

Minutes of Meeting

Job Connector - Target Audience Discussion

Date: [Insert Date]

Time: [Insert Time]

Venue: [Online/Office Location]

Attendees:

- [Your Name], Project Lead
- [Team Member 1]
- [Team Member 2]
- [Other Relevant Attendees]

Agenda:

1. Identifying the primary target audience for the Job Connector portal
 2. Understanding job seekers' and recruiters' needs
 3. Language and accessibility preferences
 4. Discussion on marketing strategies to reach the target audience
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Discussion Points:

1. **Target Audience Identification**
 - **Job Seekers:** Freshers, interns, and experienced professionals looking for job opportunities in various industries.
 - **Recruiters:** Companies, HR professionals, and consultants from organizations like Tech Mahindra, HCL, and Jindal.
 - **Demographics:** Primarily India-based users, with a focus on tier-2 and tier-3 cities.
 - **Preferred Technologies & Roles:** IT, software development, customer support, BPO, and other emerging sectors.
2. **Understanding User Needs**
 - **Job Seekers' Needs:**
 - Easy job search and application process
 - WhatsApp-based job connection feature
 - Resume upload and profile visibility
 - Notifications for job updates
 - **Recruiters' Needs:**
 - Simple job posting and candidate management
 - Direct candidate contact via WhatsApp
 - Bilingual interface for wider accessibility
3. **Language and Accessibility**
 - **Bilingual Support:** Hindi and English to cater to a larger audience
 - **Mobile Optimization:** Ensuring a seamless experience on mobile devices
 - **User-Friendly Interface:** Easy navigation for both job seekers and recruiters

4. Marketing Strategies

- **Digital Marketing:** SEO, social media, and job-related content
- **Partnerships:** Collaborations with colleges, training institutes, and hiring agencies
- **Referral Programs:** Incentives for users who refer job seekers and recruiters
- **WhatsApp and Email Campaigns:** Personalized job alerts and recruiter promotions

Action Items:

Task	Assigned To	Deadline
Conduct market research on target audience behavior	[Team Member]	[Date]
Develop user personas for job seekers and recruiters	[Team Member]	[Date]
Work on bilingual support implementation	[Team Member]	[Date]
Create a digital marketing strategy for outreach	[Team Member]	[Date]

Conclusion:

The meeting successfully identified the primary target audience and their needs. The next steps involve refining user engagement strategies and implementing the discussed features to enhance accessibility and usability.

Next Meeting: [Insert Date & Time]

Meeting Adjourned

Prepared by:

[Your Name]

[Your Designation]

[Company Name]