

# LinkedIn for Performance Review

*Progress Update + Roadmap*

*Taylor (Manus) Golden*

*taylor.manus@gmail.com*

# Agenda

- OKRs
- Product Roadmap
- KPIs
- Business Metrics + Financials
- The Team

# The problem

Our customers feel a stigma associated with updating their LinkedIn profiles.

# Impact of the problem

If people don't update their profiles they're 40% less likely to be contacted by a recruiter or receive job offers on LinkedIn.

**Fixing this is an opportunity for us, because our main source of revenue (65%) is from the Talent Solutions products.**

# The solution

Our feature will integrate with 3rd party and proprietary enterprise performance review tools, giving employees the opportunity to export their achievements to LinkedIn every time they fill out a performance review.

# The risks

Managers don't want employees to update their profile

3rd party performance review tools will be difficult to integrate with

# Themes

- Streamline the “Share to LinkedIn” process.
- Enable compelling preview experience.
- Get buy-in from HR leaders and managers.
- Develop strong, value-based communications to prompt sharing.
- Product partnerships / sales.

# Objectives

- Integrate feature with 100% of Small Improvements clients by EOY.
- 50% of Small Improvements users who see feature click “Share to LinkedIn” button or FAQs within the first review period.
- 25% of Small Improvements users who completed the performance review shared one achievement successfully to LinkedIn.
- NPS > 0 for managers exposed to / using the feature.
- Get signed contracts from two third-party proprietary tools and two enterprise customers by EOY.



# Roadmap prioritized by timeline and key themes

Themes	Product Roadmap	Q1Y1	Q2Y1	Q3Y1	Q4Y1	Q1Y2	Q2Y2
Streamline the share-to-LinkedIn process.		Work with marketing on copy for feature	Implement feature with Small Improvements SMB clients (70% of their business)	Implement feature with remaining Small Improvements clients (30% of their business)	Create different versions of personalized copy based on function, level, industry, size of company	Rollout different versions of personalized copy based on function, level, industry, size of company	Professional achievements activity feed
Enable compelling preview experience.		Build LinkedIn API, login button, authorized posting	Collect and analyze data on user behavior - looking for cohort effects	Create and user test wireframes with two new third party tool partners	Build V1 of AI/copy suggestions feature	Rollout V1 of AI/copy suggestions feature across all tools	NPS survey
Develop strong, value-based communications to prompt sharing.		Build preview pane with LinkedIn formatting	NPS survey	Create and user test wireframes with two selected enterprise clients with proprietary tools	Rollout of feature with two new third party tool partners	NPS survey	
Product partnerships / sales.		Side-by-side achievements comparison view	A/B test copy	Research needs for AI/copy suggestions feature	Rollout of feature with two selected enterprise clients with proprietary tools		
Get buy-in from HR leaders and managers.		Partner with Small Improvements to integrate this feature with all clients by EOY1	Marketing materials to support feature: internal employee engagement, Talent Solutions returns	NPS survey	NPS survey		
			Identify top 20 third party performance review tools by market share, select two to partner with as next steps		Survey: Perceived value to relationships, using LinkedIn as sourcing, etc.		
			Identify top ten enterprise Talent Solutions clients with proprietary performance review tools and begin partnership discussions				

# KPIs

- **Quarterly User Growth:** Number of people reached, who see the feature, and have the opportunity to use it
- **Start rate:** % of users to total users who click the first “Share to LinkedIn” button; FAQs on sharing
- **Conversion Rate:** % of people who see the feature, successfully export an achievement to LinkedIn through the tool, broken down by different cohorts (ex. Function, level, time at company, location, demo)
- **% of X:** Of all LinkedIn profile updates in the U.S., what % is happening through our integration?
- **NPS**

# Business metrics

**Estimated Customer Acquisition Cost: \$31,300**

*marketing + sales spend divided by (/) # of new customers*

**Estimated Customer Lifetime Value: \$791,000**

*average revenue per customer \* margins divided by (/) churn*

# Business metrics - assumptions

Assumptions	Measuring Annually
Cost of product is based on per user basis	\$2/ user
Assumed average number of users per company for the third-party tools	300
LinkedIn Sales Team Salary	\$100,000
Sales commission per user	5% of customer revenue
Development fees priced per user	\$0.5/ user

Channel	# New customers	Total rev from new customers	Margins	Assumed Churn	ARPA (Average rev per customer)	Sales cost	CAC	LTV
LinkedIn Sales Team	5	\$1,130,000	70%	20%	\$226,000	\$156,500	\$31,300	\$791,000

Partner	Number of Companies	Number of Users (Total)	Revenue (\$2/user)	Development costs (\$.5/per user)	Sales Commissions	
Customer 1	Small Improvements	700	210000	\$420,000	\$105,000	\$21,000
Customer 2	Third-party tool #1	800	240000	\$480,000	\$120,000	\$24,000
Customer 3	Third-party tool #2	300	90000	\$180,000	\$45,000	\$9,000
Customer 4	Enterprise client #1	1	15,000	\$30,000	\$7,500	\$1,500
Customer 5	Enterprise client #2	1	10,000	\$20,000	\$5,000	\$1,000
<b>Totals</b>		<b>565,000</b>	<b>\$1,130,000</b>	<b>\$282,500</b>	<b>\$56,500</b>	

# Business metrics - risks

Assumptions	Measuring Annually
Cost of product is based on per user basis	\$2/ user
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LinkedIn Sales Team Salary	\$100,000
Sales commission per user	5% of customer revenue
Development fees priced per user	\$0.5/ user

Product market fit, customers will buy at this price!

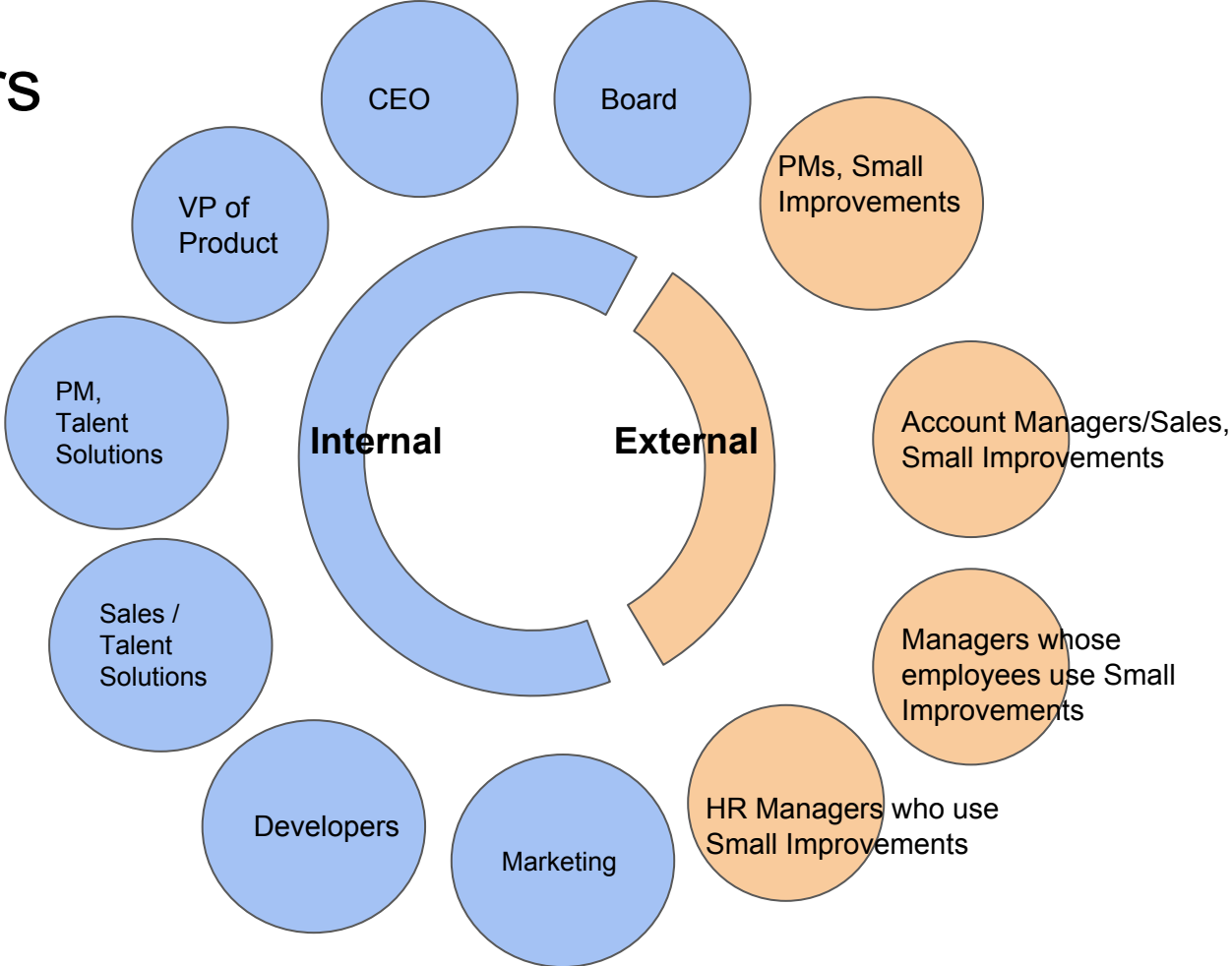
Based on initial market research, we evaluated this pricing strategy as most advantageous (focus on volume) based on our focus on percentage impact on overall LinkedIn profile updates.

Development work is fairly straightforward.

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# Stakeholders



# Stakeholder communication plan

## Internal:

- VP of Product:
  - Weekly progress / OKR check-in
  - Monthly progress report for CEO and board
- Talent Solutions Team
  - Sales: weekly meeting pre- and post-implementation of feature with enterprise accounts
  - PM of Talent Solutions: to attend after implementation (data gather)
- Developers: daily standups
- All: weekly status email

## External

- Small Improvements PM: Weekly progress / implementation check-in (Small Improvements Account Managers/Sales teams reporting data and client feedback to PMs > LinkedIn PMs)
- Dashboard of implementation with clients and key metrics @ Small Improvements

# Tools

- Google calendars, Google docs for specs
- Jira for story organization
- Slack for communication
- Proprietary dashboard system to create KPI reports and data on exports from Small Improvements, other third-party tool integrations



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			Identify top 20 third party performance review tools by market share, select two to partner with as next steps		Survey: Perceived value to relationships, using LinkedIn as sourcing, etc.		
			Identify top ten enterprise				
			Talent Solutions clients with proprietary performance review tools and begin partnership discussions				
		2 engineers		2 engineers	2 engineers		
		1 designer					
		1 copywriter		1 copywriter			
		1 data analyst		1 data scientist	1 data analyst, 1 researcher		
		1 account manager / sales person to work with Small Improvements to start	2 account managers / sales people: 1 for third-party tools, and 1 to serve as account manager for proprietary enterprise accounts	2 account managers / sales people to be assessed by growth of third-party and enterprise clients			
				1 PM for AI/copy suggestions feature			

Questions?

# Seeking thoughts on...

- Based on your experience with enterprise relationships, do you think there's an opportunity to establish two completely different business models?

**Thanks!**  
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