



# YOUR NEXT HIRE IS **HERE**



**TIRED OF THE JOB  
HUNT ?**

**LOOK NO MORE !**

**WE GET PEOPLE  
HIRED**



**REGISTER NOW**



# **Introduction**

## **Introduction to Jobo: Revolutionizing the Job Search Experience**

In a world where job boards often leave job seekers feeling overwhelmed, scattered, and disconnected, Jobo steps in to redefine the job search experience. Our core proposition is to improve upon existing job boards by providing a streamlined platform that connects individuals with the most relevant and promising employment opportunities. We believe in creating a human-centered approach to job hunting, where users can easily discover the opportunities that align with their unique skills, preferences, and aspirations.

At Jobo, we understand the frustrations that job seekers face when navigating through the fragmented landscape of job boards. The current options often lack organization, leading to a disheartening and dehumanizing experience. Our mission is to change that by centralizing all employment opportunities in one place, making it convenient and efficient for job seekers to explore their options.

## **Core Story: A Quest for Meaningful Work**

Our core story revolves around empowering individuals in their quest for meaningful work experiences. We believe that everyone deserves to find a job that aligns with their passions and provides opportunities for personal and professional growth. By streamlining the job hunt and presenting tailored options, Jobo aims to make a positive impact on the lives of job seekers, ensuring they find fulfilling and rewarding employment.

## **Benefits & Emotional Impact to Users**

The benefits of using Jobo extend beyond the convenience of a streamlined job search. Our platform brings a sense of empowerment and hope to job seekers, enabling them to regain control over their career paths. By connecting talented individuals with businesses in need of their skills, Jobo contributes to economic growth and helps companies find the right talent to support their expansion and success.

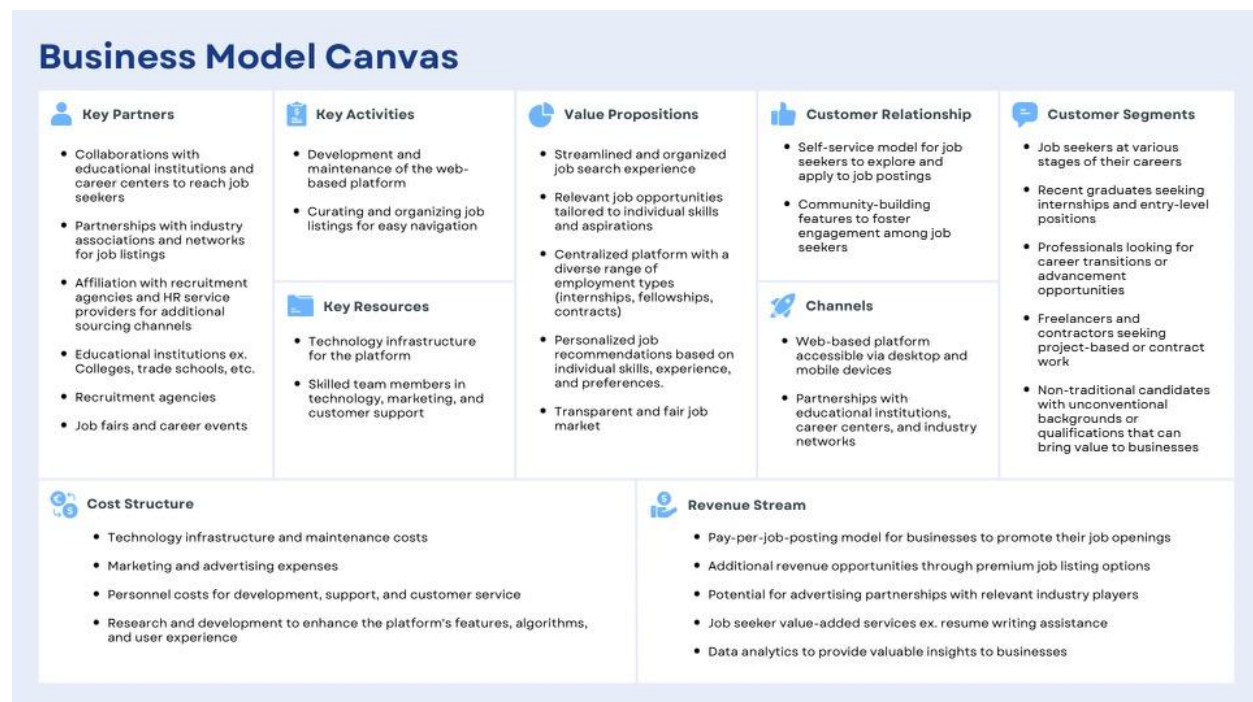
## **Business Overview & Target Audience**

In essence, Jobo is a comprehensive job board that revolutionizes the way people search for employment opportunities. Our platform caters to job seekers who are tired of scattered and disorganized options, providing them with a centralized hub to discover the opportunities that matter most to them. Whether you're a recent graduate, a career changer, or a seasoned professional, Jobo is designed for individuals who value a personalized, efficient, and empowering job search experience.

## **Business Model**

Jobo operates on a straightforward business model that benefits both businesses and job seekers. Companies looking to hire pay a fee per job posting, while job seekers enjoy free access to our platform. Our pay-per-job-posting model allows businesses to showcase their job openings to our extensive pool of talent. It offers flexibility and cost-effectiveness, enabling companies to invest specifically in the positions they want to promote. Job seekers, on the other hand, can explore our platform and apply to job postings free of charge. We believe in equal access to opportunities, providing individuals with the freedom to pursue their desired career paths without financial constraints. This mutually beneficial model fosters

connections between businesses and job seekers, creating a valuable network. We continuously enhance our platform to ensure a seamless and valuable experience for all users.



## Promotional Video

Please see Jobo's promotional video here, <https://www.youtube.com/watch?v=Qga-KjrBRWU>.

## Name and Logo

The inspiration behind the brand name 'Jobo' derived from the word 'job' itself, which is synonymous with employment and work opportunities. By adding the letter 'o' to the end of the word, the name becomes catchy and memorable, while also creating a unique identity for the brand. The letter 'o' can also be interpreted as representing the globe or the world of job opportunities that the app aims to connect job seekers with. Overall, the name 'Jobo' is short, easy to pronounce, and has a fun and friendly sound to it, which makes it a great fit for a job search app that wants to appeal to a broad audience.

The font used for the logo is Montserrat Extra Bold. We think it is best to keep the font the same so the brand identity stays consistent. However, the colors on the logo will change depending on the background color that it will be placed on. As seen with the logo mockups below, these colors are the most diverse and flexible and can be interchangeable depending on whether the background colors are either dark or light. The interchangeable colors on both logos consist of fresco green, orange soda, black, and white.



# Prospective Market Survey

## Impressions

### Business Decision and Pricing

After conducting thorough market research and analyzing the data collected from our survey, we have come to the conclusion that Jobo's main target market will be students and recent grads. This is because over 50 percent of the students we surveyed expressed interest in finding internships, and almost 50 percent of them found it difficult to locate these positions. Moreover, we found that many of the students were also interested in part-time or full-time job opportunities. Given these findings, it is clear that there is a significant demand among students and recent grads for a job search app that can help them find internships and job opportunities more easily. By focusing on this market, we can tailor our services and offerings to better meet their needs and provide a more targeted job search experience. Additionally, this demographic represents a significant portion of the workforce, making it a valuable market to tap into for our business growth.

We have also concluded that the app will be free to users, but will generate revenue by charging the employers that are using the platform to advertise their job openings. However, users will have the option to pay a subscription for coaching benefits where they can connect with a personal coach to help them throughout the job search and hiring process.

### Change to Service Plan

From our survey results, we learned that the majority of students searching for job opportunities are actually interested in internships. Interestingly we discovered that 98% of our participants said they haven't had employment in the past, while 28% of those also said that they are currently in a job. Only half of those that have a job said that they were satisfied with it. 41% of students indicated that they have challenges with finding job opportunities on campus, similarly 43% said that they have utilized job searching platforms like indeed or glassdoor to look for jobs.

From these results we made the choice to pivot towards targeting students that want to pursue an internship instead of and before establishing a career. We will have to take note of the fact that most of our target audience hasn't had employment in the past, most are in their first job if they have one at all. We have to assume that our users will be new to job searching, In turn our marketing strategy will take this into account by catering towards people that might be unaware of the nuances involved in the job search process. As a result of discovering that most students aren't entirely satisfied with their current positions, our marketing strategy has evolved towards demonstrating how our platform can help them find more personalized jobs that are actually suited for them. The amount of users that said that they have challenges with finding job opportunities on campus is the same as those that have utilized job searching platforms like indeed or glassdoor to look for jobs. We can conclude that students not able to find help from their university are turning to online job searching platforms, our SEO marketing strategy has adapted to target this group.

## Market Segment

Jobo's primary target market is students that have begun to seek employment or internship opportunities. Our market segment is primarily college and university students, but it also includes recent graduates who are looking to start their careers. Our target market can be further segmented:

### Demographic Segmentation:

Jobo's target market includes college and university students, and recent graduates that want to start their careers. Our primary users are in their final year of school and have likely pursued a degree in an advanced field. We will also be targeting students from diverse backgrounds, such as low-income students, and first first-generation students.

### Geographic Segmentation:

Jobo's primary geographic target is the United States. We will focus on geographic areas that have a high concentration of college and university students such as big cities or college towns.

### Psychographic Segmentation:

Jobo will target students who are deeply passionate about and want to excel in their field. We will also target students who value work-life balance or who prioritize personal development and growth.

### Behavioral Segmentation:

Jobo's target market has previously used a job search platform and might've connected with their campuses career services. Our target market is students with a strong interest in their particular industry or career path, they have likely participated in extracurricular activities or clubs.

Students today are both highly motivated and computer literate, they are comfortable using technology as a resource for navigating the job search process. They have likely been searching for a platform that can provide a more user friendly and time efficient experience than our existing competitors.

# Competition

## Competitive Landscape Overview

In the competitive landscape of the job board space, Jobo faces several notable competitors. One of the primary contenders is LinkedIn, a renowned professional networking platform that includes a job board feature. With a vast user base and comprehensive job search functionalities, LinkedIn offers a robust platform for connecting job seekers with employment opportunities. Another major competitor is Indeed, a leading global job search engine that aggregates job postings from various sources, providing users with a user-friendly interface and extensive search capabilities. Glassdoor, on the other hand, combines job listings with valuable insights such as employer reviews and salary information, attracting job seekers seeking transparency and in-depth company information. Monster and CareerBuilder, both well-established job board platforms, offer a range of services, including resume creation, job alerts, and career advice resources.

Despite the competition, Jobo differentiates itself in several key ways. One of our primary strengths is the centralization of various types of opportunities, including contract work, full-time jobs, internships, fellowships, and more. By offering a comprehensive range of employment options, Jobo becomes a one-stop platform for job seekers, simplifying their search process and broadening their horizons.

Additionally, Jobo distinguishes itself by offering cost-effective job postings for businesses. We understand the financial considerations of employers, particularly startups and small businesses, and have designed our pricing structure to be more affordable than many of our competitors. This allows businesses of all sizes to leverage our platform and connect with top talent without breaking their budget.

Transparency is another core value at Jobo. We strive to foster ethical workplace practices by promoting equal opportunity and compensation transparency. Job seekers can expect clarity regarding equal employment opportunities, diversity, and inclusion efforts, as well as fair compensation practices from the companies posting on our platform. By encouraging transparency, we aim to create a more equitable job market where both job seekers and businesses can thrive.

By combining centralized opportunities, competitive pricing, and a commitment to transparency, Jobo sets itself apart from the competition. We provide a comprehensive and affordable platform that caters to the diverse needs of job seekers and supports businesses in their talent acquisition efforts, all while promoting ethical workplace practices and fostering a more inclusive job market.

## Competitor Pricing

Job Board	Pricing Model	Cost
Indeed.com	Pay per click sponsored job posting model	CPC ranges from \$0.10 to \$5
Monster	Pay per job post	\$279 for 1 job posting, \$649 for 5 job postings
LinkedIn	Pay per click	Average \$5.26
CareerBuilder	Pay per post & job subscription	\$425 - single job, \$349-749 for a

		subscription
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Information via [MemberStack](#)

### Competitor Core Propositions

LinkedIn serves as a professional networking platform, connecting individuals and offering features for job search, networking, profile building, and industry insights. Indeed operates as a comprehensive job search engine, aggregating job listings from various sources and providing a user-friendly platform for finding diverse job opportunities. Glassdoor stands out by providing transparency and insights into company culture, salaries, and employee reviews, empowering job seekers to make informed decisions. Monster functions as a global job board, assisting job seekers with services like resume creation, job matching, career advice, and industry insights. CareerBuilder offers a range of solutions, including job search, resume building, job alerts, career advice, and applicant tracking systems for employers. Each competitor has its unique focus and features, catering to the needs of job seekers and employers in different ways.

### Competitor Target Markets

LinkedIn targets professionals and individuals seeking to build their network, advance their careers, and connect with potential employers or business partners. Indeed caters to a diverse range of job seekers, including entry-level candidates, mid-career professionals, and those seeking career transitions. Glassdoor appeals to job seekers who prioritize transparency and insights into company culture, salaries, and employee experiences. Monster targets job seekers across industries and career stages, offering opportunities for entry-level candidates, experienced professionals, and those seeking specific job types or locations. CareerBuilder serves job seekers at various career stages and industries, providing job opportunities, career advice, and tools for their job search. While there is some overlap, each competitor has its distinct positioning within the job seeker market.

### Competitor SWOT Analysis

SWOT Analysis of LinkedIn	
<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> <li>• Extensive Professional Network</li> <li>• Diverse Features</li> <li>• Strong Employer Presence</li> <li>• Brand Reputation</li> </ul>	<ul style="list-style-type: none"> <li>• Competition in the Job Board Space</li> <li>• Limited Focus on Job Matching</li> </ul>
<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none"> <li>• Integration of Advanced Technologies</li> <li>• Expansion of Partnership Networks</li> </ul>	<ul style="list-style-type: none"> <li>• Competitor Innovation</li> <li>• Changing Job Market Dynamics</li> </ul>

## **Customer Journey Map Explained**

Stage 1: Awareness - Potential job seekers become aware of the online job listing board through online advertisements, search engine results, social media, or word-of-mouth referrals. They explore the website's user interface, search functionality, and read testimonials or reviews from other users to assess the platform's credibility and usability.

Stage 2: Consideration - Job seekers register an account on the job listing board to access the full range of features and benefits. They create a profile by providing their personal information, employment history, education, and skills. They search for job listings based on their preferred criteria, such as location, industry, job type, or salary range.

Stage 3: Application - Job seekers customize their resumes and cover letters to match the requirements of the selected job listings. They submit their applications through the job listing board, either by uploading documents or completing online application forms.

Stage 4: Engagement - Job seekers track the status of their applications through the job listing board's platform, receiving updates on whether their applications are under review, shortlisted, or declined. They may receive notifications about potential interview invitations from employers through the job listing board's messaging system.

Stage 5: Selection - Job seekers receive job offers from employers through the job listing board's messaging system or email notifications. They negotiate terms, including salary, benefits, and start date, if necessary.

Stage 6: Onboarding - Job seekers access onboarding materials and information provided by the employer through the job listing board. They complete necessary paperwork, provide additional documentation, and undergo any required background checks or screenings. They begin their new job, embarking on their career journey.

## **Promotions and Pricing**

Our app and website are free to download and use. We will not be making profit off of the downloads of our app or through in-app purchases. We will instead make a commission off of companies and organizations who use our platform to advertise job listings. These companies will pay varying fees, for the amount of reach their job listings will get, as well as the amount of filtering preferences they would like to use to select job candidates. Another smaller, but still profitable method to generate cash, is to charge select users, who opt for it, an optional subscription fee so they can have access to job search coaches and resume writers. These coaches and writers will be priced at differing levels, based on their own discretion and their time on the platform, as well as their reviews and ratings. The coaches and writers set the price of their services, similar to Fiverr's pricing strategy.



## Traditional Advertising

Our traditional marketing will function as an extension to our digital marketing. The primary goal for both is to demonstrate our value over competing job search platforms to establish ourselves as the leading solution for students. To achieve this, we'll be implementing traditional advertising strategies such as brochures, flyers, and billboards. We'll create flyers that target specific departments such as business or anthropology, these ads will be carefully placed in the department building that they were intended for. This concept is proposed to negate the main disadvantage surrounding traditional marketing, being that it can't target consumers as well as digital. Similarly, To establish authority Being a new company in a competitive market, to establish our authority billboards will be placed near college campuses. All of our messaging for traditional physical marketing will be area specific, this tactic sets the precedent of our main value over the existing job search boards, being that our platform has higher quality and more applicable job postings.

The bulk of our traditional marketing will be Partnering with universities, which is a valuable way for us to establish our brand and connect with the target audience. Some of our potential strategies include:

Job fairs:

University job fairs offer an ability to connect with students and promote Jobo's platform. This can be an opportunity to showcase our unique features and benefits, and to answer any questions that students might have.

Career center partnerships:

Partner with university career centers to offer exclusive access to Jobo's resources and job listings for students. This will establish Jobo as a valuable resource for students seeking employment opportunities.

Sponsored events:

Sponsored student events on campus, such as career development workshops or networking events. This can be an opportunity to promote Jobo's platform and connect with students who are actively seeking employment and internship opportunities.

## Online Digital Marketing

### Top 2 or 3 closest competing websites. Names, links

Our closest competitors include:

Handshake.com

Handshake - A career services platform that targets college students and recent graduates. It mainly serves to connect students with job and internship opportunities from leading employers. It also provides career recommendations that recognize both their skills and interests.

www.indeed.com

Indeed - A popular job search engine that aggregates a substantial amount of job postings from various sources like the career pages on companies websites and other job boards. Users can sort listings by basic factors like job title, company name, and location.

www.linkedin.com

LinkedIn - A networking platform for professionals that secondarily offers some job search functionality. Users can research companies to connect with potential colleagues and employers. It's particularly used for networking and building professional relationships to pursue job opportunities.

Although we overlap with these platforms in terms of their features and benefits, we mainly differentiate ourselves through higher quality personalized job recommendations. We also provide an improved user experience enabling a more precise job search experience.

## **Top 5 search term keywords your SEO strategy will strive for. The goal is to be in the top page (and top 5 listings) of search results.**

Five search term keywords that Jobo's SEO strategy will focus on include:

"Student jobs" - Attracts a substantial amount of potential users who are looking for job opportunities that are specifically geared towards college and university students.

"Entry-level jobs in [area]" - Targets students that have recently graduated and are just at the beginning of their careers.

"Job search platform for students in [field of study]" - Targets students that are actively searching for job opportunities in their selected industry.

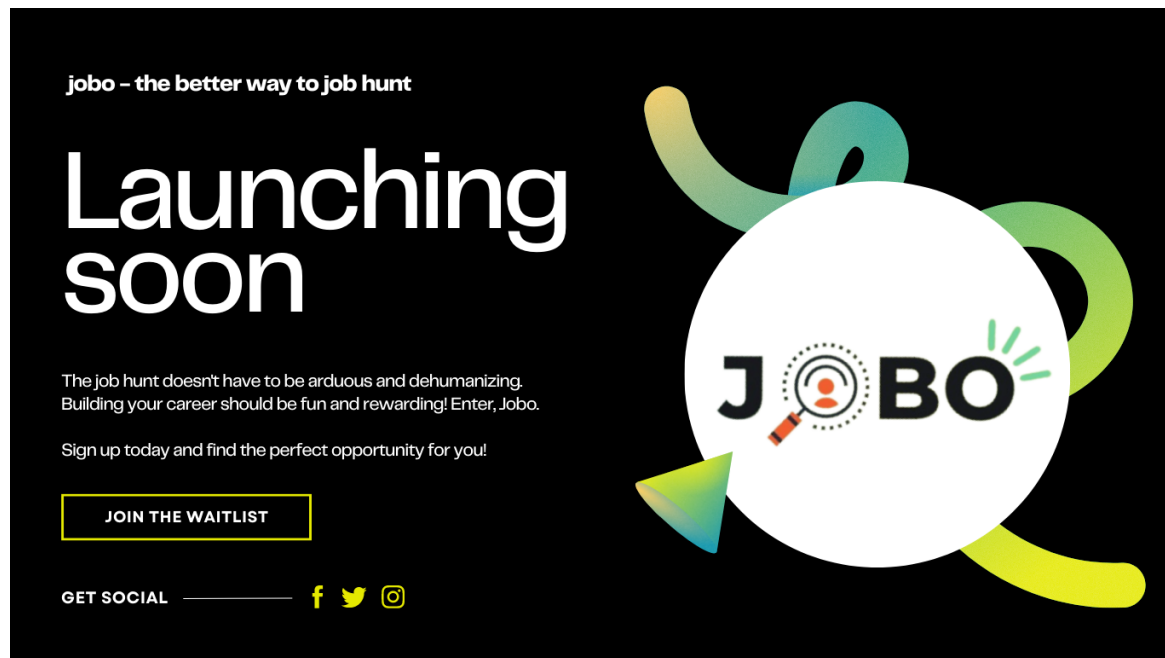
"Internships in [area]" - Attracts students that are searching for internship opportunities related to their field of study in their given area. Based on our survey results, internships are the most common way for students that are looking to make connections within their industry.

"Campus recruitment for in [school]" - Mainly targets employers that want to recruit college and university students for whatever campus was searched. This accomplishes the demand side of our platform, being the recruiters that are looking to get in touch with students.

## **Local or national reach? Describe why.**

Jobo will most likely start out as a local reach, but very quickly become national. The effort that it would take to make Jobo successful, locally, could be used just as well to make Jobo successful on a national scale. There are few benefits to keeping Jobo a local-only app/website. To start, it would make sense to build the app based on the experience Jobo's team has, locally, as well as the ease of finding advocates and potential testimonial speakers.

## Website Homepage



## Paid Search Budget

### Strategy

The primary objective of the paid search campaign for Jobo is to increase brand awareness and drive traffic to the platform, attracting more customers. To achieve this, a comprehensive strategy will be implemented. This strategy will focus on targeted keywords, audience segmentation, and compelling ad creatives.

First, thorough keyword research will be conducted to identify relevant search terms used by job seekers and employers. The campaign will be optimized by targeting keywords that align with Jobo's core value propositions, such as "all-in-one job board," "streamlined job search," "contract opportunities," and "talent sourcing." The keyword list will be continuously monitored and refined to optimize campaign performance.

Second, the ad campaign will be segmented based on target audience groups, such as job seekers, employers, and specific industries. This segmentation will allow for tailored ad messaging and increase the chances of reaching the right audience. Ad extensions will also be utilized to enhance ad visibility and provide additional information, such as site links, callouts, and structured snippets.

Third, compelling ad creatives will be created to highlight Jobo's unique value propositions. Emphasis will be placed on the centralization of various employment opportunities, cost-effectiveness for employers, and commitment to transparency and ethical workplace practices. Strong calls-to-action (CTAs) will be incorporated to encourage users to click and explore the platform further.

Lastly, the landing page will be optimized to align with the ad messaging and provide a seamless user experience. It will be designed to optimize conversions, making it easy for users to sign up, browse job listings, and access relevant resources. Clear and visible CTAs will be implemented to drive desired actions, such as signing up or exploring available opportunities.


### **Budget Allocation**


For the paid search campaign, an initial budget of \$10,000 per month is recommended to effectively reach and engage the target audience. The budget will be allocated as follows:


- 40% (\$4,000) will be allocated to keyword bidding, ensuring competitive bids for targeted keywords and maximizing visibility in search results
- 25% (\$2,500) will be dedicated to segmenting the ad campaign based on audience groups and industries, allowing for customized messaging and increased targeting efficiency
- 20% (\$2,000) will be allocated towards creating compelling ad creatives and conducting A/B testing to identify the most effective messaging and design elements
- 15% (\$1,500) will be allocated towards optimizing the landing page for conversions, ensuring a seamless user experience and increasing the chances of desired actions


Regular monitoring, analysis, and optimization of the paid search campaign performance are crucial to achieving optimal results. Adjustments to the budget allocation can be made based on campaign performance and the evolving needs of Jobo's target audience.

## Sample paid search text ad

**Sponsored**  
 jobo.io  
<http://www.jobo.io> ⋮  
**Find Your Dream Job Today!**  
Discover the Best Online Job Listings & Start Your Career Journey. Browse Thousands of Opportunities, Meet with Coaches and Resume Writers. Apply Now!



**Sponsored**  
 CareerBuilder  
<https://www.careerbuilder.com> ⋮  
**Are You Tired of Scrolling Through Endless Job Listings?**  
Find a career that is best for you, using our simple to use job search interface.

**Sponsored**  
 go.resumewriter.com  
<https://go.resumewriter.com>  
**Don't Settle For a Job That Doesn't Fulfill Your Aspirations.**  
Promote Your Resume and Build Relations that Convert Your Resume Into Real Career Building Jobs !

## Sample visual display ad

### Content Strategy

In today's rapidly evolving job market, students and job seekers face the daunting task of finding the right work-study, internship, part-time, or full-time job that aligns with their career goals and aspirations. This process can be overwhelming and challenging, considering the abundance of options available and the lack of clarity on where to begin and how to navigate the process effectively. Fortunately, Jobo can help job seekers streamline their job search process by providing a one-stop-shop to find job listings, research potential employers, and apply for positions. However, to maximize the effectiveness of this app and increase the chances of success in landing a job, it is essential to have a solid understanding of the job search process. That's where our blog articles come in. We offer a comprehensive guide to the job search process through our informative and insightful blog articles titled "How to Find the Right Work-Study Program for You," "5 Tips for Landing Your Dream Internship," "The Benefits of Part-Time Jobs for College Students," "How to Stand Out in the Full-Time Job Market," and "Navigating the Job Search

Process: Tips and Tricks." These articles provide valuable insights, professional advice, and practical tips to job seekers, which can help them successfully find and land a job that aligns with their career goals and aspirations. By implementing the guidance provided in these blog articles, users of our job search app can bolster their confidence and preparedness throughout their job search journey, leading to better career prospects and a brighter future.

Additionally, a Saturday night podcast would be a great addition to Jobo, especially for reaching out to the younger generation. The podcast will be named 'The Hire Podcast' and will be live-streamed on Spotify. Podcasts are becoming increasingly popular, and research shows that younger generations are more likely to listen to podcasts than any other age group. Creating a podcast for Jobo could be beneficial for providing job seekers with valuable information about the job market and career development. Career advice, industry trends, employer insights, and job success stories are topics that could be discussed in the podcast. These topics were chosen because they are relevant to job seekers and can provide them with the knowledge and tools needed to succeed in their job search.

Career advice can help job seekers in different stages of their career development, while industry trends can provide insights into the current state of the job market and the skills that are in demand. Employer insights can provide job seekers with valuable information about specific companies, including their hiring practices, work culture, and job opportunities. Job success stories can inspire job seekers and provide them with examples of how others have succeeded in their job search journey.

Utilizing a podcast can help reach the younger generation in several ways. Firstly, podcasts are an on-demand medium, which means that listeners can tune in whenever they want, making it easier for them to fit into their busy schedules. Secondly, podcasts can be shared easily on social media, which is where younger generations spend most of their time. Lastly, podcasts can be consumed while doing other activities such as commuting, exercising, or even while doing household chores, making it a convenient medium for younger generations who are always on the go.

## **Linking**

The strategy to motivate authoritative websites to promote and link to Jobo involves several key tactics. First, Jobo will create high-quality, relevant content to establish itself as a trusted resource. This includes conducting original research and sharing valuable findings to attract backlinks. Guest blogging opportunities on authoritative websites will be pursued, with a focus on including relevant links back to Jobo. Collaboration with industry influencers will be sought to leverage their expertise and gain visibility and backlinks. Active participation in community and industry discussions will help establish Jobo's authority and attract potential backlinks. Building relationships with niche websites, directories, and platforms targeting Jobo's audience will further enhance backlink opportunities. Regular monitoring and tracking of backlinks will be conducted to express gratitude and explore further collaboration. Jobo will develop unique tools or resources that offer value, encouraging backlinks as a valuable resource. Social proof and testimonials will be collected and showcased to enhance credibility. Finally, staying informed on competitors and industry trends will inform adjustments to the strategy. By consistently implementing these tactics, Jobo aims to build authority, generate backlinks, and enhance visibility.

## **Social Media Use**

We plan to use several social media platforms such as LinkedIn, Twitter, and Instagram. LinkedIn is a professional networking platform, making it an ideal platform for Jobo to share industry insights, job openings, and career development tips. Twitter is another platform that will be used to share quick

updates, company news, and engage with users through relevant hashtags. Instagram will be used to showcase the culture of Jobo, behind-the-scenes moments, and share job search tips and tricks through visually appealing posts.

We plan to use various engagement and functions on each social media platform to reach a wider audience. On LinkedIn, we will create and participate in industry-related groups and use LinkedIn Live to host Q&A sessions with career experts. Twitter will be used to engage with users through Twitter chats, retweeting and commenting on relevant content, and running Twitter polls to gauge user feedback. Instagram will be used for storytelling, behind-the-scenes glimpses, and running Instagram giveaways.

Posting will occur on a daily basis, with a mix of informational posts, job openings, and interactive content. Each platform will have a specific content strategy, tailored to the platform's audience and user behavior. For example, LinkedIn will be used to post more industry-specific content, whereas Instagram will be used to showcase the culture of Jobo.

Strategic use of each social media platform will be key to growing Jobo as a brand. We will utilize LinkedIn to build relationships with employers and industry professionals, Twitter to engage with job seekers and job-related hashtags, and Instagram to showcase the company culture and engage with users through visually appealing content. By strategically using each platform, Jobo will be able to reach a wider audience and establish itself as a go-to resource for job seekers and employers.

Daily management and engagement with followers will be a key part of our social media strategy. We will respond to comments, messages, and questions in a timely and professional manner. We will also use social media listening tools to monitor brand mentions and engage with users who are discussing Jobo or job search-related topics. This will help us to understand the needs of our audience and improve our content strategy over time.

## **Hashtags**

A unique hashtag for Jobo could be #JoboSearch. This hashtag incorporates the name of the app and the word "search," which is a common term used in job searches. It is also short and easy to remember, making it more likely for users to include it in their own social media posts related to their job search experience on Jobo. Additionally, it has not been widely used on social media platforms, allowing Jobo to potentially claim it as its own and establish a stronger brand presence.



### **Reviews/advocates/influencers**

We will use advocates and influencers to generate interest in our platform. They will advocate in a way that makes Jobo feel like a social media/game, rather than a simple job search app. These influencers will be hand selected based on their past experience of landing a dream job in their field. We will use the testimonial advertisement method to bring in new customers.

<https://docs.google.com/spreadsheets/d/1cDRi1bGkQDp2jgpVyHwD8mwi4J7zrMZQiYgeaaUTCsA/edit?usp=sha>