Marketing Guide

## Background:

* + 3% of Indian engineering students are not employable for new age jobs.
  + Problem Statement: Job descriptions do not clearly communicate the skill requirements for jobs.
  + Product Goals: Segregate Jobs based on skill requirements and make the learning’s of those skills available through the platform. So that we recommend and students apply jobs which are relevant for them.

## Market background:

Write a short description of your market and audience:

* + Our target users are recent graduates searching for jobs. They are learning skills from different platform; apply to jobs through job boards.
  + Describe your targeted market: where you would like to roll out your product, anything specific sales need to know.
  + We would like to roll out this product to recent graduates from tier 2 and tier 3 colleges.
* Our competitors are Freshersworld.com, internshala, offcampusjobsforu.com.

Marketing channel:

1. Youtube: This is because recent graduates are on youtube either to learn a new skill or to explore latest happenings.
2. College Fest: This is opportune place for marketing because recent graduates always track the things happening at college fest.
3. Moocs: Marketing here will directly benefit because being unemployed these people are always in search of learning relevant skills.

## C:\Users\Sony\Desktop\Product management\Mock ups\Jobs.PNGProduct Background and Positioning:

Describe your product and what marketing needs to know about it:

* The product will help recent graduates to acquire the industry relevant skills to get industry ready.
* Three features are My Goals, Group by and Auto connections. My goals helps graduate to find their skill gap, Group by allows them to group opportunities based on similar skill requirements and industry. Auto connections allow users to build connections based on similar aspirations of user.
* Add at least one visual element, such as screenshots or mocks to describe your product

Key features of the product:

* Autoconnections: allow the recent graduates to connect with people aspiring for similar job role.
* Skill gap depicter: allow the user to find his skill gap before applying for the job.

Users can find this product through apple store, android store or a direct downloadable link on brand website.