

LinkedIn and X Premium: cost and benefit

A decision aid for you and David. It doesn't approve a purchase, renewal, upgrade or cancellation.

THE RECOMMENDATION

LINKEDIN PREMIUM COMPANY PAGE

Wait

Hold until a named person owns follow-up on Page visitors and engagement, with a process to log it. When that's in place, start with an eligible free trial or one monthly cycle.

X PREMIUM PLUS

Confirm first

If DCA already pays for it and Grok is used for recurring DCA research, keep it monthly for a documented 30 days. If it isn't active, don't buy it until the account, tier, payment owner and workflow are confirmed.

No annual billing on either product until a monthly test shows DCA uses the features and gets useful, attributable value.

What you said on Tuesday, September 29th

“I want to hold on LinkedIn Premium just until we're ready to actually follow up on leads and sign clients.”

“I'd rather just keep the costs down and seed our content right now, and then turn it on when we're ready.”

“If it is the 40, keep the Grok, and the reason I say that is because I use Grok to, if I need something related to X, I use Grok to find it.”

DCA record: the recorded weekly call. The call set the intended use. It didn't settle whether DCA pays for Premium Plus today, whose account it's on, who pays, the renewal date, or whether bundled Grok matches standalone SuperGrok. Those are listed at the end as not verified.

Where DCA starts

DCA's own August figures of record, pulled September 2nd, show the same pattern on both channels: people who see DCA's posts respond to them, and fewer people see each one. The August report put it as “The constraint is reach, not craft.” Paid tiers can add reach, but their extra signals only pay off when someone acts on them.

LinkedIn, free Page

6.33% ENGAGEMENT RATE Excellent tier, 4 to 6% target	64.5 MEDIAN VIEWS, ROUTINE POST Down 29.9% on July	2,466 IMPRESSIONS Up 80.9% on July	236 FOLLOWERS 46 added in August
---	---	---	---

X, free account

1.83% ENGAGEMENT RATE Below the 2 to 4% average band	0 LINK CLICKS Same as July	1,690 IMPRESSIONS Up 135.7% on July	Free ACCOUNT TIER As of September 14th
---	---	--	---

What each option costs

OPTION	PUBLIC PRICE, USD	WHAT MATTERS FOR DCA	SOURCE, CHECKED
LinkedIn Premium Company Page	\$99.99 / mo \$839.88 / yr	Page verification, premium badge, testimonials, audience insights, invitations to people who engage. It doesn't identify every visitor.	Official platform information. Price published by LinkedIn, checked September 14th. On September 29th the page showed three plans with no price visible.
X Premium	\$8 / mo \$84 / yr	Checkmark, larger reply prioritization, reduced ads, Media Studio, higher Grok usage limits. Not SuperGrok.	Official platform information, September 29th. Web prices.
X Premium Plus	\$40 / mo \$395 / yr	Everything in Premium, plus SuperGrok, Grok Bot, no ads, largest reply prioritization, Radar Search and Articles.	Official platform information, September 29th. Web prices.
SuperGrok, bought alone	\$30 / mo	xAI's paid Grok plan.	Official platform information, September 29th.
Free Grok	\$0	Whether its limits cover DCA's research volume: not verified.	Official platform information, September 29th.

The \$38 versus \$40 caveat. Standard X Premium plus standalone SuperGrok is \$38 a month, against \$40 for Premium Plus. That's a price comparison only. It doesn't show that features, limits, account linking or entitlements are the same. Equivalent entitlements: not verified. App and checkout prices can differ from the web prices above.

LinkedIn: what has to be in place first

- 1. A named person responsible for follow-up
- 2. A confirmed Page Super Admin and payment owner
- 3. DCA's logged-in price and trial offer, verified
- 4. One place to record visitors, outreach, replies and where each lead came from
- 5. An agreed response window

During a test, track buyer-side Page visitors, followers gained from invitations, call-to-action activity, service requests, follow-ups completed and qualified conversations. Keep it only if those signals get used and lead to attributable, qualified activity. More visibility doesn't guarantee leads or clients.

Independent research on X reach

Median impressions per post



Buffer studied 18.8 million posts from 71,000 X accounts, August 2024 to August 2025, published October 2nd, 2025. It shows a pattern between paid tiers and reach, not proof that paying causes it, and it isn't a forecast for DCA. Reach changes on DCA's own account can't be credited to Premium Plus without a controlled baseline.

X Premium Plus: a 30-day record

This applies only if Premium Plus is already active, or is approved later. A one-line note per session is enough.

FOR EACH DCA RESEARCH SESSION	TODAY
The date, and that Grok was used for DCA	Not yet available
The business question	Not yet available
Source links returned, and checked independently	Not yet available
The usable insight, account or post opportunity it produced	Not yet available
Approximate research time saved	Not yet available
Whether free Grok or standard Premium limits would have blocked it	Not yet available

No baseline or pass line is set; that's DCA's call. A checkmark, impressions or follower growth aren't proof of leads, and a reach change can't be credited to Premium Plus without a controlled baseline.

Which product fits which situation

SITUATION	FIT
No named LinkedIn follow-up owner	Wait on LinkedIn Premium Company Page
Ready to follow up, with an eligible trial	Run the trial or one monthly cycle
Premium Plus already paid for, Grok used for recurring DCA research	Keep it monthly for the 30-day record
Premium Plus not currently paid for	Confirm ownership, tier, price and workflow before buying
Only Grok research is needed	Try free Grok first, then standalone SuperGrok if limits block the work
Only X platform features are needed	Standard X Premium
Both X tools and SuperGrok used consistently	Premium Plus may be simplest, if the 30 days support it

Facts to confirm, all not verified

- Current X subscription tier
- Personal or DCA account ownership
- Payment owner and renewal date
- Logged-in X price and included Grok entitlement
- How often, and for what, Grok is used for DCA
- LinkedIn Page Super Admin
- LinkedIn trial eligibility and logged-in price
- Who follows up on LinkedIn activity

Smallest next step: confirm DCA's current X tier, account and payment owner, and whether a recurring DCA research routine in Grok already exists. No purchase action.

How the research got here

Monday, August 3rd DCA X strategy research, including how Premium affects reach. INTERNAL RESEARCH RECORD	Wednesday, September 9th LinkedIn Premium and X Premium named as options on the weekly call. A cost-benefit analysis was requested. Nothing approved. DCA RECORD	Monday, September 14th First full analysis. Company Page product separated from personal Premium, X tiers compared. Nothing bought. INTERNAL RESEARCH RECORD	Tuesday, September 29th Updated for your timing and your use of Grok. Public prices rechecked. DCA RECORD
---	--	--	---

Sources

Official platform information: [LinkedIn Premium Company Page](#) · [X Premium FAQ](#) · [About X Premium](#) · [xAI pricing](#). Independent study: [Buffer, X Premium study](#). DCA figures of record: August 2026 Performance Report. DCA record: the weekly calls of Wednesday, September 9th and Tuesday, September 29th. No DCA outcome, savings or lead figures are used in this document.