Sandu Leonard Florentin   17.05.2024
Smeu Estera-Valentina   group 1040

Marketing Project

1. Product proposal

The requirement for students to gain firsthand **experience** alongside their academic endeavors.

A **website** featuring:

- Exclusive access for **students**.
- **Volunteering** opportunities from diverse companies.
- Announcements of **workshops** and **projects**.
- The opportunity to gain **experience** in any field of study.

2. Situation analysis

a. Product market analysis:

i. Number of effective users in 2023:

- LinkedIn: 900 M
- Indeed: 360M+ visitors/month
- Monster: 875 M

ii. Revenue growth:

	2019	2023	growth rate
LinkedIn	7.54B	15.74B	0,1585817
Indeed	2.3B	3.9B	0,1113922
Monster	~ 0.6B	1.7B	0,2315712

The evolution of the job search market by considering changes in the number of users and the intensity of product consumption happened because the internet became more accesible due to technological advancements and COVID-19.

b. Competitors analysis (TOP 3 players, according to market shares):

- **LinkedIn** (67.3% market share)
- **Indeed** (11,9% market share)
- **Monster** (11,3% market share)

i. Present the product/brand portfolios.

LinkedIn:

- **LinkedIn Core Platform**: This is the leading networking site where users can create profiles, connect with other professionals, join groups, and share updates. It is used for professional networking, job searching, and career development.

- **LinkedIn Premium**: This paid subscription service offers additional features like InMail (direct messaging to people not in your network), seeing more profile views, and access to online professional development courses through LinkedIn Learning.
- **LinkedIn Learning**: Formerly known as Lynda.com, this platform offers a wide range of video courses taught by industry experts in various fields, such as business, technology, and creative skills.
- **LinkedIn Sales Navigator**: This tool is designed for sales professionals and offers advanced search capabilities, personalized lead recommendations, and insights for understanding potential clients and engaging with them effectively.
- **LinkedIn Recruiter**: A specialized product for recruiters and talent acquisition professionals, it provides tools to find, connect with, and manage potential job candidates.
- **LinkedIn Talent Solutions**: This includes various tools and services for employers, such as job posting, employer branding solutions, and recruitment tools to find and attract talent.
- **LinkedIn Marketing Solutions**: These are tools for advertisers and marketers to reach a professional audience through targeted ads, sponsored content, and other marketing services on LinkedIn.
- **LinkedIn Insights and Analytics**: Provides data and analytics to users, especially businesses and marketers, to track the performance of their posts, understand their audience, and gain insights into market trends.
- **LinkedIn Groups**: Allows users to create or join groups based on common professional interests, where they can share content, find answers, post, and view jobs, make business contacts, and establish themselves as industry experts.
- **LinkedIn SlideShare**: A hosting service for professional content, including presentations, infographics, documents, and videos. Users can upload content to share publicly or privately.
- **LinkedIn News**: Delivers business news and insights, curated through automated technology and human editors, to keep professionals informed about industry trends and developments.

Indeed :

- **Assessments**: Ready to use candidate assessments to evaluate required skill.
- **Company Pages**: Employer exclusive features, including company description and branding.
- **Mobile App**: Monster.com offers a mobile app that allows job seekers to search and apply for jobs on the go. It enables employers to manage their listings and candidate communications from mobile devices.
- **Resume Database Access**: Employers have access to Monster's extensive resume database, which allows them to search for and reach out to potential candidates directly.

- **Hiring Events**: Accelerate recruitment processes through automated screening and scheduling.
- **Job Posting**: Employers can post job listings on Monster.com to reach a wide range of potential candidates.

Monster :

- **Job Posting and Advertising Services**: Employers can post job listings on Monster.com to reach a wide range of potential candidates. They also offer targeted advertising services to promote these listings.
- **Resume Database Access**: Employers have access to Monster's extensive resume database, which allows them to search for and reach out to potential candidates directly.
- **Career Management Tools**: For job seekers, Monster.com provides various tools and resources for career management, including resume writing services, career advice, and resources for skills development.
- **Talent Management Solutions**: This includes services like candidate screening, applicant tracking systems, and tools for managing the recruitment process more efficiently.
- **Mobile App**: Monster.com offers a mobile app that allows job seekers to search and apply for jobs on the go. It enables employers to manage their listings and candidate communications from mobile devices.
- **Specialized Recruitment Services**: They offer recruitment services tailored to specific industries or job levels, such as executive search or staffing for IT jobs.
- **Job Fairs and Networking Events**: Hosting and organizing job fairs and networking events to facilitate direct interaction between employers and job seekers.
- **Monster Studios**: A video job description tool that allows employers to create engaging and informative job videos to attract candidates.
- **Monster Social Job Ads**: This service leverages social media platforms to promote job listings to a broader audience.
- **Analytics and Reporting Tools**: Monster provides analytics and reporting tools to help employers track the performance of their job listings and recruitment campaigns.

ii. Market segments targeted by each competitor.

Since all our competitors are online-based services, available both in a browser and mobile application, the targeted segments are similar, respectively people aged over 18 in search for new working experience.

iii. Pricing strategies:

Linkedin :

- **Freemium Model**: LinkedIn operates on a freemium model at its core, offering essential services for free while reserving premium features for paid subscriptions. This approach attracts a broad user base and provides a taste of LinkedIn's value, encouraging users to upgrade to more advanced features.
- **Tiered Subscription Plans**: LinkedIn's pricing structure is segmented into various tiers, catering to different user needs. For individuals, there are plans like Premium Career for job seekers and Premium Business for business professionals. Each tier offers progressively more features and benefits, allowing users to select a plan that best fits their specific requirements and budget.
- **Corporate Solutions Pricing**: For businesses and organizations, LinkedIn offers tailored solutions like Recruiter, Sales Navigator, and Learning. These business strategies are priced differently, often on a per-user basis or through customizable packages, reflecting LinkedIn's scalable and flexible approach to accommodate diverse business needs.
- **Value-Based Pricing for Advertisers**: In LinkedIn Marketing Solutions, pricing is often influenced by the perceived value of the platform's professional audience. Advertisers pay for targeted, high-quality ad placements, with costs varying based on factors like ad format, target audience, targeting criteria, and bidding strategy.
- **Dynamic Pricing for Job Postings**: The cost of a job posting on LinkedIn can vary based on location, industry, and job function. This dynamic pricing ensures that the cost aligns with the market demand and job complexity, optimizing the value for employers.

Indeed :

- **Free Model for Job Seekers**: Indeed.com adopts a free model for job seekers. Essential services, like job search and application, are free.
- **Freemium Pricing for Employers**: For larger organizations with complex recruitment needs, Indeed.com often offers free job posting and a sponsored option where a daily/monthly amount is paid.

Monster :

- **Tiered Subscription Models for Employers**: Monster.com typically employs a tiered subscription model for employers, offering different service levels at varying prices. This strategy allows businesses of all sizes to choose a package that fits their recruitment needs and budget, ranging from basic job posting options to premium services that include advanced candidate search and analytics tools.
- **Freemium Model for Job Seekers**: Monster.com generally adopts a freemium model for job seekers. Essential services, like job search and application, are free, while advanced career services, such as professional resume writing or career coaching, are offered at a premium. This approach draws in a large user base while monetizing specialized services.

- **Pay-Per-Click or Pay-Per-Post Options for Advertisements**: In addition to subscription packages, Monster.com often provides flexible pricing options like pay-per-click or pay-per-post for job advertisements. This method particularly appeals to smaller businesses or those with infrequent hiring needs, as it allows them to control costs while still accessing a vast pool of potential candidates.
- **Customized Pricing for Enterprise Solutions**: For larger organizations with complex recruitment needs, Monster.com often offers customized pricing. This tailored approach can include bundled services like bulk job postings, access to the resume database, recruitment analytics, and dedicated account management, ensuring that larger clients get value-aligned pricing.
- **Seasonal Promotions and Discounts**: To maintain a competitive advantage and attract new users, Monster.com frequently runs promotional campaigns offering discounts on various services. These promotions are strategically timed, often aligning with peak hiring seasons, to maximize engagement and conversions.

iv. Distribution channels and types of retailers:

Linkedin :

- **Global Online Presence**: LinkedIn operates primarily as an online platform accessible worldwide, which allows professionals from various industries and regions to connect, share insights, and discover opportunities without geographical boundaries.
- **Mobile Accessibility**: With a strong focus on mobile users, LinkedIn offers apps for IOS and Android, ensuring users can access its services anytime and anywhere, catering to the growing trend of mobile internet usage.
- **Localized Content and Language Support**: LinkedIn tailors its platform for different regions by offering localized versions of LinkedIn content in multiple languages, thus enhancing user experience and engagement in various international markets.
- **Integration with Other Platforms and Tools**: LinkedIn integrates with various third-party applications and services, such as email platforms and CRM systems, making it convenient for users to incorporate LinkedIn into their existing workflows.
- **Strategic Partnerships and Collaborations**: LinkedIn forms partnerships with educational institutions, businesses, and other organizations to expand its reach and offer more value to its users, such as through LinkedIn Learning and job placement initiatives.

Indeed :

- **Online Platform Accessibility**: Indeed.com operates primarily as an online platform, making its services accessible globally through its website and mobile app, ensuring ease of access for users in various locations.

- **Localized Websites for Different Regions**: To cater to the specific needs of different countries and regions, Indeed.com offers localized versions of its website, providing region-specific job listings and services.
- **Social Media and Digital Marketing**: Utilizing social media platforms and digital marketing strategies, Indeed.com engages with users worldwide, enhancing its visibility and accessibility to a broader audience

Monster :

- **Online Platform Accessibility**: Monster.com operates primarily as an online platform, making its services accessible globally through its website and mobile app, ensuring ease of access for users in various locations.
- **Localized Websites for Different Regions**: To cater to the specific needs of different countries and regions, Monster.com offers localized versions of its website, providing region-specific job listings and services.
- **Partnerships with Local and Global Businesses**: Monster.com establishes partnerships with many local and international businesses to offer diverse job opportunities and extend its reach in various markets.
- **Social Media and Digital Marketing**: Utilizing social media platforms and digital marketing strategies, Monster.com engages with users worldwide, enhancing its visibility and accessibility to a broader audience.
- **Integration with Other Job Platforms and Services**: By integrating with other job platforms and offering API access, Monster.com expands its service delivery, making its job listings and resources available through various channels.

c. SWOT analysis:

Strengths

- Strong network connections within the academic community.
- Access to a diverse pool of students with various skill sets.
- Flexible scheduling options for students and companies.
- Ability to adapt quickly to changing market demands.

Weaknesses:

- Limited geographical reach or localized presence.
- Reliance on external factors such as university policies and student availability.
- Lack of brand recognition compared to established competitors.
- Potential difficulty in attracting experienced professionals due to focus on student-centric approach.

Opportunities:

- Collaboration opportunities with universities and educational institutions.
- Expansion into emerging markets or niche industries.
- Integration of technology for enhanced user experience.

- Diversification of services to cater to different segments of the student and employer population.

Threats:

- Regulatory changes impacting internships or work-study programs.
- Competition from established job portals or networking platforms.
- Economic downturn affecting hiring budgets and demand for internship programs.
- Data privacy concerns and cybersecurity threats associated with online platforms.

3.a Marketing Objectives:

- **Increase brand awareness:**
  - Within the first year, the goal is to raise brand awareness among college students by 50%.
  - The strategy is to promote the website through influencer relationships, social media campaigns, and campus activities.
  - Increase traffic to your website:

The objective is to obtain, at the conclusion of the first six months, at least 8 000 unique visitors each month. To accomplish it we continue the promotion with a targeted internet advertising like Google advertisements and social media advertisements.

- **User recruitment:**
  - Within the first year, the goal is to sign up 5 000 new users, including employers and students. So we must provide incentives for signing up, programs for referring others, and exclusive access to workshops and job fairs.
- **Optimization of conversion rate:**
  - The objective is to raise the percentage of completed job applications significantly in the first year. For it we'll make the application process easier, give advice on how to apply, and provide a great customer service.

3.b Financial Objectives:

- **Revenue generation:**
  - To get within the first year $50,000 from premium subscriptions and job postings. For it, we will create premium membership options for companies and students, offer tiered pricing for job posts, and look into affiliate revenue opportunities.
- **Cost management:**
  - We will maintain the operational costs at or below $30,000 for the first year. We will optimize resource allocation, negotiate for affordable technology solutions, and adopt cost-effective marketing strategies.

By getting together the marketing and financial objectives, we'll surely establish for the website a strong presence in the market by attracting a significant user base. We will develop and optimize the website, do marketing campaigns and have strong partnerships and collaborations.

4. Segmentation, targeting and positioning strategies

a. Target market:

- Geographic segmentation by region: Focus on urban areas with a high concentration of universities and colleges.
- Demographic segmentation:
  - Age: 18-24 years old;
  - Education: Currently enrolled in or recently graduated from college or university;
  - Income level: Students usually have lower disposable income.
- Psychographic segmentation considering the values and interests of the teens career-oriented, which seeks for work experience and search for opportunities that align with their studies and future career goals.
- Behavioral Segmentation: Users of job search platforms are used to work with mobile apps, and are active on social media. They can develop loyalty through user-friendly features and personalized job recommendations.

b. Positioning strategy:

- Relevance:
  - It's easy to find jobs that fit the student's schedule and location;
  - Job fields are correlated to students' fields of study and career goals.
- Great user experience having an intuitive, user-friendly website interface.
- Offer personalized job recommendations based on students' profiles and preferences.
- Trust by ensure all job are real and qualitative.

5. Product

a. Similarities between the product proposed and the competing products:

- Online and mobile services for job posting and applying.
- Freemium subscriptions for the job applicants.
- Extended database of applicants for employers.
- Verified partnerships between employers and applicants.
- Statistics and information management platforms.

b. Differences between the product proposed and the existing products:

- Disponibility only for institutional accounts where only the students are being able to create an account.
- All jobs type is volunteering programs or workshops.
- Availability for each industry needs.

Name : Expnow

Slogan : Mission Passed! Exp+

Logo :

6. Price

	Price/ month	price/year (first month free)	Features
Free - students	0	0	Limited job applications and access to standard job listings.
Student Premium	3	33	Unlimited job applications and premium content access.
Featured Job Listing	20	220	Updates with the current best jobs.
One-Time job posting	5	-	Single job posting for employers.
Employer Basic	30	330	10 postings/month and basic applicant tracking system.
Employer Pro Plan	90	990	Unlimited job postings, advanced applicant tracking system, featured listings etc.

7. Distribution

a. Distribution strategies

Online, where students and employers can visit the website to search for jobs, volunteering opportunities, announcements of workshops and projects, and manage their accounts.

Educational institutions with which we have a partnership: student-runned organizations and clubs can promote the platform and give tailored job listings related to specific fields of study or interests.

Social media platforms as Facebook, Instagram and TikTok to reach students and create relevant content, run targeted ads, and interact with users through posts and stories.

Online communities like Reddit and Discord to offer helpful advice and share job offers.

Sponsor or participate in campus events such as job fairs and career workshops in which can be offered free sign-ups, and be distributed the promotional materials.

b. Types of retailers to promote the promotional materials can be the universities, students dormitories, study spaces and tech stores.

8. Promotion

a. Marketing communication campaign

i. Target audience

- Full market coverage: The students need for experience is constant and if more people know about our existence, they can recommend our services for the ones that need it.

ii. Communication objectives

- Spread the acknowledgement about our existence and create an opportunity for the students that are at the beginning of their career to gain experience.

iii. Design of the message:

- It will be a short video that will have the following scenes:
    - A teenager that plays a game and completes a level while the window saying "Mission Passed! Exp+" is presented.
    - A new scene with the same teenager scanning a card on a device saying Clock Out, the same message "Mission Passed! Exp+" being presented.
    - Ending with the phrase "Learn something today! Something new!"

iv. Media to send the message

- The short clip can be presented as a 15 sec advertisement on YouTube, while present on all the other popular social media platforms like Instagram, Facebook, Twitter, etc.

v. Estimate the promotion budget

- You Tube: 2000$ for 100000 views every month
- Instagram, Facebook, Twitter, and other platforms will be managed by our team , following trends and making posts to reach people.

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