



LinkedIn Reach Out

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STATUS: **DRAFT**

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Background

In the past, college graduates would search and find jobs by going through volumes of fliers, posters, newspapers and other forms of media. This process was filled with a lot of faults; since there was no aggregated platform for jobs, candidates would waste time trying to filter jobs they were likely to get and in some cases not even finding the jobs they wanted. Also, since there was limited budgets to promote jobs, recruiters would not always present the whole picture about the jobs being offered and thus fail to reach relevant candidates. With the fast adoption of

the internet and mobile phones, more companies are offering services to easily match candidates to jobs that they want

Problem

Job matching has always been a difficult process. Today more than 40% of applicants and candidates say that getting relevant and personalised jobs is more difficult to get their ideal jobs. Many other businesses like Indeed are beginning to offer personalised services and it represents a huge threat to our business! Our competitors are starting to roll out services that provide a better experience in job applications. In order to stay competitive, we need to leverage our existing network in connecting individuals directly to jobs they can succeed in. We really need to make it easy for users to find and apply to jobs thus minimising the stress in the process.

Goals

- Build an app that allows users to apply to jobs through referrals
- Increase the number of successful applications through referrals to job boards.
- Reduce the amount of time that users find relevant jobs.

Key Features

Priority	Feature	Description
P0	Post jobs with referral	The user can post jobs from their jobs board. This post is only visible to 1st level connections.
P1	Job boards	The user can curate roles they support for people in their network to apply to.
P2	Job boards ordering	Users should be able to filter the jobs boards just as they would filter any other feature on the platform. With this, users should be able to filter jobs by company, experience level and skills.
P0	Apply with referral	The user should be able to see jobs that allow them to apply with referrals. Also, this should allow them to see a list of profiles they can request a referral for the specific job.
P2	View more referral profiles	This is a premium feature that allows users to see more than the maximum number of profiles. Users are only permitted to see a given number of profiles at a time but the paid product allows for them to see more.

Success Metrics

1. Increase user engagement in job boards by 50%
2. Increase successful applications through referrals by 20%
3. Reduce the number of time users spend finding jobs by 20%
4. Increase following to job boards by 15%

Target Market

1. College graduates
2. Final year students
3. Hiring Managers
4. Startups
5. Small and medium scale businesses

Core UX Flow *(optional)*

Mocks

Prototype

Total Addressable Market

Sources are placed in links

- **320 million** people in the US
- **10.4%** of the adult population is in college
- **6 million (18%)** students eventually graduate from college.
- \$29.99 per month

$$\text{TAM} = (6 \text{ million graduates}) \times (\$29.99 \text{ per month}) \times (12 \text{ months per year}) \times (5\% \text{ growth rate}) \\ = \text{\$2.2 Billion (approx.)}$$

Assumptions

- Graduation growth rate - 5%
- All US graduates will use LinkedIn premium service

Competitors

Indeed

- A renowned search engine for job listings.

- Key features
 - Job recommendations
 - Indeed resumes
 - Advanced search features
 - Job alerts
- Target audience: Job seekers and employers
- Revenue generated = 2.3B
- (Source: <https://www.owler.com/company/indeed>)
- Active users - 250M
(Source: <https://www.similarweb.com/ja/website/indeed.com>)
- Market share - 3.27%
- (Source: <https://www.datanyze.com/market-share/job-boards--377/indeed-market-share>)

ZipRecruiter

- An online job board and provide solutions to help employers recruit.
- Key features
 - Job recommendations
 - Very popular with job seekers
 - >7.5 million jobs and 35,000 different job titles
 - A lot of jobseeker testimonials
- Target audience: Job seekers and recruiters
- Revenue generated - 0.625B
- (Source: [ZipRecruiter - Owler Company Profile](#))
- Active users - 25M
- (Source: <https://www.salesforce.com/customer-success-stories/career-builder/>)
- Market share - 2.87%

Acquisition Channel

Students

1. **University blogs.** Students and recent graduates use these media to get content related to them like scholarships, jobs, internships. Campus influencers and ambassadors can be effective in getting relevant content to improve brand awareness and increase customer engagement.
2. **App Store Optimisation.** Features on the top apps or Editor's Choice can give us high visibility with job seekers. With appropriate SEO, users can land on the app on the App Store/Play Store by searching terms like "professional", "new graduates", "interviews", "jobs for freshers" etc.

Hiring Managers

1. **Sales teams.** Recruiters and hiring managers can be hard to reach and we should be able to use our sales team to target them
2. **Reddit and Blind.** This is one of the places where hiring managers, recruiters and even key staff hang out and communicate with each other. This requires low tech to get started but may take
3. **LinkedIn ads.** LinkedIn Ads have a strong reach and we can get very close to recruiters using this channel. According to [Link4leads](#), 92% of Fortune 500 companies and over 77% of recruiters use LinkedIn.

Marketing Guide

Marketing Guide

Pricing Strategy

Revenue Goal

The revenue objective is to increase presence in the graduate sector with more relevant tools and services that help the right people get connected to the right jobs. However, the Covid pandemic has greatly impacted job prospects and thus we have decided to offer the entire product for **Free for the next 6 months**. The following parameters are used to measure that we are reaching revenue goal:

- 5M+ downloads for the Mobile App
- 100K+ premium subscription users
- Increase user engagement in job boards by 50%
- Increase successful applications through referrals by 20%
- Reduced the number of time users spend finding jobs by 20%

This is the **Revenue Strategy**.

Freemium model. We designed the LinkedIn Reach out feature to makeUsers are likely users maybe it easy and convenient for job seekers to get a job or at least secure an interview. With this in mind, we decided to offer a **Freemium model** where we offer users can ask for up to 15 job referrals per month.

This means that for **job seekers**;

- Those with a premium account will be eligible for unlimited monthly referrals.
- On the other hand, those using the free account will be eligible for a maximum of 15 monthly referrals. They can upgrade to the premium account for **\$29.99 per month** to get access to unlimited referrals.

There are also Special discounts packages

- Merit-based and economic-based discount packages to be provided to only recent graduates from partner colleges within one year from graduation


Pre-Launch Checklist

1. Sales & Marketing Team
 - a. Outreach to hiring managers, recruiters and university blog writers about the offering
2. Customer Support Team
 - a. Help answer user questions, issues and complaints.
3. Technical Writers
 - a. To write release notes on current features and possible bugs
 - b. Create user guides and articles for new users
4. Data Analysis Team
 - a. Help track a list of essential metrics and KPIs


Anticipate and Plan for Risks

Risk factors	Mitigation Plan
We may fail to assign resources that would match the expected demand on the servers	Continuous testing should be done in the staging environment with the QA and Engineering team to make sure the new system has adequate capacity
Product launch may not be targeted enough to the right audience and so lead to high expense, low ROI and not reaching the revenue goal.	Work with the marketing team to make sure that the right partners are identified before product launch and that they work with Data analysis to monitor marketing spend
Users could have a hard time finding the feature especially if there's no connection in their network to offer a referral	Work with technical writers and marketing to help users find relevant information on how to increase their network to access the Reach Out feature.

Training Guide for Sales and Customer Support

 Training Guide

User Guide

 User Guide

Post-Launch

Problem

After launching the product, the adoption rate is lower than expected (about 35%).

Solution

- **Prefilled messages.** It is likely that users are dropping off because they have to compose a message to the referee. We can offer pre-populated text that can be personalized to the job and person in question.
- **Tech writers, QA and Engineering.** It is possible that users are not finding the Apply with Referral button even after downloading that app and have met the specific requirements. QA and Engineering should be brought in to understand if there are users facing this issue. Tech writers should also be brought to verify if users are finding the user guides easy to understand.
- **Hackathons:** Hackathons are avenues to prove that students have the skills that they claim. Conducting hackathons with partner colleges will increase visibility and bring more companies. Winners can claim a referral as part of their awards.
- **Mentoring:** We will be creating a mentoring and Career Advice program to help users find mentors who can help them figure out how to take their next steps. These mentors will be from partner schools and they will mainly focus on final year students. The students who are successful in the mentorship program receive a referral to a job.

Key Metrics

- Click-through rate on Apply with referral greater than or equal to 20%

Control and Variant

- Users in the control group will have the regular features
- Users in the variant group will have the message prepopulated with text to be sent to the referee.

Hypothesis:

Our users with the prepopulated messages will make it easier for users to understand the type of questions and things to fill or ask the person they want the referral from. This will increase click-through will in turn increase the adoption rate.

Launch Email

 Launch Email