at 6.42%. The highest LinkedIn audience ad reach by country is American Samoa at 103%. Some businesses have accounts, and some people operate two or more accounts. Bermuda follows at 102.8% and Iceland at 94.6%. The United States ranks seventh, with a 69.3% reach.

***** Of the 1 billion+ users 57% are male and 43% female. In summary, 87% of the Inc 500 companies use LinkedIn to tell their stories, recruit, and network.

LinkedIn has another spin-off for individual users it can also accelerate its members' careers by introducing them to an average of 400 new people with access to 100 new companies looking for talent with 500+ jobs on average.

Many businesses now use LinkedIn to vet companies. 55% of Decision-Makers do observe the content posted on LinkedIn by a company and/or an individual.

But most of all, many companies now use sales navigator to generate and nurture, much needed, sales leads.

LinkedIn's Sales Navigator's campaign goals and strategies

The launch of the new app had clearly defined objectives. Creating maximum awareness among existing key customer groups of LinkedIn and also new prospective customers are key goals. A secondary goal would be to generate leads from the target audience. However, these goals need to be SMART in order to ensure that the appropriate strategy is delivered to achieve the goals. Specific numbers for these KPI objectives (Key Performance Indicators) are not available.

Sales Navigator is now available “Where you need it” with a specially designed landing page, which would serve as a lead driver to ensure that (a) the audience is made aware of the new Sales Navigator solution and (b) new demand is created.


Strategy

In order to ensure cohesion of the tactics the LinkedIn team formulated a strategy statement.

“Use a combination of email, social, PR, original content and a new specially designed landing page (A Lead Driver) to communicate that Sales Navigator is now “Where You Need It”, in order to achieve our objective of making our key target audience aware of the new enhancements and in turn, drive new demand”

The Tools –

Showcase landing page



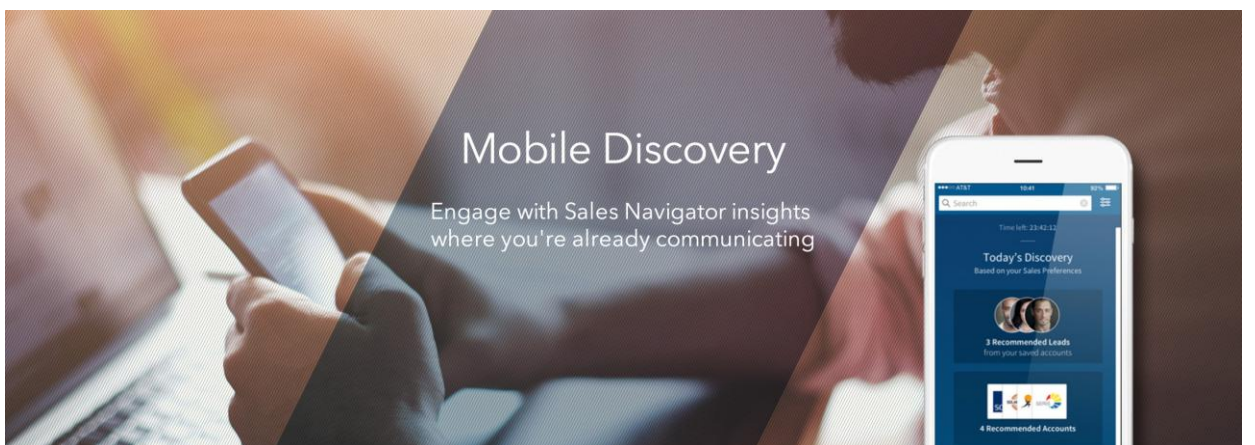
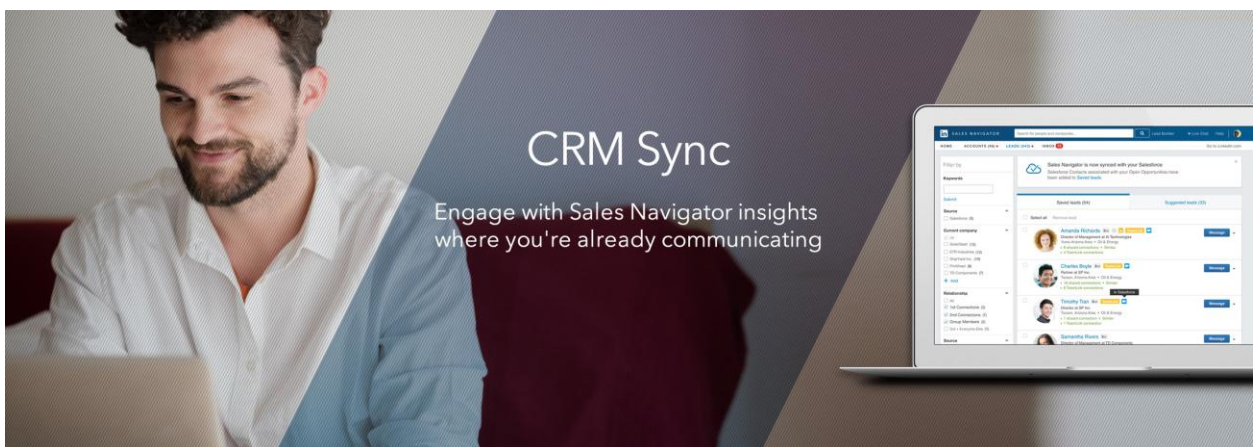
LinkedIn Sales Solutions

SALES NAVIGATOR
Where you need it
[Speak to our team](#)

LinkedIn Sales Navigator - Where you need it

Sales Navigator gives you and your sales team the necessary insights to target the right buyers and companies, understand what your buyers value, and engage them with personalized outreach. Now, those insights are easier to access than ever – available at the moments your team needs them most.

Landing page- Carousel



The integration of the landing page with three key elements such as Gmail, CRM and Mobile ensure easy access to new leads.

- The email campaign focussed on the current users whose profiles LinkedIn could use to market this new solution. The PR campaign was focused on communicating with the key stakeholders and supported by the blog post and a pitch to media outlets. The campaign also included Mike Derezin/Tom Lee as LinkedIn spokespeople who could add credibility to the PR campaign.

[Learn more](#)

Catriona,

LinkedIn Sales Navigator has been designed specifically with sales professionals in mind, to give you the knowledge you need to focus on the right opportunities, stay informed about your target accounts, and build the trust you need for successful selling.

Now we've made Sales Navigator more versatile and valuable than ever with insights and updates that reach your team at the key moments – wherever they are, and whichever platform they're using:

- Intuitive integration with CRM data for the updates, insights and opportunities you most care about
- Insights and updates within the Gmail experience – helping you find warm introductions as you reach out to prospects and contacts.
- More discoverable insights on mobile, with up to 10 lead and account recommendations surfaced onscreen daily.

Emails localized based on region and personalized based on prospect / customer status

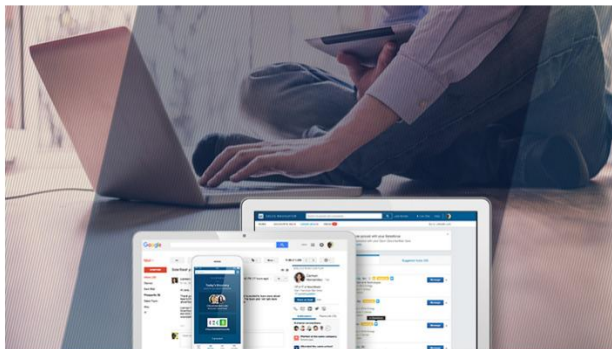


LinkedIn Sales Navigator - Where You Need It

Making it easier for sales professionals to access and find the information they need faster.

 Tom Lee July 19, 2016

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Great sales professionals rely on many tools to get their job done with the ultimate objective of getting closer to the customer, understanding their needs and building trusted relationships.

Blog posts



High Impact Imagery – Social Gifs

Execution efficiency

LinkedIn uses the RAPID framework (Recommend, Agree, Perform, Input and Decide) to ensure that the agreed strategies and tactics are executed efficiently to achieve the desired outcomes within the stipulated time frame. A cross functional implementation team takes on the key functions that come under the RAPID model of implementation.

Evaluation of the campaign

The control and evaluation methods vary. Since the email targets specific current users, LinkedIn focused on the response and engagement from the email.

The inquiry ratio against the CTR (Click Through Rate) will be useful to measure the effectiveness of the message and the CTA (Call To Action) options on the landing pages.

Number of inquiries compared with the total REACH of the campaign is a useful metric. Also the campaign budget, or investment, divided by the number of leads generated reveals the cost per lead/enquiry. These are useful metrics to use in the campaign.

--end--

End Note: due to the sensitive nature of hyper competition today, the resources, particularly budget, are not included in this case study.

Disclaimer:

This case study is provided in good faith for the online test for the SOSTAC® certified planner test. SOSTAC® global certifications cannot be held responsible for the consequences of any errors in, or misinterpretation of, this case or for any actions taken as a result of using this case study. Please refer any comments or feedback to admin@sostac.org.