

# Marketing Guide

## Background:

Today, college graduates today are less likely to be in the labor force or employed than their predecessors. According to a University of Washington study, roughly 53% of recent graduates either are unemployed or underemployed. On the other hand, the process is taking longer, it takes 21 to 80 job applications to get one job offer, on average.

With signs of the COVID-19 pandemic ending, we have experienced a wave of resignation dubbed "The Great Resignation" with record numbers of people leaving their jobs, leading to record number of open positions in the USA.

From these observations, we at LinkedIn that the job matching market today is not very efficient, in fact, it is fractured. We strongly believe that LinkedIn has a part to play in giving our graduates who are the future backbone of the economy the strongest chance in finding and discovering work that are suitable for them and their competences.

We have built an app that is designed around graduates and their needs to help them find their best work. We are introducing curated jobs that are personalized to our users and tik-tok inspired feeds (an experience that they are already familiar with) to help them better discover job opportunities that are based on their interests. As we have the largest database of graduate jobs and the most active professional network on the internet, we believe that we can create value by connecting these talents with opportunities at scale.

## Market background:

The staffing and recruiting industry includes companies which help other organizations find staff. This can be achieved through either assisting companies to recruit new internal staff (recruiting), or directly providing temporary staff to fill specific functions (temporary or agency staffing). From a market size of 151.8 billion U.S. dollars in 2019, the U.S. staffing and recruiting market is predicted to decrease to 119.4 billion U.S. dollars in 2020 due to the coronavirus outbreak, a 21 percent decrease from the previous year.

## Target Audience

- College Graduates/Graduating Students - Student who have just graduated or are in their final years of their programs
- Enterprises, Startups and Organizations

# Competitors

## ZipRecruiter

- ZipRecruiter started as a way to help small businesses find great candidates has grown into a leading online employment marketplace that connects millions of job seekers with companies of all sizes
- They have over 2.8 million businesses and 110 million job seekers
- Users can input on the app what type of job they are looking for, such as the job title and keywords, and then let it do the rest! In addition, it tells you when your job application is viewed.
- Simple, one click applications and ability to search for jobs in one place
- Top rated job search app on iOS

## Indeed

- Indeed is the #1 job site in the world with over 250 million unique visitors every month<sup>10</sup>.
  - Largest repository of jobs (16 million)
- Indeed strives to put job seekers first, giving them free access to search for jobs, post resumes, and research companies.
- Indeed.com provides information relating to the job such as salary data, ratings and reviews of companies

## Product Background and Positioning:

- LinkedIn is the only platform that allows you to network with the actual recruiters and hiring managers
  - Connections that can help one find their way into the company
  - 70% of people were hired at a company where they had a connection
- Connect you to the public profiles of people who are currently holding the user's desired roles in the target company
- Most extensive, accurate, updated and accessible network and database of information focused on professionals
  - This makes LinkedIn the first platform recruiters use to find potential candidates
- LinkedIn has a learning platform to get applicants ready for the skills required for the role
- Introducing features and experiences from consumer apps like Tinder, TikTok, Netflix that are familiar with the students to encourage adoption and ease of use
- Easy to navigate interface that has automation and machine learning built in as much as possible to avoid any friction points and uncertainty for the user

**Features:**

1	Questionnaire	Users can be guided through a 4 part onboarding process consisting of a questionnaire that is a mixed multiple choice questions: <ul style="list-style-type: none"><li>- Their University</li><li>- Their specializations</li><li>- Their passions</li><li>- Values &amp; Culture</li></ul>
2	Tiktok Styled Job Feed	Based on the initial user inputs from the questionnaire, they will be presented jobs that match their preferences, at this point, they are not refined yet but based on the implicit and explicit information that users provide the app, it will inform what job posts they might see in the future.
3	Recommended Job List	Users will be presented with a personalized, curated recommended job list based on the outputs from the recommendation engine. It uses the inputs and interactions from the questionnaire and job feed to train the algorithm for suggestions.

[Link to Mocks: Figma](#)

**Benefits to users**

1. Curated jobs that are personalized to our users that not only takes into account education but also interest, passions, values, etc
2. Tik-tok inspired feeds (an experience that they are already familiar with) to help them better discover job opportunities that are based on their interests.

**Where users can find the product**

App will be available on the Apple Appstores and Google Play Store for download at launch

**How to use the product**

1. After downloading and installing the app
2. New users can sign up for an account using email or any of the suggested methods like google, facebook or apple
3. Existing users can sign in to their account using their username and password
4. Users will be brought through a short 4 part questionnaire on their education, specialization, passions, values & culture
5. After, users will be presented a For You feed of job posts to get the ball rolling.
  - a. Their first set of likes, comments, and interactions will initiate an early round of recommendations as the system begins to learn more about their job preferences
  - b. Over time, your For You feed should increasingly be able to surface recommendations that are relevant to your interests.
6. At any point in time, you can hit on the Recommend Me button, and you will be presented with a personalized, curated recommended job list based on the outputs from

the recommendation engine.

7. From this stage, users can apply to any job of their interest
8. User will be asked to build up their resume before submission

## Pricing Strategy

### Users:

Promotion: First 6 months subscription package of 49.99 USD for anyone signing up at launch

After promotion: 29.99 USD/month

App will launch in USA first

- 51% of US College Graduates use LinkedIn
- 4 million or 18% of all college students graduate each year.

Terminal Goal after 3 years = 51% of market (1-3 year goal = 30, 35, 51%)

Number of potential users in the market = ~2m users

Premium membership 1 year = 29.99 USD \* 12 = ~360 USD/year

Revenue Goal = 360 USD \* 2m = 720m USD

### Enterprises:

First 6 months:

- Free to list unlimited number of jobs at the same time

After 6 months:

- Promoted Job Posts
  - Cost-per-click
    - The cost of each click is determined by an algorithm that looks at where your job is located and how many competing, similarly titled posts have been created within that market.
    - Calculate the cost of each click (clicks and views are one in the same) by dividing the total spend amount by the number of views the job has received. All this information can be found on the job details page.