Marketing Guide

Background:

LinkedIn is an American business and employment-oriented online service that operates via websites and mobile apps. Launched on May 5, 2003, the platform is primarily used for professional networking and career development, and allows job seekers to post their CVs and employers to post jobs. According to the New York Times, US high school students are now creating LinkedIn profiles to include with their college applications. LinkedIn also acquired the online MOOCs platform, Lynda which is now called LinkedIn Learning.The basic functionality of LinkedIn allows users to create profiles, which for employees typically consist of a curriculum vitae describing their work experience, education and training, skills, and a personal photo. Employers can list jobs and search for potential candidates. Users can find jobs, people and business opportunities recommended by someone in one's contact network.

Goal

Our goal is to make LinkedIn Ifi the destination to discover and get into their dream job. What is a dream job though? We think it's the job that doesn't give you Monday Blues. Others in this space focus on providing either just job suggestions which are very abstract in nature or simply display out all the jobs related to the keyword search. LinkedIn Ifi is the product people come to to understand their strengths and get suggestions in their forte.

Market background:

Target Audience
- **Individuals** - those who are looking out for a job and want guidance related to the job profile best suited for them.
- **Educational Institutions** - schools, colleges who are looking to provide career guidance to their students early on, to then divert the child's focus into their areas of strengths.
- **Enterprises** - companies who are looking to help their employees with the career direction, up and sidewise

Competitors

- **123Test**
  Worldwide company providing psychological tests in over 5 languages to answer career questions. With over 30M visitors and 18M test takers annually, 123Test focuses on

providing insights from their test to help test takers get directions on an abstract level about which career might be suited for them.

- **CareerOneStop**
  US Dept of Labor sponsored org that provides polarity bases assessment to provide jobs across 28 industries. The job postings are aggregated from websites like CareerBuilder, NLx, Indeed, etc. They mainly focus on helping clients with job search and providing hiring & training solutions for businesses.

Product Background and Positioning

Product Value Propositioning
"Your guide to get an intelligent and personalized job recommendation in sync with your strengths and acumen instead of oldschool keyword search."

Key Features

- Excellence Assessment (EA)
  The user will take this EA which asks questions from varied perspectives to analyse users on multiple aspects. Once the test is complete, users will be given a score based on their performance in each different section which they can anytime view in their profile.

- Recommendations as per EA score
  Users on the basis of their EA score get top 3 industry and per industry top 5 job profiles recommendations. For each recommendation, the user can read out the general description of the industry or job and also see what points made this recommendation land on top for that user.

- Affinity Score per job listing
  If the user has attempted EA, even when they're just browsing the job listings they'll see Affinity Score associated with each of the job profiles which would provide them insights on which job is well suited for them.

  Note : Affinity score is different from EA Score. EA score is a distributed scoring across multiple categories which directly tells users where they stand in each category. However, the Affinity score is purely related to a job listing and how likely is the user to fit in the given job profile. Affinity score however doesn't guarantee any success and that will majorly depend on a person's performance.

Benefits

Users get -
1. a personalized report on their strengths through scoring in various categories like aptitude, logic, etc.
2. top 3 industry and job profile recommendations straight on their profile
3. all the job postings recommendations on jobs page with an affinity score to determine which is more suited
4. displayed non-active jobs as well to understand description, expectation to prepare when job hunting.

Product Flow - Job recommendation

1. User will download the LinkedIn Ifi app
2. First time users can sign up on the app; returning users can login.
3. Users will go to their profile to see which industries are recommended to them.
   a. Assumption is that the user has already taken the test.
4. Users click on one industry. This opens up the job listing page with appropriate filter applied (in this case, this industry pre selected)
5. Users see a list of job profiles and their affinity score.
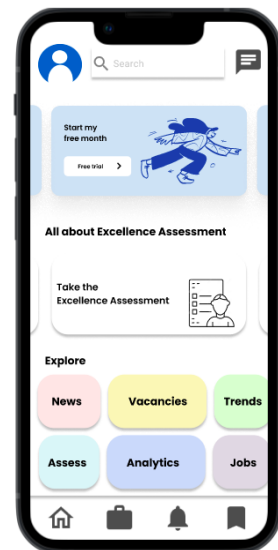6. Users open one of the job profiles to get details from where they can also apply to the job.
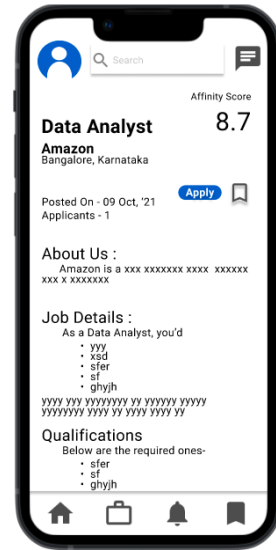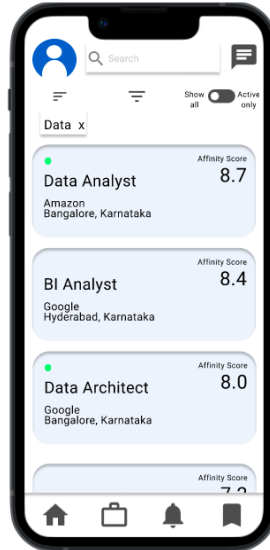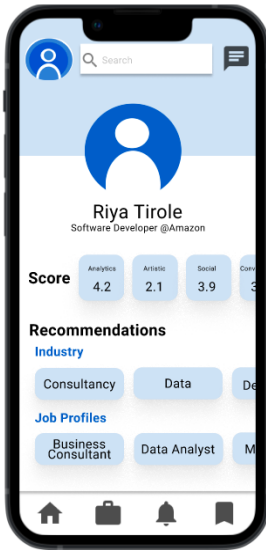
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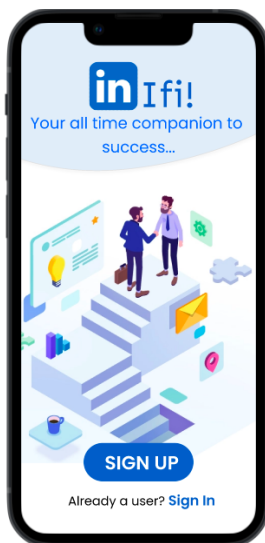
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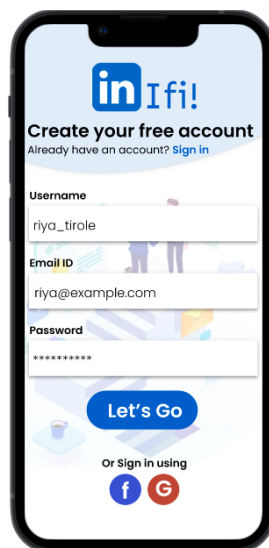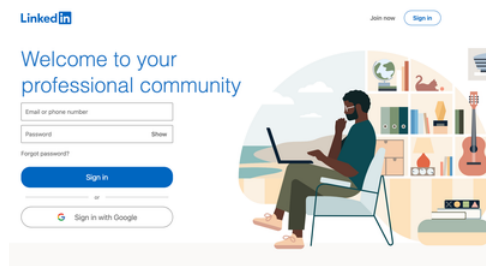
Step 3

Step 4

Step 5

Step 6

Where to find the product?

Apple Appstore

Google Playstore

LinkedIn Website