**GradMatch Marketing Guide**

## **Background:**

The job market for recent college graduates can be highly competitive, with many graduates struggling to find job opportunities that align with their skills and preferences. According to a report by the Economic Policy Institute, the unemployment rate for recent college graduates in the United States was 7.7% in 2020. This highlights the need for innovative solutions that can help recent college graduates find job opportunities that align with their skills and preferences.

The GradMatch app aims to solve the problem of recent college graduates struggling to find job opportunities that align with their skills and preferences.

Key insights driving this problem include:

* Recent college graduates often struggle to find job opportunities that align with their skills and preferences.
* Existing job search platforms often provide generic job recommendations that do not take into account the unique skills and preferences of individual users.
* Personalized job recommendations can increase the likelihood of recent college graduates finding job opportunities that align with their skills and preferences.
* Competitors in the job search market include platforms such as LinkedIn, indeed, and Glassdoor. These platforms offer job search functionality, but do not offer the level of personalization that the GradMatch app aims to provide.

This matters because recent college graduates are a key demographic in the job market, and are in need of innovative solutions to help them find job opportunities that align with their skills and preferences. The GradMatch app has the potential to fill this gap in the market and provide a valuable service to recent college graduates.

The goal of the GradMatch app is to provide recent college graduates with personalized job recommendations that align with their profiles. Success for the app looks like:

* High user engagement and retention rates.
* Positive user feedback on the app's user interface, features, and overall user experience.
* Increased job placements for recent college graduates through the app.

## **Market background:**

Target Audience:

The target audience for GradMatch consists of recent college graduates who are actively seeking job opportunities to kick-start their careers. These individuals are typically between the ages of 22 to 28 and have recently completed their undergraduate or postgraduate studies. They are motivated, ambitious, and eager to find employment that aligns with their skills, interests, and career aspirations. They are tech-savvy and comfortable using digital platforms and mobile apps for job search and professional networking.

Target Market:

The target market for GradMatch is the job market for recent college graduates. This includes a wide range of industries, such as technology, finance, marketing, healthcare, engineering, and more. GradMatch aims to cater to graduates from various educational backgrounds, including business, STEM, liberal arts, and social sciences. The focus is primarily on the United States market, with plans to expand to other regions in the future.

Competitors:

In the job search and recruitment space, GradMatch faces competition from several established players. Two notable competitors are:

* LinkedIn: LinkedIn is a professional networking platform that offers job search functionality, professional profiles, and networking opportunities. It has a vast user base and a comprehensive database of job listings, making it a significant competitor in the market.
* Indeed: Indeed is a popular job search engine that aggregates job listings from various sources, including company websites, job boards, and staffing agencies. It provides a user-friendly interface, extensive search capabilities, and a large job seeker and employer user base.

## **Product Background and Positioning**:

Product Description:

GradMatch is an innovative job search platform that empowers recent college graduates to discover and secure their ideal job opportunities. With a focus on personalized recommendations and seamless user experience, GradMatch aims to revolutionize the job search process for young professionals.

Product Value Proposition:

GradMatch offers recent college graduates a tailored and efficient job search experience, providing them with relevant job recommendations based on their skills, preferences, and profile. By leveraging advanced algorithms and AI-driven technology, GradMatch ensures that graduates are connected with opportunities that align with their qualifications and career goals, increasing the chances of finding the perfect job match.

Features:

* Personalized Job Recommendations: GradMatch utilizes a sophisticated matching algorithm that analyzes a graduate's skills, education, experience, and preferences to provide highly relevant and personalized job recommendations. This feature eliminates the need for manual searching and saves time by presenting curated opportunities that align with the user's unique profile.

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| Job recommendation and matching algorithm // Clean UI | |
| User selects a job post and is able to identify the match % based on profile and easy apply. | Verification of sent application |

* Comprehensive Profile Builder: GradMatch offers a robust profile builder that allows graduates to create a comprehensive and compelling professional profile. Users can showcase their education, work experience, projects, certifications, and other relevant details to make a strong impression on potential employers. The profile builder includes customizable sections and templates to help graduates highlight their strengths and stand out in the competitive job market.

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| Profile page | |
| Users showcase their work history, education history, projects, certifications etc. with the help of inbuilt AI algorithm to help finetune profile and set them up for success |  |

* Networking and Professional Connections: GradMatch facilitates networking and professional connections by providing a platform for graduates to connect with industry professionals, mentors, and alumni. This feature allows users to expand their professional network, gain insights into different career paths, and receive guidance from experienced professionals.

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| Networking Features | |
| Users receive real-time notifications from companies and colleagues | Users have personalized networking tab where they can chat and post with members in their connection group |