



LinkedIn Features Available to Premium Business Members

Profile

- ◆ External links – 2 in profile intro, 1 in Services
- ◆ Profile sections in Featured – recommendations, experience, licences and certifications, courses
- ◆ Media and reviews – display in Services section
- ◆ Premium badge – displays below banner
- ◆ Service provider matches – allows you to receive work proposals from potential clients
- ◆ Premium peer suggestions – connect with peers to grow your network

Messaging

- ◆ Unlimited personalised messages with connection invites
- ◆ Open profile – anyone on LinkedIn can contact you directly for free, even if they are not connected with you.

Analytics

- ◆ Who's viewed your profile –Includes Interesting Viewers: Can help you get a job, Works at a company you follow, Influencer on LinkedIn, Senior leader with your job function, Senior leader in your industry.
- ◆ Ideas for your next post – pulls together your previous posts and the engagement received, your profile and listed skills, your network and their posts and engagement, plus 'Trending topics' to come up with 3 suggestions for your next post.
- ◆ Who's viewed your profile since this post – sits in post analytics

AI

- ◆ AI headline writer – do NOT use this except for keyword idea!
- ◆ AI messages – often shows up with new connections
- ◆ AI assistance to write sections of profiles
- ◆ AI post writing

Job-hunting

- ◆ Résumé feedback
- ◆ Conversational job search
- ◆ AI cover letter