LinkedinGrad

Linkedin Family,

With great pride and excitement I am happy to announce the launch of LinkedinGrad.

There is no effective & trusted platform in the market today to match recent graduate skills to the available jobs and career path. LinkedinGrad would be the ideal fresh grad experience platform helping graduates and employers find their perfect match.
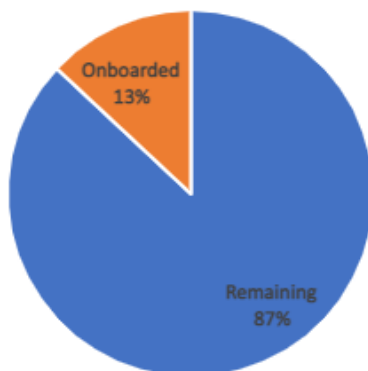
LinkedinGrad offers

- LinkedinGrad branded user profile exclusive and free to fresh graduates
- LinkedinGrad Employer Experience
- And updated LinkedinGrad recruiter experience.

Together these capabilities enable fresh grads to be matched with the right fresh graduate jobs and experience an exclusive, fresh and premium LinkedinGrad profile experience.

Results have been stellar within the first quarter of launch -

a) Our Year 1 goal was to onboard 10% of NewGrads to our platform. We already exceeded the goal by 3% as of Q1 post launch.

b) The product has been executing well as planned with our Clicks/Job rate within 5% of Linkedin Jobs platform. We expect this to improve as LinkedinGrad userbase increases.

% of Users Onboarded a/o Q1

Onboarded 13%

Remaining 87%

Clicks per Job

Linkedin

LinkedinGrad

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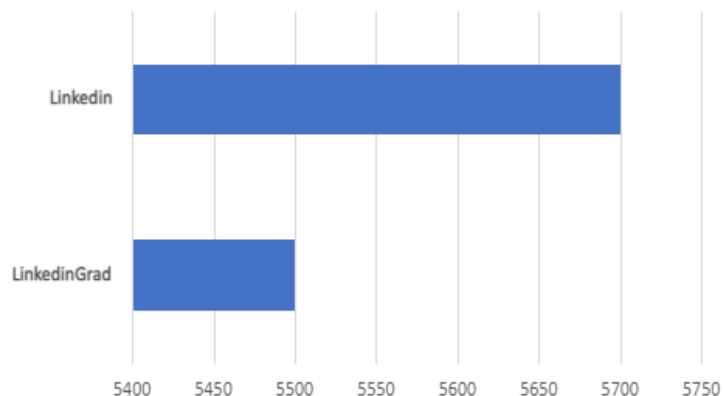
With the product pilot successfully launched we will accelerate our efforts on the sales and marketing. Product and development teams continue work through a rich feature backlog that would deliver a delightful customer experience.

Please reach out to me with any questions.

Pramit Singh,
Product Manager - LinkedinGrad
cc- LinkedinGrad Engineering
LinkedinGrad Product
LinkedinGrad Sales
LinkedinGrad Support
LinkedinGrad Marketing