Marketing Guide

Background:

Over the years, there has been an increase in the number of unsatisfied employers with their job. That is because most fresh graduates did not get the right opportunity at college to find their true skills and use them for their own benefit when applying for new jobs.

There isn't quite a specific platform that provides both discovering skills and linking them to possible, relevant job/training programs. By building this application, we'll be helping students start their career paths on the right track. Hopefully, reaching their dream jobs. Although there are some quality companies that provide the same thing as we do. Only what will make us stand is that we are offering an easy, clear digital experience that focuses on discovering and linking fresh graduates to possible matching jobs.

Market background:

Target market

o **College graduates/seniors –** As they will benefited to have a platform that combines finding almost all job opportunities and training programs that match their skills and education.
o **Enterprises –** Companies will benefit from this app as they get the opportunity for recruiters to get widened options of job seekers.

Competitors

- **Naukri.com -** Employment website operating in India and The Middle East with an estimated annual revenue of $121.5 M and about 49.5 million registered job seekers.

- **Indeed -** Employment website for job listings with an estimated Annual revenue of $2.75 B and over 250 million unique visitors every month.

Product Background and Positioning:

Product value proposition

For fresh graduates and students who are looking for their dream jobs. Linked-grads is a platform that brings together discovering skills and placement. Because we care the most about making it easy for users to get the jobs of their satisfaction.

Main features

- **My network** – where the user will find a list of the people they are currently connected with, also connection suggestions that will help them to expand their network.
- **Auto recommendation** – where the user can enter their educational information, field of interest and skills. Therefore, once they click "search for results" a page with plenty of job recommendations will be waiting for them.
- **Notifications** – to let the user know when they've been referenced, mentioned, added etc.

Linked-grads

Finding your interest..

Go!

Linked-grads
By **Linked**in.

Finding your interest..

Login

You don't have an account? Sign Up

Hello, **Regina** !
Welcome to your profile

Regina George
Regina0086

Inbox   >

My Network   >

Jobs   >

Settings   >

<

Search jobs for you

Education   +
Add your education

Certifications   +
Add your certifications

More   +
....

Search for results

<   >