

SUITS OF STRATEGY

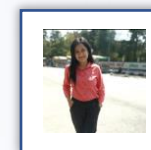
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Framework | Five step turnaround framework for LinkIn



Define & Analyse

Clearly outline and define the performance problem and do a RCA



Scope & Strategy

Strategic planning and do the SWOT analysis



Link & Action

Turn the strategic plan and develop it into an action plan



Implementation

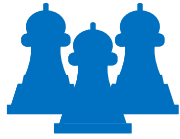
Implement the action plan and ensure all coaching and required support



Review

Conduct regular reviews and ensure continual improvement

Define & Analyse | Birds eye view of factors leading to decline



Missing product development strategy

- Diminishing **value proposition**
- **Low barrier to entry**
- Failure to capitalize on early mover advantage



Mis-aligned Marketing

- Marketing **focused on customer onboarding**
- Unclear **product positioning**



Foresee effect of pandemic end

- Shifting of users to other platforms
- **Lack of diversification**



Lack of Innovation

- Unable to meet **evolving customer expectations**

Scope & Strategy | Redefining and prioritizing target audience key to define turnaround strategy



Key & Action | Enhancing user engagement and security key actions planned



Enhance user engagement

- Develop system of earning coins/rewards in games and devise the ranking of the gamers in the country.
- **Integrate audio & utilize AI to bridge gap** of language across users.



Organizing inhouse competition

- Leverage the large userbase to **organize global and country level competition.**



Develop premium version

- To provide add-free experience. Customer can use earned coins to **get access to premium version.**



Acquisition of new users

- **Promote referral** through gifting coins to existing and new users.



Diversification of portfolio

- Organize concert/ gaming competition/ other activities



Enhancing security

- Devise break out room for the people looking for **undisturbed experience and improve security protocols**



Retaining existing customers

- Develop in house reward system programs to empower the users.

Implementation | Reward system and premium version implementation essential to engage more users



Create “*earn coins systems*”

Reward System



Earn coins/rewards through **performance**



Earn coins /rewards through **referrals**



Earn coins /rewards through ***winning competition***

Utilize coins



Get the premium version*
access



Get access to ongoing
activities on platform
(concert)



Tie-up with companies to
share offers utilizing coins

**Premium version provides add-free experience*

Review | Continuous customer feedbacks and evaluation need to be ensured

Feedback



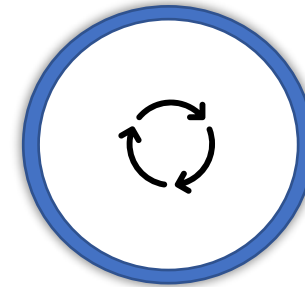
Need to ensure **continuous customer feedback** to **understand gaps** in user needs

Refine Strategy



Based on feedbacks refine the strategy in a continuous manner while **maintaining long term vision**

Continuous
Evaluation



Performing continuous evaluation to **enhance user engagement**

Round 3 Twist

Strategy for countering negative marketing at LinkIn

Issuing company's stance and refining of existing moderation systems are the immediate steps

Critical Response | Key actions planned for tackling the negative PR for LinkIn (I/II)



Revisit moderation systems : Create a dedicated team to identify all the shortfalls in the current moderations system and suggest changes and action plan.



Issue a statement : saying you condemn any harassment on the platform and your platform is always neutral



Reaching out to the affected users: the organization the should reach out to the concerned users to understand their side of the story



Remove any content that goes against existing community standards : actively look into the reported content by the users



New user verification method : Market the new user verification methods introduced (adds positive image to the platform)

Effectively using other media platforms and association with antibullying activities key to establish long term goodwill

Critical Response | Key actions planned for tackling the negative PR for LinkIn (II/II)



Effectively use other marketing channels: Launch a separate #LinkIn_against_bullying - extrapolate use the inhouse posts and promote campaigns in this hashtag in other media (television, billboards)



Change perception : Use existing hashtag to create posts on how LinkIn stands against cyberbullying.



Association with antibullying activities : Sponsor online events / seminars conducted by influencers/organizations related to cyber bullying



Publish your stance on moderation and cyber bullying : Have a user moderation and anti bullying document embedded in your website and social media pages



Create a rebranding strategy : Build an advertisement on various platforms showcasing inclination towards antibullying , data privacy and moderation

THANK YOU !
