

Marketing Guide

Background:

- Over the years, Unemployment and underemployment are the main challenges that every single country faces, especially both rates are very high when it comes to recent graduates. It became harder to find a job or the right job for graduates after the pandemic hits which made the employers have no intent to hire recent graduates with no prior experience
- College education does not prepare an individual for real-life and young adults usually fail to launch their careers due to lack of direction or guidance, poor self-image, and poor interview skills. Going into numbers, we have almost 53% of recent graduates unemployed.
- Introducing LINKEDIN FRESH which is the first interactive subscription program for hiring recent graduates. It is a community for graduates to help them find their Right Mentor, Right Peer, and Right Job.

Market background:

- **Target audience**
 - Mainly fresh grads who recently graduated from university
 - Unemployed/Underemployed youth
 - Senior students at universities
- **Target market**
 - The launch will be in the US market at first and then expand to other countries.
 - 1.98 million US college graduates each year.
 - 53% are unemployed In the US and 43% are underemployed in their first job.
- **Competitors (Online recruitment portals)**
 - Monster
 - Number 1 competitor as they have specif section for fresh grads
 - Glassdoor
 - Glassdoor is famous for the huge reviews of companies and tip for interviews and offers tons of entry-level jobs as well

Product Background and Positioning:

- **Value Proposition**

- Building affordable habilitation graduate program which enables graduates to find the place to engage with the community, find their right mentor, and their right job

- **Features:**

- Ask a mentor functionality
 - The top feature in our product enables users to find professional mentors in their field and they can start chatting with them to get the career advice needed
- Build Resume
 - Users can build their resume professionally through simple questions and tasks to be done that also match the guidelines and ATS
- Community
 - Users will be able to communicate with related colleagues in the same field and share their experience (something like social media apps)

- **Visuals**

