Marketing Guide

Background:

Over the years, we have seen a rise in the number of successful startups and also hearing about the increasing unemployment rate. This is because college students aren't learning or being taught soft and hard skills at the college level that make them unable to fit for the job.
Lots of ed-tech startups and job listing platforms came into action regarding this problem statement. And some of them are well established.

But there isn't any platform that does both training and placement. By creating such a platform, we'll be able to nourish students throughout their journey with us to help them reach their dream job. Some already well-established companies who are on the same track as we are but with partial objective ie either training or placement. Through our platform training and placement will go hand in hand.

Market background:

Target Market

- College students - Students studying in the final year and pre-final year will be benefitted. Final year premium user grads will be eligible to write the LinkedIn General Test (LGT), the last step for placement opportunities.

- Startups and Enterprises - Companies looking to hire employees will be benefitted from this offering. With LinkedIn TnP, recruiters get widened options for recruiting.

Competitors

- Indeed - A worldwide employment-related search engine for job listings. With over 250M active users every month spanning over 60 countries, Indeed focuses on job seekers and job recruiters as a whole without fragmentation.

- Glassdoor - An online job board as well as an employer review website, Glassdoor provides solutions to help employers recruit and also improve employment brand. With over 64 Million active users every month there are over 12 Million active jobs listed.

- CareerBuilder - An online job board and provide solutions to help employers recruit. With around 25M active users, CareerBuilder focuses on job seekers in general and recruiters.

Product Background and Positioning:

Product Value Proposition:

For final year college students who are looking to get placed in a dream company in a dream position, LinkedIn TnP brings together training and placement under one platform because we at LinkedIn treat our users the way they wanted to.

Key features:

- Auto recommendation - The user can enter his/her field of interest initially, and once the user enters the submit button, a homepage with unique content will be waiting for the user.

- Download - To facilitate offline learning, students are often met with slow net connectivity. With this feature, students could download the desired course video and learn offline.

- Live mentoring - Students can post doubts regarding the course in the Q&A and mentors will be reviewing the problem and response within 1 hour.

Product flow:

- Students can download the app from Google PlayStore and App Store
- First-time users can sign up for the application and others can sign in using their LinkedIn account.
- Users can fill in their fields of interest on the next page.
- The landing page will consist of courses and contents related to the user's fields of interest.
- Users can also download the course video to avoid low net connectivity.

Screen 1

Where Skill meet Opportunity

Linked in
Training and Placement

SIGN UP

Already have a LinkedIn account? Login

Screen 2

Linked in
Training and Placement

What are you interested in?
Let's be more specific this time

Technology   Business   Creative

Web Development 🔍

Web Development

Machine Learning

Artificial Intelligence

SUBMIT

Screen 3

Linked in
Training and Placement   🔍

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free month

Free trial →

Top picks for Vineeth

HTML and CSS   Responsive Web
for beginner   Basics

Because you are interested in Technology   45 items

Classroom   Discover   Profile

Screen 4

Linked in
Training and Placement

▶ CONTINUE

HTML and CSS for beginner

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1. Introduction to Web Development   ⌃
   What is HTML?
   What is CSS?

Classroom   Discover   Profile