

Linkedin

[Business](#), [Management](#)



LinkedIn Question One LinkedIn Inc. ranks as one of the largest professional networking company in the world with a record 300 million members across the world. The escalation in the number of members from just hundreds, when the company started in 2003 to approximately 300 million currently, shows that the enterprise is progressing well (Aguado, 2014). Furthermore, LinkedIn members spread across nearly 200 countries depicts that it is doing its marketing campaign effectively, and this implies success. Surprisingly, the company started in as a personal idea of the co-founder Reid Hoffman but today the company composes of Google, Microsoft, TiVo and Yahoo among others. If the business grew to appeal such technology giants, then it implies that it is performing well in its investment portfolio and the brand position. Additionally, the company trade in the New York Stock Exchange market that makes it benchmarks its performance with competitors and attracts investors for future expansion.

The company stock index shows positive progress making it among the competitive companies to watch. Nevertheless, the company is networking professionals across the world, which is creating a pool of talents and promoting the exchange of information concerning all business aspects. In summary, the company is on the positive trend of improvement in both investment and membership across the globe (Normie, 2013).

Question Two

As LinkedIn CEO, some of the strategic decisions made to facilitate company's future expansion include taking advantage of the social media platform to increase membership and revenue from the membership subscription. The company would also increase its market campaign and

improve its brand image to ensure that its stock price index remains high, hence attracting the investors and more technology company to become part of it. Additionally, the company would increase professional connection to increase the number of people and organizations identifying with it. In addition, the company would ensure it attracts some of the best employees, especially in the marketing and investment section, to ensure that it continues expanding. For example, having very influential regional sales managers would provide the company presence felt in countries globally. If the company hires the best investment analyst team, then it would be able to make strategic investment decisions, which would increase the business earnings and competitiveness. In conclusion, the strategic plan for the enterprise would primarily focus on revenue growth, membership expansion, brand positioning and an increase in investments.

To sum up, LinkedIn company growth since 2003 to date is remarkable; its membership and cross-border presence is a testimony. Many professionals can connect efficiently and exchange ideas because of LinkedIn. As the social media platform continues to take a center stage as one of the primary business functionality, a sound strategic planning will enable it to join some of the best trading stocks on the NYSE.

References

- Aguado, G. (2014). Brand management on LinkedIn Development of a contacts network in the area of strategic relationships. *Adresearch ESIC*, 009, 8-21. doi: 10. 7263/adresic. 009. 001
- De Wert, C. (2012). Perfectioneer uw LinkedIn-profiel. *SKIPR*, 5(9), 32-33. doi: 10. 1007/s12654-012-0175-z

Normie, L. (2013). LinkedIn Gerontechnology. *Gerontechnology*, 11(4). doi:
10.4017/gt.2013.11.4.014.00