

# Marketing Guide

## Background:

- **Background information:**

Recent graduates may not be fully professionals yet, but we want to recommend the best jobs to recent college graduates based on their skills and preferences to:

- 1- Increase chances to recent graduates to get a great hire.
- 2- Expand the network to create a professional community.
- 3- Discover emerging talent early.

- **Problem Statement:**

There is a problem for a recent graduate to find the appropriate job.

- **Product Goals:**

- We will add some tips in the application to expand their network communication.
- We will find some hiring opportunities or internships for them.
- We will add some courses and small projects to help them to find and enhance their career.
- We will add the director feature with a minimum price subscription to help them use the application and help them to develop their personal account and find some hiring opportunities or internships.

## Market background:

We will write a short description of our market and audience:

- **target audience:**

- Fresh graduates
- Unemployment's peoples.
- Senior students who want to improve their skills.

- **target market:**

- We will launch our application in Saudi Arabia.
- There were 5453000 LinkedIn users in Saudi Arabia in May 2021, which accounted for 15.3% of its entire population.
- In 2020, Saudi Arabia's estimated unemployment rate amounted to approximately 13% which compared to 4.4M of the total population.

- **Our competitors:**
  - Indeed
    - Indeed, is an efficient job search engine for both job seekers and employers around the world. It is accessible in more than sixty countries and twenty-eight languages. The website is built with Google-like search engine algorithms, allowing job seekers to search for jobs and apply to positions that match their skills, experience, expertise, and career path seamlessly and easily.
  - ZipRecruiter
    - ZipRecruiter is used by as many as 100,000 companies. It allows you to post vacancies on over 50 platforms and social networks to help you gather candidates from all places in one system. This way, you can screen, discuss, share, and evaluate their resumes with the team. They have a huge database already has 2 million resumes and information of about a thousand candidates.

## Product Background and Positioning:

We will describe our product and what marketing needs to know about it:

- **Our product value proposition:**
  - Our application is for recent graduates who want to find a job or improve their skills.
  - It will Decrease the unemployment percentage.
  - It will Expand the network communication for recent graduates to create a professional community.
  - Increase chances to recent graduates to get a great hire.
  - It's easy to use and easy to create a profile, by making sure that the application processes are easy and comfortable.
- **Our three main features are:**
  - Certificate track:
    - It's a feature with a minimum price subscription to help recent graduates by giving them the right certificates track in any field they want to be qualified on it.
  - Upload resume:
    - Users can upload their resume into their profile professionally through our application so that they can enroll in any job without submitting their resume each time.
  - Upload certificate:
    - Users can upload their certificates professionally through our application so that they can find jobs that match their qualifications.

- **visuals elements such as screenshots and mocks to describe our product:**

- [mocks](#)

