Job seeker experience can be divided into two concepts:

1. Advice, resources, free tools – Stephanie/Justin, Anthony’s team, Owski
2. Instructional, one-to-one service, paid tools – Heather’s team

Free content is all about advice, consumable at one’s leisure and through discovery & should be reflective of that.

Instructional content is more about coaching, getting one-on-one assistance and finding more tools or instruments to help augment and change one’s job search.

Sexy for B2B:

|  |  |  |  |
| --- | --- | --- | --- |
| Enlighten | Educate | Empower | Encourage |

But for consumers, we should stick with a more intuitive cycle:

That aligns with the above:

|  |  |  |  |
| --- | --- | --- | --- |
| Enlighten | Educate | Empower | Encourage |
| Discovery | Find the job | Get the job | On the job |

Today, our portals exist as such:

B2C

B2B

Career

Services

Portal

Content served, based on purchase (bundled services or a la carte):

Content served, based on purchase or subscription level:

Knowledge Base may have the capability to serve us in three ways:

* Customer Service as an internal resource platform for knowledge (not shown here)
* The basis of content for portal-based service for consumer products & EDU clients
* A repository for all job seeker content (whether free or paid) that can feed to the new Advice & Resources experience, the altruistic one-stop-shop career resource center for job seekers

When a job seeker logs in, they see a piece of content:

In theory, Knowledge Base could categorize and tag content in such a way so that we could segment and deliver content based on distribution channels/audiences. This is a sample of how our content could or ideally be in KB:

* All free content would be pushed to our Advice & Resources section, while some of this free content would be served in the B2C portal and B2B portal.
* The latter would have its own unique and exclusive content, only accessed by clients that purchased – as well as access to the one-on-one services.
* Certain content would also only be pushed to partners (MSN, AOL primarily). \*These portals that exist today are pulling from our CMS system and would need to be overhauled & rebuilt in tech.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Knowledge Base (if applicable) |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| Content Type | Titles | ID/Code/Dewey Decimal\* | Phase | Category | Tags | B2C | B2B/EDU | Advice & Resources | Partner |
| Article | How to make a resume shine | R1 | 1 | Get the job | Resume | Y | Y | Y | Y |
| Article | Interview tips | I1 | 1 | Get the job | Interview | Y | Y | Y |  |
| Video | Bad interview answers | I2 | 2 | Get the job | Interview |  | Y | Y |  |
| Infographic | Paycheck to paycheck | PR1 | 3 | On the job | Infographic, news |  |  | Y | Y |
| Template | Personal branding worksheet | Temp1 | 4 | Find the job | Branding |  | Y |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  | \*Unique identifier |  |  |  |  |  |  |  |

There are also obvious gains from collecting social data and login data of users to understand consumption and behavior as it relates to CareerBuilder.com, so as much integration as we can get from SFA to CB.com, the better.

As for the Advice & Resources Project, we’re exploring ways to serve up consumer content in a much more intuitive and digestible way. In addition to the content, we’ve discussed with Owski bringing in existing CB tools to upgrade and overhaul, as well as supplementing the data within this experience with outside data like EMSI (and discovering what paths there could be to free vs paid in correlation with their existing paid products).

We’ll be folding in paths to purchase as part of this project for consumer product as they exist today or develop during this process.