

# LinkedIn Available Market Assessment

## Research & Insights to Drive Intelligent Decisions

Everywhere you turn, someone is telling you LinkedIn is the place for B2B business development. The truth is, you can burn through a lot of time and money on LinkedIn if you can't reach your buyers.

It happens more often than you might think. It's why we do an Available Market Assessment at the beginning of every engagement. Before we go any further, we want to know what the potential is for you on LinkedIn - and you probably do, too.

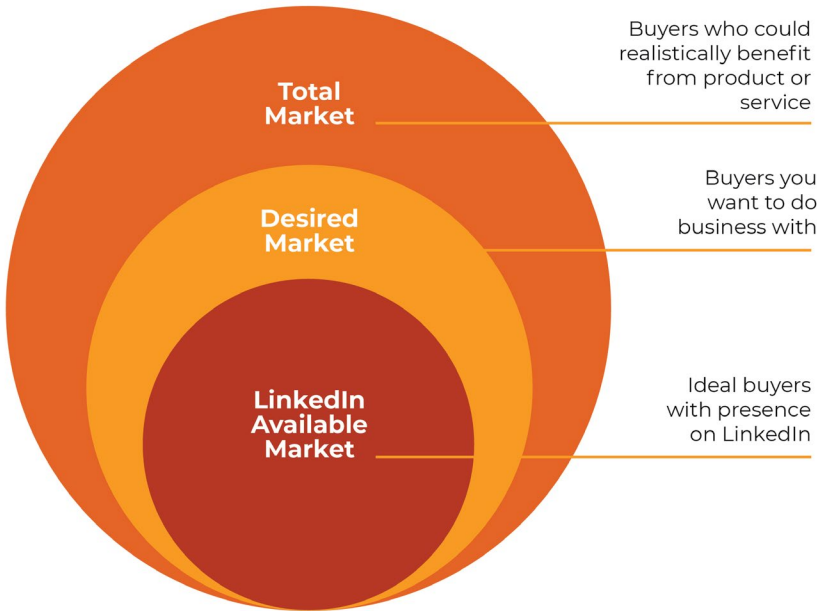


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# What is your available market

“Total available market” and “serviceable available market” are terms commonly used to indicate revenue potential for a product or service. “Total” refers to the overall size of the market for the product/service; and “serviceable” refers to the part of the market that is geographically relevant. It’s a way to understand the potential size of an opportunity.

Your LinkedIn Available Market is the number of organizations and/or buyers who meet your criteria for an ideal account. For example, let’s say you want to do business with accounting firms located in the United States who have more than 50 employees and specialize in forensic investigations. Your available market is all of the companies that match your criteria and have a presence on LinkedIn. However, just running a search on LinkedIn or Sales Navigator won’t give you an accurate view. (See Realistic Market Size below.)



# How we evaluate your available market

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**There are three important factors to consider when evaluating LinkedIn opportunity** - the number of ideal accounts and buyers on LinkedIn, how easy (or difficult) it will be to engage them and how long it will take to run out of opportunities.

Put together, these factors tell you, among other things, the number of opportunities you can expect to add to your pipeline and your net new revenue potential.

**Realistic Market Size.** Running a Sales Navigator search for your ideal accounts and buyers is a starting point, but that number alone provides falsely high expectations. To get a more accurate number, we apply filters and discounts to focus more tightly on companies that would be great clients and to adjust for known inaccuracies in the Sales Navigator search engine.

**Prospect Accessibility.** Just because a prospect has a LinkedIn profile doesn't mean they are paying attention, and you need to know how many of those prospects are actually reachable. To determine this, we look at the profiles, networks and participation levels of a representative sample, applying a ranking system we've developed through 10 years of experience to determine the probable level of ease or difficulty in engaging your ideal buyers.

**Opportunity Runway.** No matter what any "expert" tells you, a LinkedIn program that successfully fills your sales pipeline with highly qualified opportunities is going to require an investment in time and, most likely, money. It's unwise to make the investment to turn the LinkedIn taps on if it's going to run dry in a matter of months. The length of time LinkedIn can continue to produce desired results is a factor of market size and prospect accessibility.

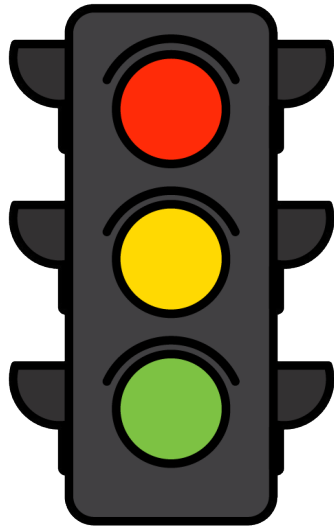


## What to do with this information

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This custom research and analysis ensures you've done your due diligence before committing your resources. You'll experience one of three beneficial outcomes.

- ▶ **1.** If we confirm that LinkedIn is a good business development channel for your product or service, you can move ahead with confidence. If you want us to develop a strategy and plan for you, we'll apply your Available Market Assessment investment toward your LinkedIn ConversionPlaybook.
- ▶ **2.** If you choose to go it on your own or work with someone else, you'll have credible, measurable performance goals you're unlikely to get anywhere else.
- ▶ **3.** If we find that LinkedIn is not a viable new business channel for you, we may be able to suggest modifications that will make it more lucrative. If not, you've saved potentially thousands of dollars and a lot of time.



### **STOP**

LinkedIn is not a good channel to reach your target market.

### **RECONSIDER**

LinkedIn is weak on some criteria. Can you make changes?

### **GO FOR IT**

Analysis indicates LinkedIn is full of reachable prospects.

## **Interested?**

If you want to know what LinkedIn has to offer before you go much further, book a 15 minute call with Mindi to talk about next steps.

**BOOK NOW**