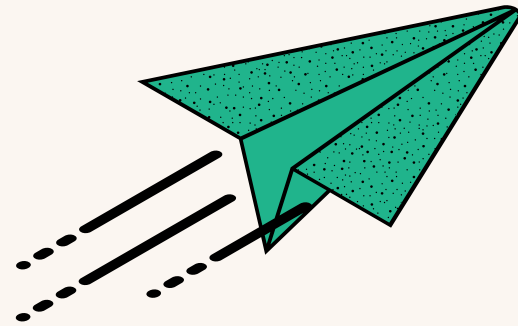


Presented by Anto Benny



jobs.co's

Competitive analysis

Analyzing competitors and their business structures

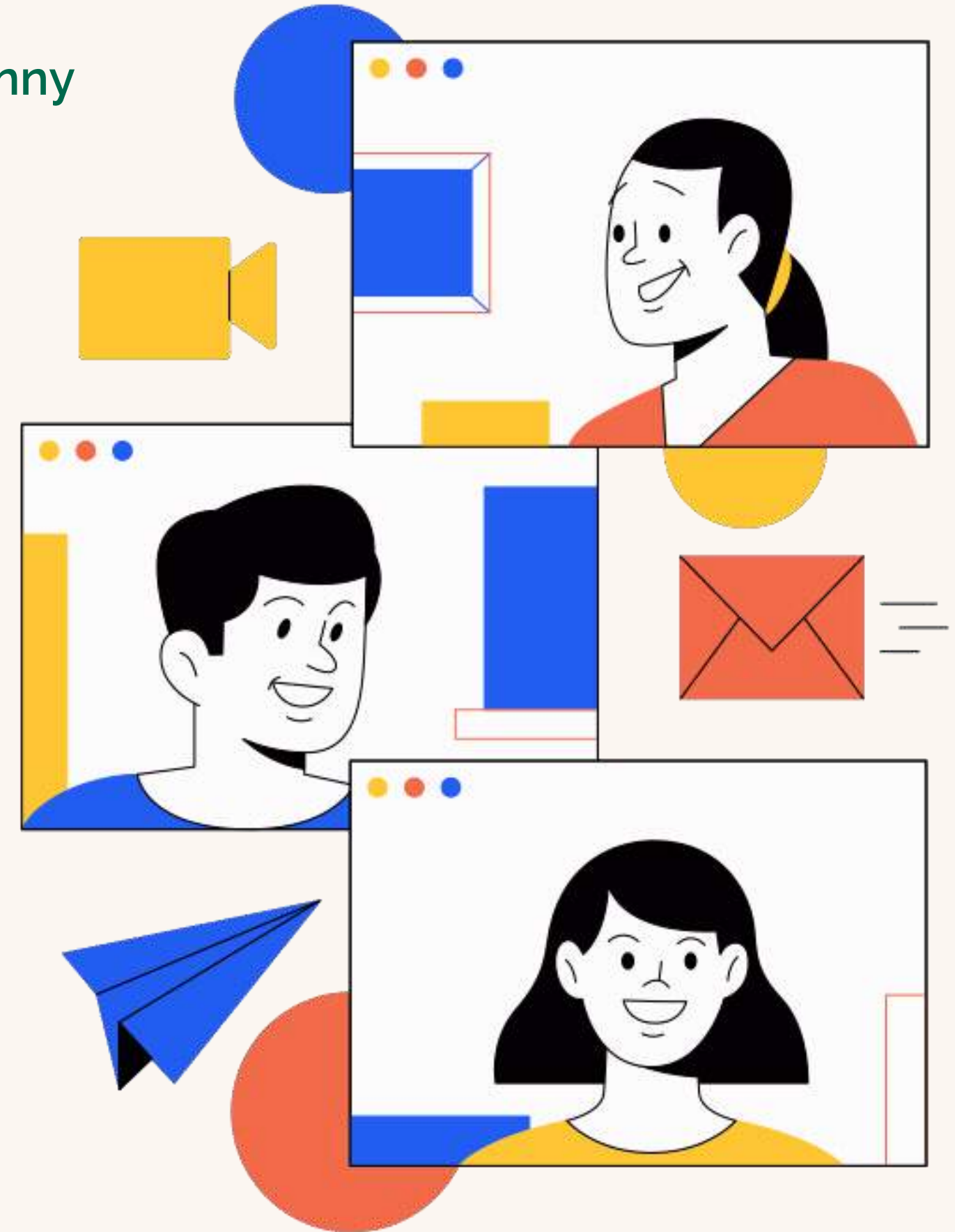


Table of contents

- 1 Introduction
- 2 Competitors and Business overview
- 3 Analyzing our competitor
- 4 SWOT analysis
- 5 Conclusion



1. industry introduction

what is job's service industry

job's service industry are helping to connect potential job hunters and several employers .it is also an service industry and our company starting to launch similar service for the jobseekers .but there are some major players are already in the market such as **LinkedIn, naukri ,indeed** and for creating a better Roadmap we can do some reliable competitor's analysis

About "job's co"

job co. is an upcoming startup right now they were initial stages of the business and they were conducting competitor's study for understanding the competitors strength and strategy and there area of development and there whole business domain study and **A competitive analysis** will help you see your own unique advantages as well as any potential barriers to growth so you can strengthen your marketing and business strategies. It also keeps your business proactive instead of reactive. Many entrepreneurs operate based on preconceived ideas about their competitors and market landscape,

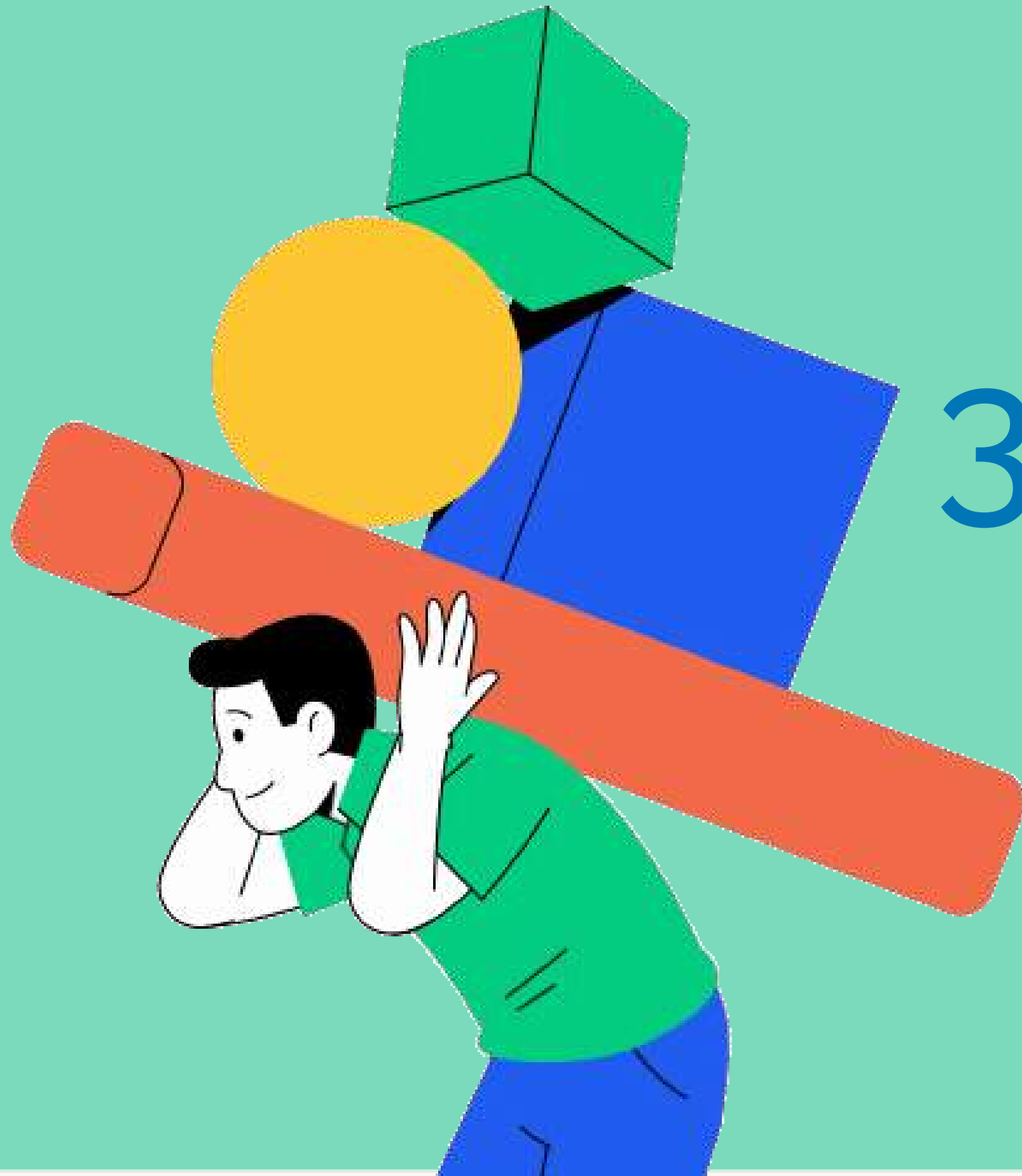
2. Competitor and Business overview

LinkedIn

for this competitive study we are selecting one competitor which is **LinkedIn**. now a days in the jobs industries LinkedIn made lots of huge impacts in the industry .new innovations,new way of marketing etc .LinkedIn is a social media platform that focuses on business and employment. It's the world's largest professional network, where users can

- Find jobs and internships
- Connect with professionals
- Learn skills for career success
- Build a group of contacts to advance their career
- Create company pages

LinkedIn is different from other social networks like Facebook, Twitter, and Instagram because it's designed for business networking. Members usually only connect with people they already know or have been introduced to by someone in their network. LinkedIn was launched in 2003 by Reid Hoffman and Eric Ly, and has been a subsidiary of Microsoft since 2016. Membership is free, but users can pay for premium service to receive more profiles in their search results and see full profiles of any LinkedIn user



3. Analyzing our competitor



LinkedIn



LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career

Founder - Reid Hoffman

Year Founded - 2003

Origin - California, US.

No. of Employees - 20,000+

Company Type - Public

Market Cap - \$29.5 Billion (2021)

Annual Revenue - \$10 Billion (2021)

Net Income/ Profit - \$159.2 Billion (2021)



LinkedIn products

◆ LinkedIn Premium

Provides advanced features and insights for job seekers, recruiters, and professionals looking to grow their network and career opportunities

◆ LinkedIn Sales Solutions

Products and services designed to help sales professionals build relationships, generate leads, and close deals using LinkedIn's platform

◆ LinkedIn Events

A feature that allows users to create and promote events, conferences, and webinars directly on the platform

◆ LinkedIn Learning

An online platform offering courses and tutorials covering a wide range of topics, including business, technology, and creative skills

◆ LinkedIn Marketing Solutions

Products and services designed to help sales professionals build relationships, generate leads, and close deals using LinkedIn's platform

◆ LinkedIn Pages

Business pages that organizations can use to showcase their brand, share updates, and engage with their audience on LinkedIn

◆ LinkedIn Talent Solutions

Tools and services for recruiters and hiring managers to find, attract, and hire top talent.

◆ LinkedIn Recruiter

A premium tool specifically designed for recruiters to find and connect with qualified candidates

◆ LinkedIn Jobs

A platform for job seekers to search and apply for job opportunities posted by companies and recruiters

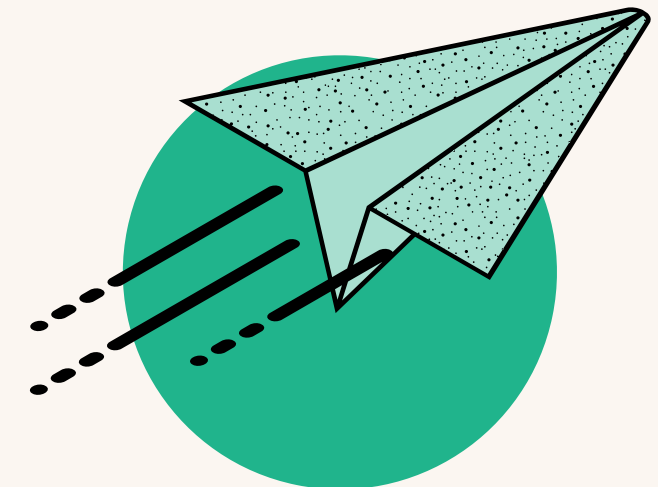
Other products & services

Here's a full list of LinkedIn products and services you should consider when planning your own marketing strategy:

- Business Profiles & Company Pages
- Recruiting & Staffing Tools
- Group Pages & Communities
- Talent Solutions
- Sales Navigator
- Advertising & Sponsorship
- Analytics & Insights
- Mobile Apps
- Content Marketing Platform
- API
- Brand Management
- InMail
- Lead Generation
- Video Ads
- Live Events
- Data Visualisation
- Enterprise Social Network
- Email Marketing
- Event Management
- Customer Service
- Training & Certification Programs
- Coaching

Career Advice

- Events & Meetings
- Mentoring
- Conferences
- Newsletters
- Surveys
- Webinars



Business model Canvas of LinkedIn



Key Partners



- Companies
- Universities
- Content Providers
- Influencers
- Marketing & Sales application partners

Key Activities



- Platform Development
- Hire and retain
- Protect
- Develop

Key Resources



- Platform
- Network Effects

Value Propositions



For Professionals (Users):

- build new contacts
- build their own brands
- free of charge
- SlideShare

For Recruiters:

- effective tool
- resumes with references
- more convenient

For Third-party developers:

- software tools and solutions by leveraging LinkedIn APIs
- support customers

Customer Relationships



- Direct Network Effect
- Indirect Network Effect

Channels



- Self-Serve Platform
- Offline Field based Sales

Customer Segments

- Professionals (Users)
- Recruiters
- Advertisers and Marketers
- Third-party developers

Cost Structure



- Product Development
- Sales and Marketing
- General and Administrative
- Cost of Revenue
- Depreciation

Revenue Streams

- Talent solutions
- Marketing solutions
- Premium subscriptions



unique selling product



◆ What is USP?

A unique selling proposition (USP) is the unique benefit that makes your business or product better than the competition.

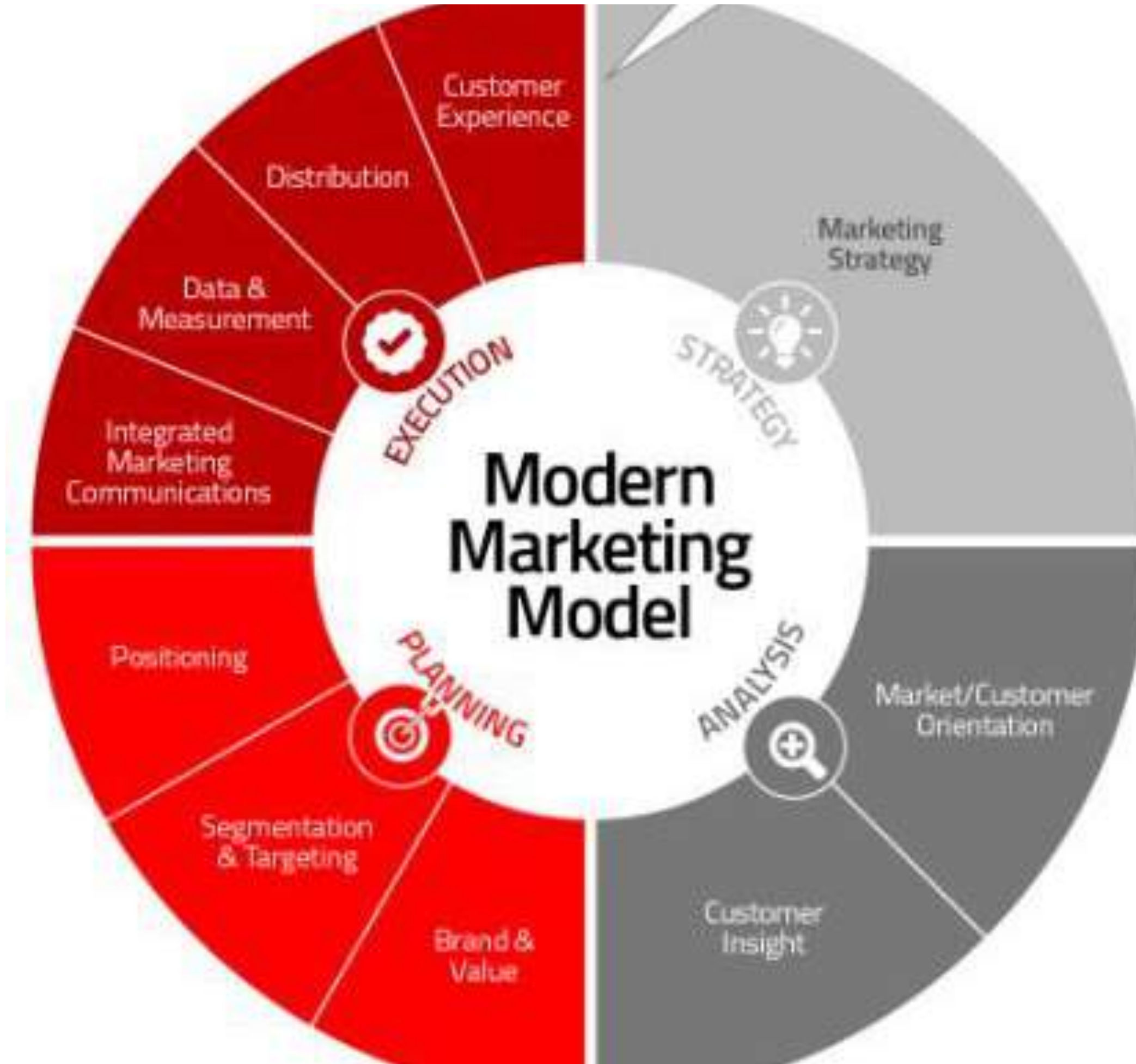
◆ unique selling product Of LinkedIn

LinkedIn's unique selling point (USP) is its ability to **connect businesses with industry professionals**. LinkedIn is a social network for professionals that offers a variety of value propositions for its customers LinkedIn,

with over 310 million monthly active users, is the go-to platform for professional networking and thought leadership. Its USP lies in its ability to connect businesses with industry professionals, making it an invaluable tool for B2B marketing



Marketing models of LinkedIn



LinkedIn's marketing and growth strategy

LinkedIn's success in marketing and growth can be attributed to several key strategies:

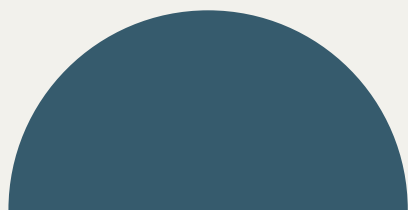
1. ***Value Proposition***: LinkedIn positioned itself as a professional networking platform, offering individuals and businesses the opportunity to connect, share insights, and build professional relationships. This clear value proposition resonated with professionals seeking career advancement and businesses looking to recruit top talent.
2. ***User Experience***: LinkedIn focused on creating a user-friendly interface, making it easy for individuals to create profiles, connect with others, and engage with content. The platform continuously improved its features and functionalities to enhance user experience.
3. ***Content Strategy***: LinkedIn invested in building a robust content ecosystem, allowing users to publish articles, share updates, and participate in discussions. This encouraged user engagement and contributed to the platform's reputation as a valuable resource for professional insights and knowledge sharing.
4. ***Partnerships and Integrations***: LinkedIn forged partnerships with companies, educational institutions, and other platforms to expand its reach and integrate its services with other tools and applications. Integrations with email clients, CRM systems, and job boards facilitated seamless user experiences and increased LinkedIn's visibility.
5. ***Data-driven Approach***: LinkedIn leveraged data analytics to gain insights into user behavior, preferences, and trends. This enabled the platform to personalize recommendations, target advertising effectively, and optimize user engagement.
6. ***Mobile Optimization***: Recognizing the shift towards mobile usage, LinkedIn prioritized mobile optimization, developing native apps for various platforms and ensuring a seamless experience across devices. This accessibility contributed to increased user adoption and engagement.

LinkedIn marketing and growth strategy

7. ***Global Expansion***: LinkedIn pursued global expansion strategies, tailoring its offerings to cater to diverse markets and cultures. Localized content, language support, and regional partnerships helped LinkedIn penetrate new markets and attract a diverse user base.

8. ***Thought Leadership***: LinkedIn positioned itself as a thought leader in the professional space, hosting events, publishing reports, and curating industry insights. This helped elevate the platform's brand reputation and attract high-profile users and organizations.

By employing these strategies, LinkedIn was able to achieve significant growth and establish itself as the leading professional networking platform worldwide.



Social media & Digital marketing strategies

impacts in Social media

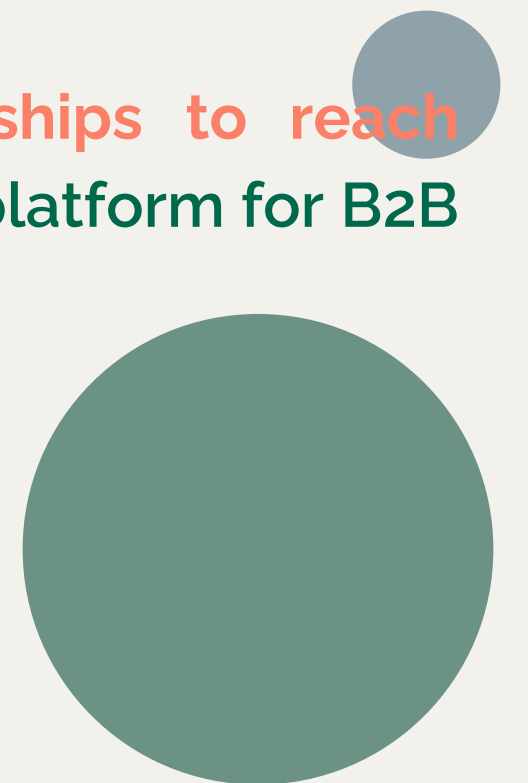
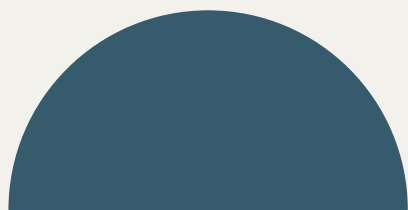
LinkedIn's presence on other social media platforms primarily focuses on professional networking, career development, and industry insights. They use platforms like Twitter, Facebook, and Instagram to share updates, job opportunities, thought leadership content, and engage with their audience.

LinkedIn has extended its presence to other social media platforms by integrating sharing features that allow users to share their LinkedIn content directly to platforms like **Twitter, Facebook, and Instagram**. **This integration helps users expand their reach beyond the LinkedIn platform and engage with a broader audience across various social media channels**

. Additionally, LinkedIn offers plugins and widgets that allow users to showcase their LinkedIn profiles or recent activity on their personal websites or blogs, further enhancing their online presence beyond the LinkedIn platform

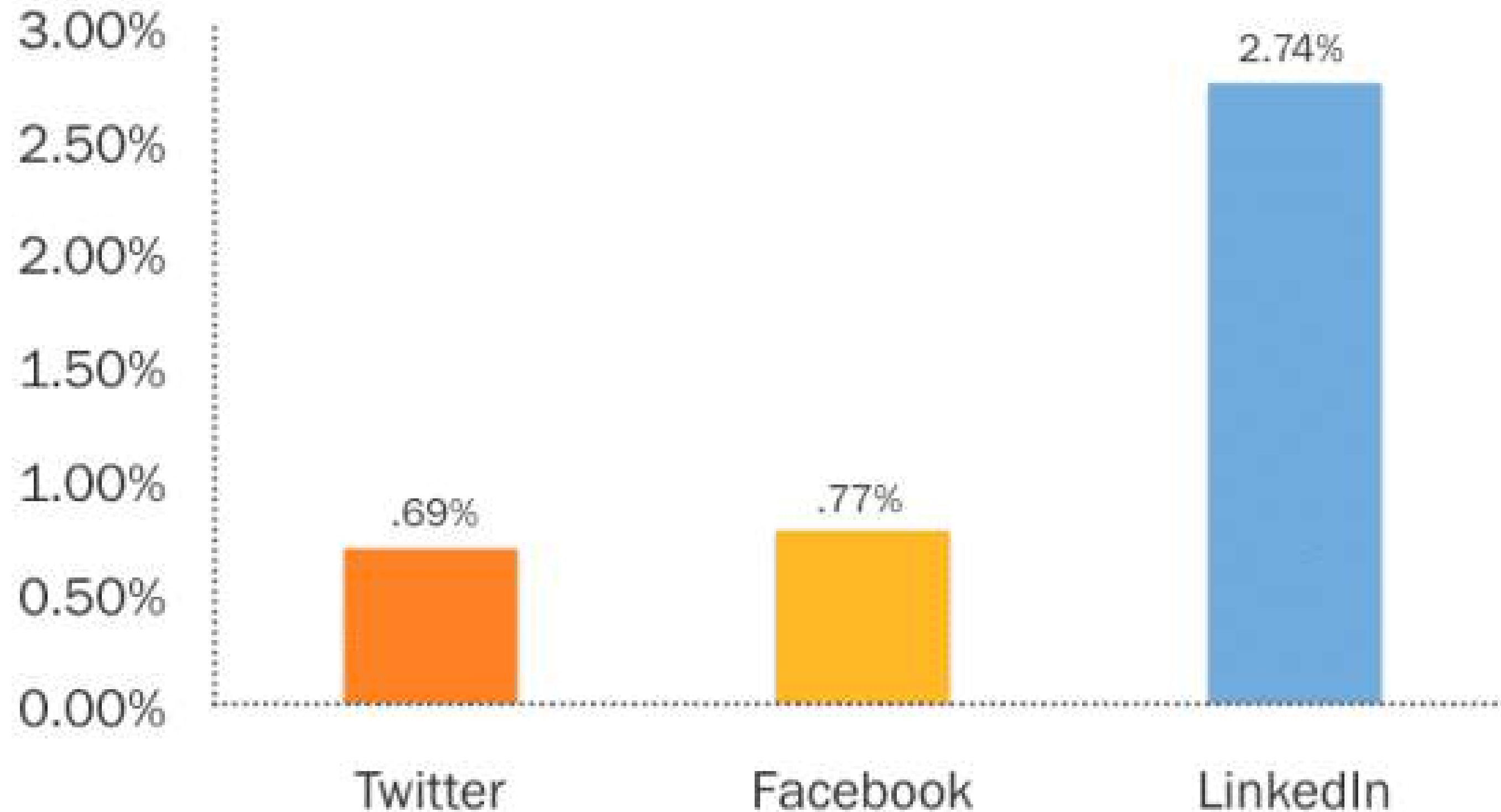
Digital marketing strategies

Their digital marketing strategy involves **targeted advertising, sponsored content, and partnerships to reach professionals and businesses interested in their services**. They also utilize LinkedIn itself as a powerful platform for B2B marketing and lead generation.

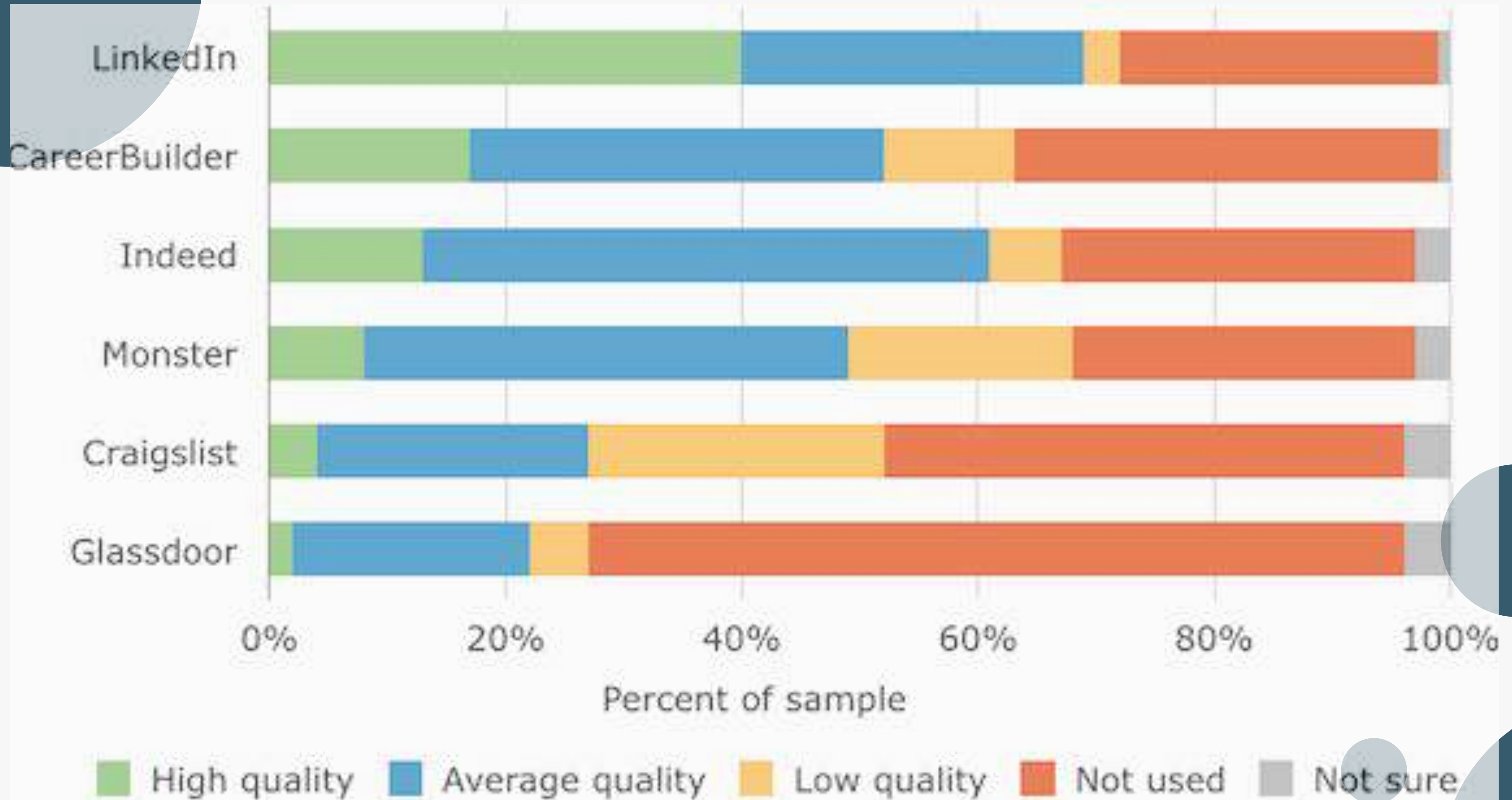


LinkedIn and its Trends

LinkedIn Best Social Network for Lead Generation



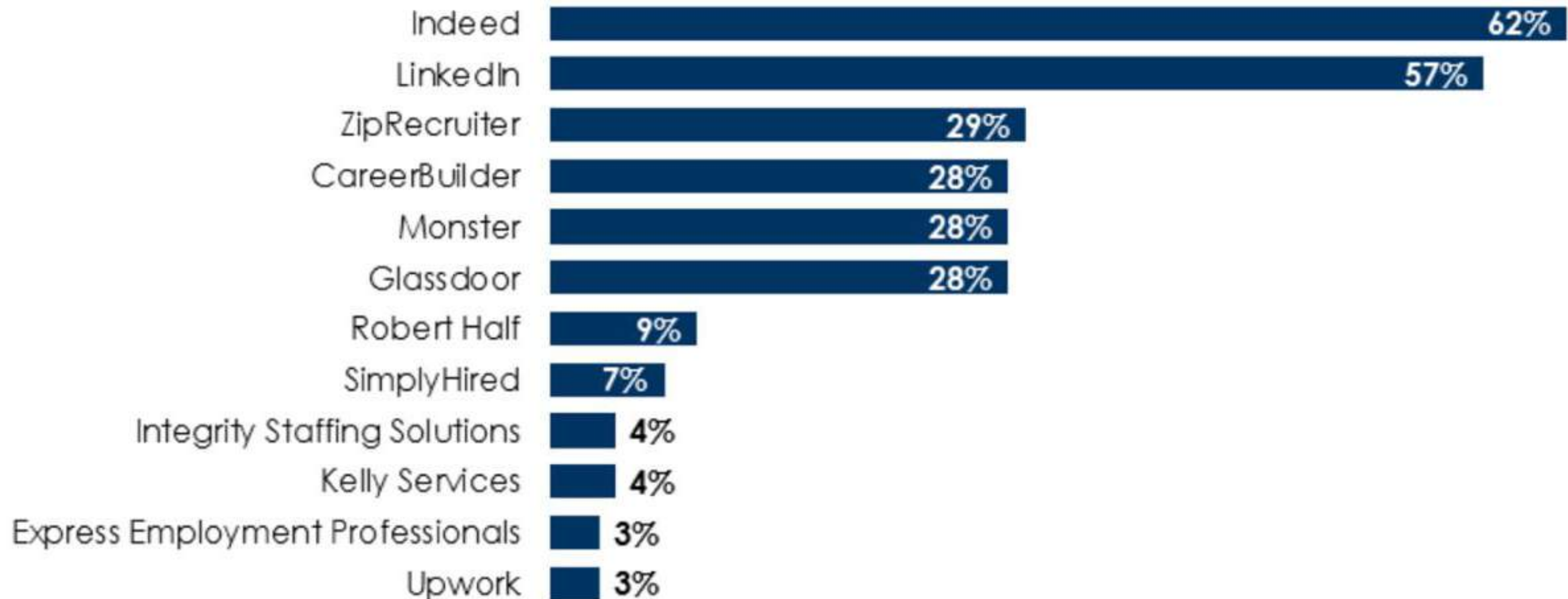
candidates qualitywise



Active job seekers

Indeed and LinkedIn are the most used job sites among active job seekers

Q: How often do you use the following sources to find out about new job opportunities?
(% of active job seekers who selected frequently or occasionally)



JOB SEARCH STATISTICS

When employers forget to create a mobile-friendly job seeker experience, they're losing a lot of opportunities because 45% of job seekers search for jobs daily using a mobile device.

45%

89% of job seekers consider mobile devices key in the job-hunting process.

89%

On career pages, 54% of job seekers read employees' reviews.

54%

52% check out the salary information.

52%

9% of job seekers say they save a job from their mobile device.

9%

80% of job vacancies are never advertised, so don't rely on job boards, recruitment events, and staffing firms alone.

80%



4.

SWOT Analysis



Strengths

- ◆ FOCUSED USER BASE
- ◆ REAL LIFE BENIFITS
- ◆ SOCIAL PROOF

Weaknesses

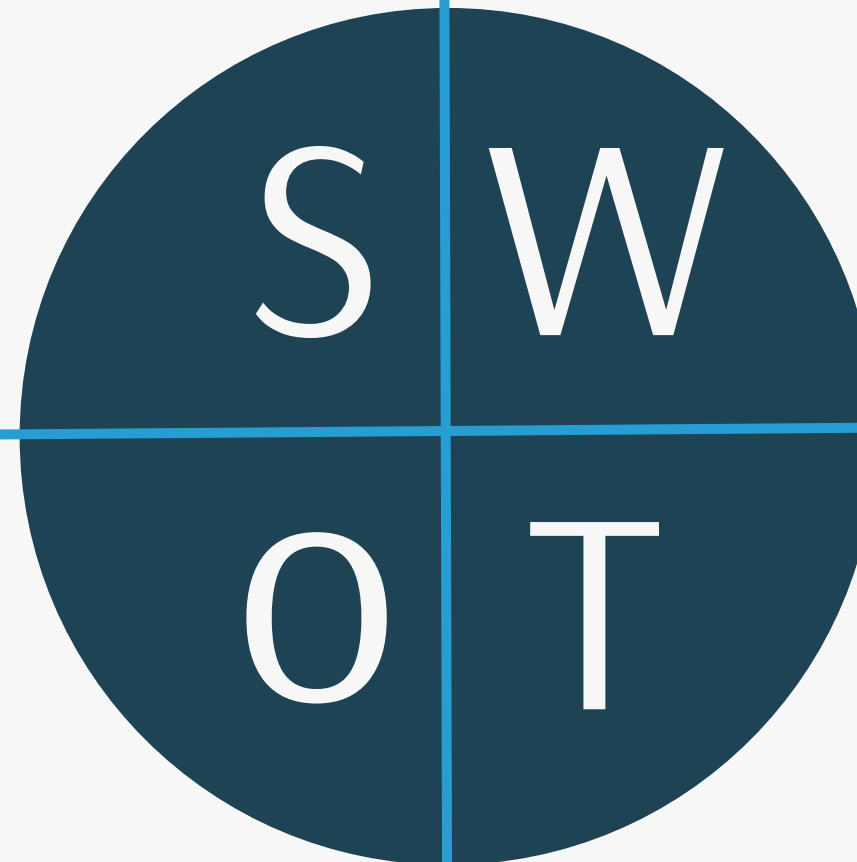
- ◆ USER EXPERIENCE
- ◆ PERSONAL DATA AND INFORMATION
- ◆ MANAGE SCAMS

Opportunities

- ◆ FOCUSING ON BASE CONCEPT
- ◆ UNIQUENESS

Threats

- ◆ INTENSE COMPETITION
- ◆ PRIVACY ISSUES



SWOT - Strengths

Strengths are an organization's unique qualities that provide it with a competitive advantage in acquiring more market share, attracting more customers, and maximizing profitability. Some of LinkedIn's strengths are as follows:

FOCUSED USER BASE:

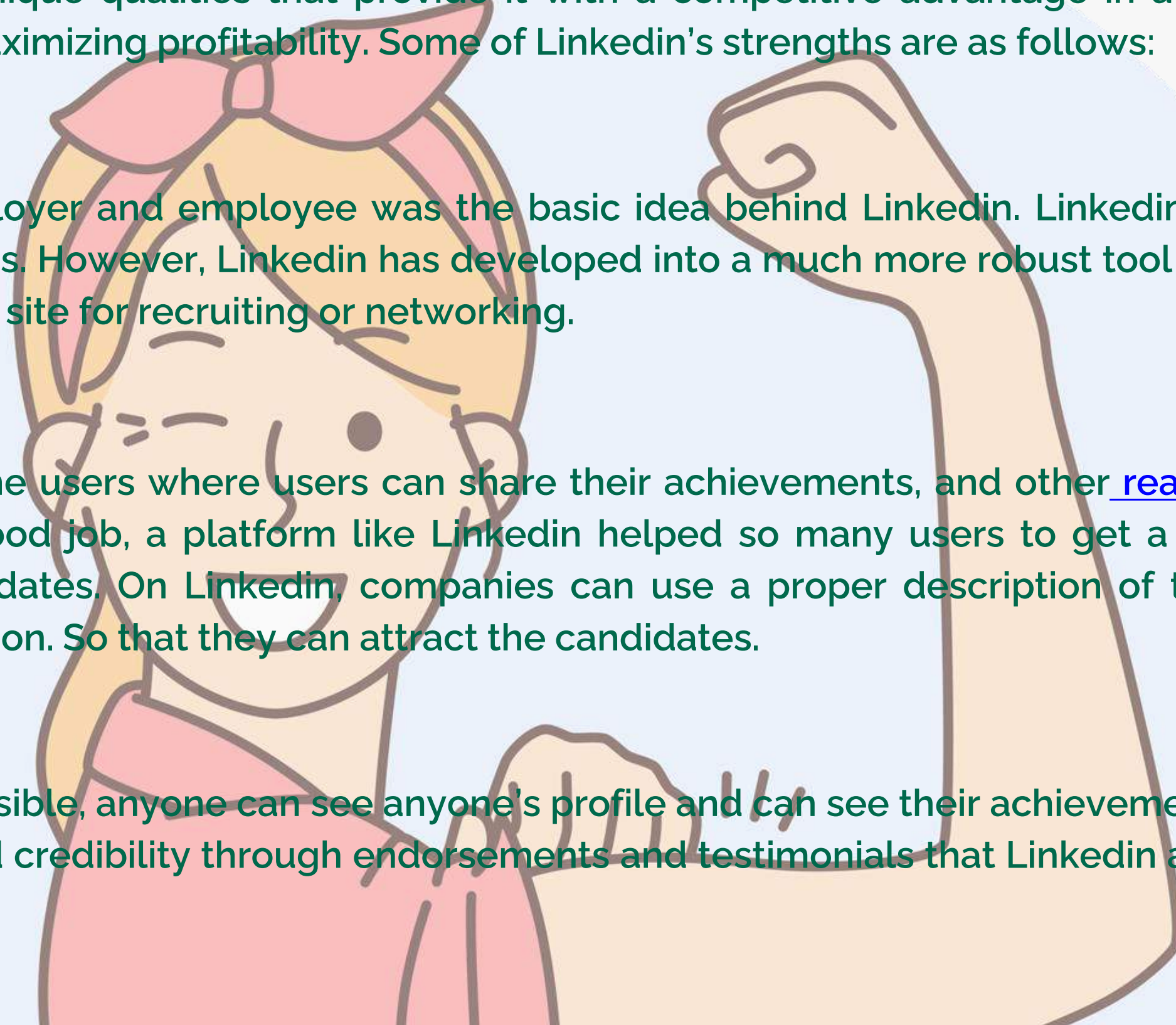
Creating a network between employer and employee was the basic idea behind LinkedIn. LinkedIn's focus is on recruiting and gathering members for associations. However, LinkedIn has developed into a much more robust tool that can and should be used for so much more than just a social site for recruiting or networking.

REAL-LIFE BENEFITS:

LinkedIn provides a platform to the users where users can share their achievements, and other real-life things so that they can attract employers & can find a good job, a platform like LinkedIn helped so many users to get a dream job, and also helped employers to find potential candidates. On LinkedIn, companies can use a proper description of their firm and can share the company news and share information. So that they can attract the candidates.

SOCIAL PROOF:

On LinkedIn everyone's profile is visible, anyone can see anyone's profile and can see their achievements, this feature allows users to make connections and can build credibility through endorsements and testimonials that LinkedIn allows your contacts to leave on your profile.



SWOT - Weaknesses

USER EXPERIENCE

There are a lot of complaints on social platforms where users are not satisfied with the UI LinkedIn is giving to them, those who are using LinkedIn frequently can see the irregularities and errors in the user experience. A platform with errors and irregularities can lead to frustrated users, and this can affect the entire platform a major low-time usage

PERSONAL DATA & INFORMATION:

As we all know LinkedIn is an open platform where anyone can see anyone's profile, where this is a good thing as a building working relationship between users, on other hand LinkedIn provides the user data to the advertisement brands so they can target a specific group of users. So many people consider this is as the weakness of LinkedIn cause they think that LinkedIn is selling their professional information to attract more brands.

MANAGE SCAMS

The number of scams and phishing increasing on LinkedIn can affect the user privacy and number of users. Fake job opportunities can lead to many issues with users' emotional and mental health.

SWOT - Opportunities



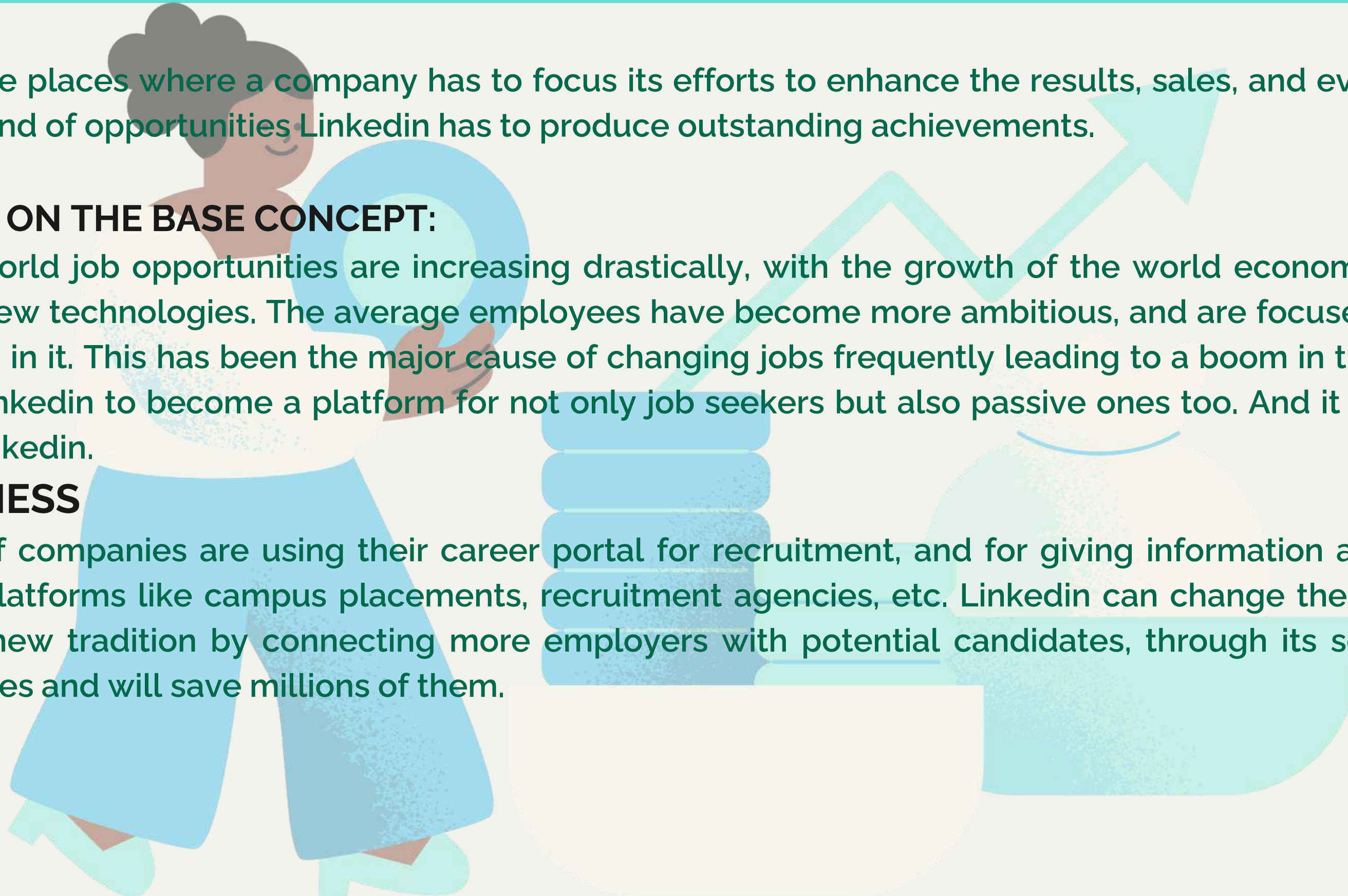
Opportunities are places where a company has to focus its efforts to enhance the results, sales, and eventually profits. So let's dive into what kind of opportunities LinkedIn has to produce outstanding achievements.

- **FOCUSING ON THE BASE CONCEPT:**

In this digital world job opportunities are increasing drastically, with the growth of the world economy, industrialization, and emergence of new technologies. The average employees have become more ambitious, and are focused on the stable job and constant growth in it. This has been the major cause of changing jobs frequently leading to a boom in the recruitment industry. This will help LinkedIn to become a platform for not only job seekers but also passive ones too. And it will target a whole new user base for LinkedIn.

- **UNIQUENESS**

: The majority of companies are using their career portal for recruitment, and for giving information about their organization. They also use platforms like campus placements, recruitment agencies, etc. LinkedIn can change the traditional method and can become a new tradition by connecting more employers with potential candidates, through its social platform. This will benefit companies and will save millions of them.



SWOT - Threats

Threats are potential harms that can cause loss to a company, they can be avoided if identified and rectified at the correct time.

- **INTENSE COMPETITION**

The company faces tough competition from other social media platforms like Facebook, monstor.com, talent management, and other talent search platforms over the world. It needs to regularly update and innovate to get a competitive advantage.

- **PRIVACY ISSUES**

There are a large number of people on these platforms and the major worry is the breach of privacy and fraud. There is a need for strict following of the guidelines provided by government regulations and cyber security systems.



Growth and development Strategy for “Jobs.co”

From these overall competitive analysis we can come up with ideas and strategies for how can we improve our business some of the points which i have noticed following below

CREATE A ATTRACTIVE UI INTERFACE

initially jobs .co needs to focus on the UI because other players UI isn't that much good so if we able to produce any interactive and attractive and engaging web site or app that will lead into a good market positioning

ENSURE PRIVACY FOR THE USERS

ensure maximum privacy for the job seekers and employers and in personal details and as well in payment details

REMOVE MAXIMUM SCAMERS

There were lots of scammers over in all these applications and job seekers get cheated by them we have to eradicate that using new technologies to prevent scammers

CREATE A MOBILE APP THAT IS REALLY NECESSARY

now a days job seekers are getting an easy access through mobile access so create a one is necessary in the era

ALLOW ONLY VERIFIED EMPLOYERS

strictly monitor employer activity only allow verified employers and reput employer

FREE INTERVIEW PREPARTION USING AI

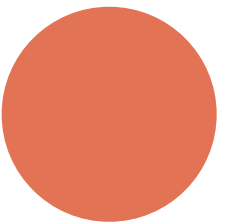


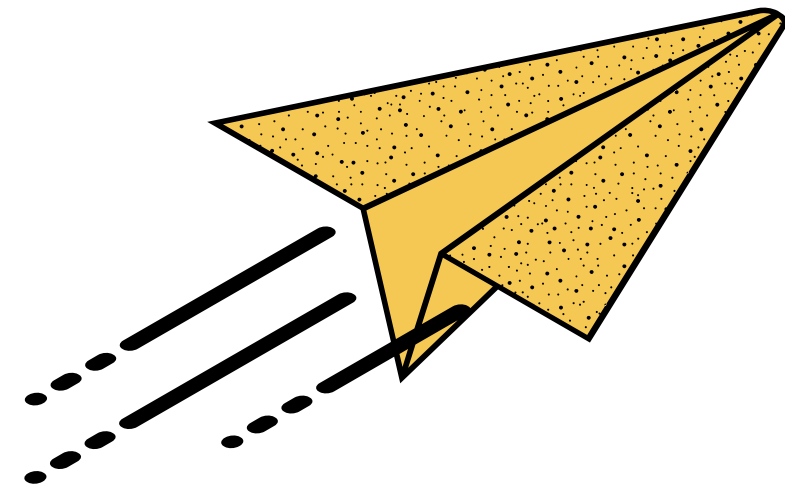
5. CONCLUSION

LinkedIn has become a popular platform for creating and maintaining working relationships between users.. so using a different approach will get you over there and launching a new product and following product roadmap and if you followed mentioned growth strategy and the points we can easily conquer the market with in less time



there are lots of other players are also there but following the right strategies will lead you to the success.





**THANK
YOU!**

