



LinkedInGrad

careers for freshers

Marketing Guide

1.1 Background

Today we find lot of apps and platforms for job recommendations. However, very few can be used by recent college graduates with no or little experience.

Expansion of LinkedIn services to recent college graduates to recommend best jobs by matching their skills and preferences.

Around 200 million students graduate every year all over the world and this number will reach 300 million by 2030.

In U.S 4 million students graduate every year, 43% of them are underemployed and 4% are unemployed.

More than 15% of world students graduate in India alone every year which is around and only 26% i.e 1 among 4 of these is hired by companies.70% of new graduates enrolled for reskilling.

1.2 Problem

Recent college graduates face a challenge in finding their first job that best suits their skills and interests. They also lack practical skills and self- branding that is most needed by many jobs today.

Key problems faced by recent graduates:

- Lack work experience leading to gap between academic skills and practical job requirements
- Poor interview and negotiation skills.
- Lack of clear career direction
- Poor self-branding.

1.3 Goals

We created LinkedInGrad , a new feature for LinkedIn targeted for recent graduates (age 20-30) that helps to provide best job recommendations based on their skills and preferences.

Users can also:

1. Enrol for high rated courses to learn new skills
2. Gain confidence and standout by enrolling to trainings.

3. Build professional network and a self-brand.
4. Network with mentors and professionals.
5. Explore best career roles based on your interests

1.4 Key Features

1. College2Campus
Trainings courses for user to upgrade their soft skills. This is an important feature for users to build confidence and gain important skills like interview skills, negotiation etc. to stand out from completion.
2. Skills and interests matching
This feature will make users to add their interests, skills and soft skills and encourages taking up assessments. All assessed skills are shown in their profile and best suited career roles and recommended based on these skills. This not only boosts users confidence in a skill but also helps understand what kind of role or career path is best for them.
3. Build professional network and a self-brand.
Users will be able to build a public profile show casing their skills and achievements. This will help them build a good self-brand. They can network with mentors and professionals and build network as they go.

1.5 Benefits to user:

1. Enroll for high rated courses to learn new skills
2. Gain confidence and standout by enrolling to trainings.
3. Build professional network and a self-brand.
4. Network with professionals, peers and find mentors.
5. Explore best career roles based on your interests
6. Get best job recommendations based on your skills and preferences.

Where users can find the product:

- Users can download the app using Play store (android users) or App store (iPhone users)

1.5 Market background

LinkedInGrad feature will help expand LinkedIn's vision of creating economic opportunity for every member of the global workforce, by extending its job market offerings to recent college graduates.

Acquisition of user in this new market will be relatively easy leveraging LinkedIn's already well-established platform for job recommendation.

Total Addressable Market:

200 M graduates every year X \$ 96 (annually \$8 x 12) = \$19.2B.

Serviceable Addressable Market (India):

As more than 15% of world students graduate from India, this will be a good starting market and then we will expand worldwide.

SAM= 65 M X 96 (\$8 x 12) ~ \$ 6.2 B

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Serviceable Obtainable Market:

Initial focus is at least 5% i.e 3.25 M graduates with at least 20% conversion rate.

SOM = 0.325M [0.325 M x \$ 8] ~ \$ 2.6 M for first year of launch.

Data sources:

Source1 Source2 Source3 Source4

1.6 Competitors

1. Fresher'sworld

Job portal for fresher's .It's primary focus is on college graduates in India. They offer their services using mobile app and webapp.

Features:

- Job listing -MNC's and Government Jobs
- Online courses
- Interview and aptitude preparation test
- Mock interviews and expert resume building
- Abroad study services
- Corporate Employability Assessment Test(CEAT)

Premium membership: Rs 699 (\$10) for 3 months or 999(\$14) for 6 months

2. XING

Primarily focus on German-speaking market but has worldwide presence.

Features:

- Skill based job recommendation
- Personal and professional skill training
- Boost profile visibility
- Students personality profile, strengths
- Premium customer service

Premium:

\$ 10.95 a month for 3 months

\$ 9.45 / month for annual subscription

1.7 Product Background and Positioning

LinkedInGrad, an additional feature within LinkedIn App that is targeted for recent graduates (age 20-30) to help them kick start their career by recommending the best jobs based on their skills and preferences.

Premium features:

- Online video courses
- College2Campus online training
- Direct messaging to recruiters
- Instant access to salary insights
- Who's Viewed Your Profile
- Applicant Insights

Key differentiators:

LinkedIn is leading professional network with millions of recruiters and having 760M users worldwide. Thus we have network effect and below unique selling points:

- College2Campus platform

Reduce skill gap by providing exclusive online training courses on soft skills , teamwork, work ethics, interview and negotiation skills

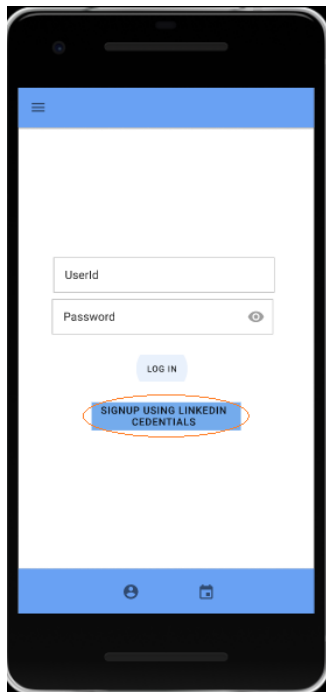
- Online learning courses

Exclusive courses for fresher's to learn basic to intermediate skills to start or transition to their preferred job role.

- Build strong self-brand
Earn badges and stand out from crowd

- Curated Job
AI based proprietary algorithm for curated job recommendation exclusively for freshers

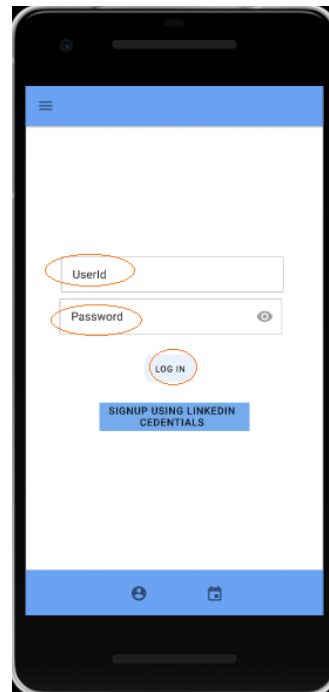
How to Sign Up for LinkedInGrad:



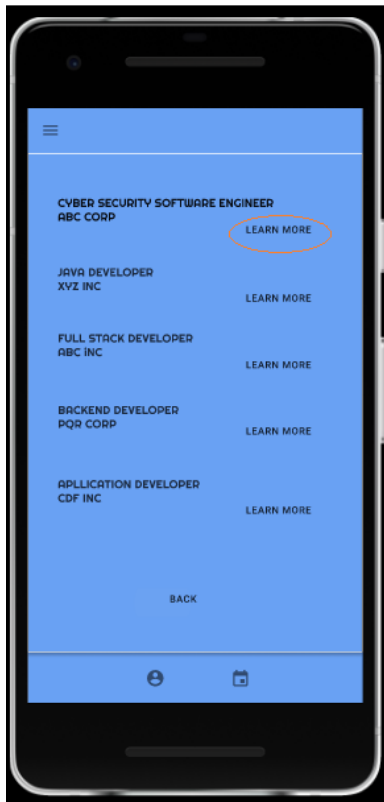
If you are first time user but already,
a LinkedIn account click on
“Signup using LinkedIn credentials”

OR

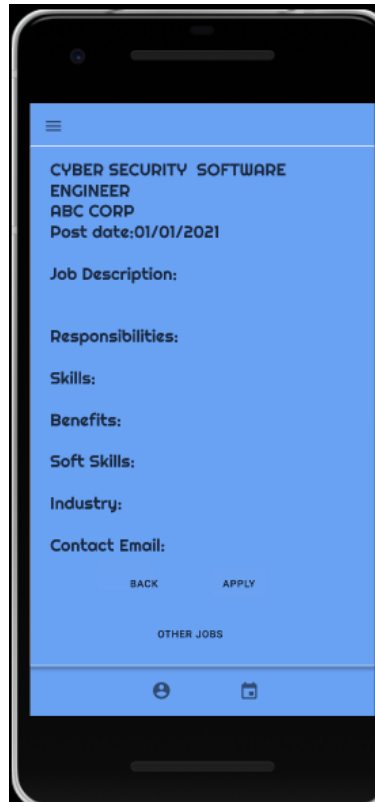
You can login by entering user id and
password



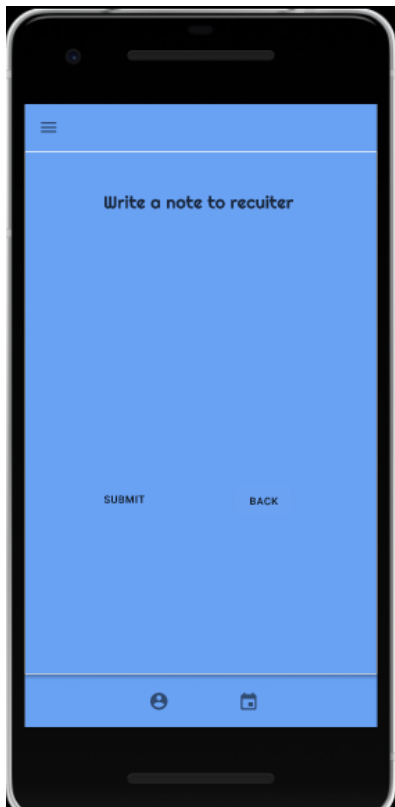
How to apply for your first job:



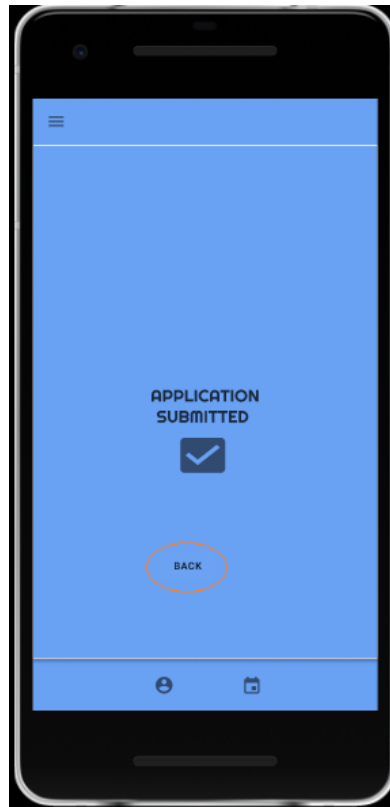
In “Jobs” section you can
View all job listings.
Click on “Learn more”
to explore about a job



You will find details of job here.
Click on “Apply” to submit
your application for a job



Add a note to recruiter
and click on "Submit"



Your application is submitted