Go to Market Plan

## 4Ps

## Job Seeker Premium Account Revamp

The set of features that give more value to the job seeking users of LinkedIn.User research revealed that there is discontent among the current Job Seeker Premium Users and it becomes imperative to increase the value to the customer to retain and attract users. The feature set includes,

1. Status Tracker
2. Job Recommendations
3. Profile Review and Support
4. Recruiter Feedback

## Price:

|  |  |  |
| --- | --- | --- |
| Feature Name | Price | Remarks |
| Status Tracker | Free for all premium users initially and then to all users | This is more of a parity feature and hygiene factor. Most competitors provide this feature for free to all users. It’s a low hanging fruit and has relatively low cost to develop |
| Job Recommendations | Free for all premium users, ie., no additional cost. | Again a parity/hygiene feature. However, only job seeker premium as this involves a bit of cost to curate and build intelligent analytics to predict best fit jobs based on skills and interests. |
| Profile Review and Support | Package 1 is free for all premium users ie., no additional cost.  Package 2 and 3 have a one time cost  Package 2  non premium members at 75$ and to premium members at 50$  Package 3  non premium members at 150$ and to premium members at 100$ | Package 1: is automated profile review and report, this is partially available in the form of suggestions for profile completion. The cost incurred would be one time and relatively lower and hence can be a good free service for a very low cost  Package 2 : Cost involved in terms of the resource involved and probably the resource is a contractor to LinkedIN. The cost includes payment to the expert, LinkedIn will get 20% facilitation fee. |
| Recruiter Feedback | 2 feedback requests every 3 months part of the package. | No additional price for Recruiter.  Additional 10$ fee for the job seeker premium account holder with guaranteed feedback from at least 5 recruiters every month. With a rollover when not used/ feedback not received |

## Place:

As these are feature additions, the place of launch is the platform itself.

## Promotion:

There will be an ad link on the home page for the premium paid features recruiter feedback and profile review and support. No additional discounts over the already mentioned price will be provided. For the package 3 of the Profile Review and Support, a before and after article will be added to the company page in the form of the news item.

Recruiter feedback - will be through customer testimonials.

## 2. Messaging

No explicit messaging.

**3. GTM Planning:**

Pre-Launch

Beta Launch-

The beta version can be launched internally to identify any major bugs.

Stakeholder communication

All stakeholders are informed via email before the product launch of the features that are being launched along with the target persona and the metrics for success.

Release Plan

Recruiter feedback feature could be done on limited release as the adoption of the feature is a bit of a challenge and limited release could help quantify the benefit of the feature.

External Stakeholders.

Status Tracker

For companies that accept applications from LinkedIN, there needs to be an automated feedback setup for the status to be sent back to LinkedIN platform. They need to be on boarded and kept in loop through the feature creation

Recruiter Feedback

Recruiters are the external partners who need to be on boarded from the inception phase to the release and ongoing operational support.

Launch

The status tracker and the recommendations would just show up when the job seeker account member logs in and does the next job search and apply. This is a nice surprise factor for the users to find out when they are doing the job search and apply activities.

For the Recruiter Feedback there will be a link in the home page just below the menu items which will take the user to the press release page with links to signup pages of the respective feature.

Post-Launch

For the recruiter feedback and profile support we can get LinkedIn experts to blog, create videos etc highlighting the benefits.

Campaigns/Ads

An ad on the linkedIn platform with call to action when a user logs in to check out the Recruiter Feedback/Profile Support will be done. Recruiter Feedback will be on the Jobs page and the Profile Support on Profile page.