



LinkedInGrad

PRD

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STATUS: FINAL

Background

There is no effective & trusted platform to match recent graduate skills to the available jobs and career path

Problem

Of the 4m yearly graduates in US, only 69% find their employment of choice. Over 55% graduates are not satisfied with the candidate experience. LinkedInGrad would be the ideal fresh grad experience platform helping graduates and employers find their perfect match. Total addressable market for LinkedInGrad is \$1.5b with no direct competition in this space. This is a great opportunity for LinkedIn to expand its revenue base by launching this niche product build upon and leveraging mostly existing capabilities.

Goals

A successful product needs near 100% adoption by new grads for the employers and recruiters to fully recognize LinkedInGrad as the defacto platform to spend their hiring budget. Our goal is to launch MVP by Year-1 and at least 50% LinkedInGrad adoption within 3 years to achieve a reasonable 28% ROI.

In addition, our first year goal is to achieve a click rate success within 20% of the existing LinkedInJobs platform.

Key Features

Our key in-scope themes and features are -

- 1) Job Seeker Experience - Understand interests and preferences of job seekers, provide job Insights and help them discover new opportunities
- 2) Employee-employer job matching - Identify Open Roles, Job Matching, Communication
- 3) Tools and Services – Provide Mentorship platform, Skills assessment & Resume Help

Success Metrics

Business KPI -> Hiring conversion rate within 5% of existing LinkedIn Jobs

Product KPI - > 90% click rate on top matched job.

Quality KPI - >99.99% uptime
Dev KPI – 0 P1 incidents

Target Market

Our target first phase launch would be US market and customers will be all New Graduates who would be offered a LinkedInGrad profile tier.

Core UX Flow

Link to Mocks -<https://www.figma.com/proto/zwuXhfMhj2nbzX6vfwa5oD/LinkedIn-Udacity-Project?node-id=2%3A969&starting-point-node-id=2%3A969>

Total Addressable Market

TAM = (4.0m graduates) x (\$495 per month) x (95% employment rate) x (87% LinkedIn recruiter penetration) = \$1.5b

Competitors

1) CollegeGrad.com

CollegeGrad is rated #1 entry level job site for college students and recent grads per Alexa global rankings.

Revenue – CollegeGrad charges \$199 for 30 days & \$399 for 90 days per posting [7]. With ~1000 posted positions and additional click through referrals and advertisements, the total revenue would be < \$5m

2) Avenica.com

Avenica is a career placement model for new grads who are uncertain about their career paths.

Revenue – Hourly commission to the employer for the duration of the employment. Estimated revenue is ~\$12m [8].

Acquisition Strategy

Channel 1 – LinkedIn Messaging – We will leverage our massive LinkedIn Network to spread the word about LinkedInGrad. Targeted LinkedIn Messages will be sent to profiles based on – New Grads already on LinkedIn as a regular profile, users tied to Grad Schools, potential

parents / family of new grads etc. This will work as the most direct access to potential profiles that can be converted

Channel 2 – GradSchool Recruitment Events – Brick and Mortar campaign and presence on all major New Grad hiring events around the country. This will work as this is where we will find both the NewGrads and the NewGrad recruiters who are most active.

Channel 3 – LinkedIn Feeds – Blog posts about LinkedInGrad evangelizing the product and benefits. Feeds will be targeted specially to recruiters, profiles tied to academics, profiles with less than 5 years experience, influencers and hiring managers etc. This will work as it will create a positive sentiment around the product as well as a great initial feedback mechanism. Targeted profiles should help spread the word.

Marketing Guide

Link -

https://github.com/pramitsingh/Udacity_PM/blob/main/Phase%204/Marketing%20Guide.pdf

Pricing

Given 87% of recruiters use LinkedIn already [6], and the US unemployment rate of 5%; of the 4.0m, fresh graduates, ~3m jobs should eventually be posted via LinkedInGrad. With an average 30 day budget of \$495 per job, total addressable market is \$1.5b.

Revenue Goal – Year 1 w/ 10% conversion would be \$150m and Year 2 with 25% conversion would be \$375m.

Pricing Strategy - Given we are targeting fresh graduates with yet to be developed source of income, the new grad LinkedInGrad subscription model would be freemium. This will allow rapid expansion and ramp up to near ~100% subscriber penetration tapping into the popularity of LinkedIn. We anticipate the Grad subscribers would enroll into regular LinkedIn features like Learning, Certifications, Resume service et c. to enhance their LinkedInGrad profiles. However for a conservative estimate, let's assume the revenue stream will be limited to prospective employers trying to attract the talent. Access to near ~100% new grads profiles on an exclusive platform would be an extremely attractive proposition to the employers who would pay the regular LinkedInJobs pay per click fee with the added benefit that LinkedInGrad jobs will only be charged for the clicks coming from LinkedInGrad profiles.

Pre Launch Checklist

Partner Teams We Need to Work With

- Technical Writer to write our release notes for the App Store
- Customer Support to help with user questions and issues
- SRE team to setup production observability and support.

- Marketing team to write and feed LinkedIn blogs, Marketing messages etc.
- Legal team to review all legal & compliance implications that need to be addressed.
- Sales team to prep for working with recruiters and new grad hiring events.

Risks

Risk #1 – LinkedInGrad branded jobs need to be posted prior for the profile match feature to work. If recruiters do not act ahead, the match feature would fail dampening the excitement of the new product.

Mitigation Plan – Marketing team to work with recruiters and ensure a threshold job data set is ready prior to the product launch. Incentivize the recruiters with free credits for the initial launch.

Risk #2 – In case the new Grads do not setup the profile skills properly, the match may return no results. This would impact the product's primary value proposition.

Mitigation Plan – As LinkedInGrad profile is setup, prompt the users to enter at least 5 skills. Setup caution message that job match may not reveal results if left blank.

Risk #3 – In case users with fewer year experience attempt a profile flip to NewGrad, they will lose the professional experience history and would not be able to revert back to regular profile without losing data. This could cause user dissatisfaction.

Mitigation Plan – Allow creation of two LinkedIn profiles tied to the same user instead of force flip to LinkedInGrad or vice versa. Expiry / validation feature for LinkedInGrad will be a future feature.

Training Guide

Link - https://github.com/pramitsingh/Udacity_PM/blob/main/Phase%204/Training%20Guide.pdf

Post Launch Iteration

Scenario – Adoption rate of LinkedInGrad App is lower than expected (about 35%).

Hypothesis - Given LinkedInGrad App download #s are well within the expected targets, it shows the marketing strategy to attract the users and setup profiles has been working. However the number of active users drops and not sustained to the expected level. Some further analysis has indicated that the % of inactivity is significantly higher in users that already had LinkedIn App downloaded and they stayed active on their existing profile on the LinkedIn App. It is likely that the LinkedInGrad icon did not stand out vs LinkedIn icon and therefore the existing users reached for the old App. A/B test with a new icon that stands out vs the existing would help prove the hypothesis.

Proposed Solution – We will re-work the LinkedInGrad App icon to stand out significantly vs LinkedIn App icon. We will launch it for a week and monitor the metrics. No other functionality / feature change would be rolled out during this week.

Control and Variant – The usage activity patterns on the existing App serve as the control. The new icon would be launched for a week, we will monitor the activity of new users on this variant and compare vs the control.

Metric to Determine Success – Download vs usage activity on the variant shall be monitored vs the data collected already on the App with old icon.

References

- [1] [https://educationdata.org/number of college graduates#:~:text=23.5%25%20of%20bachelor's%20degree%2Dearners,college%20students%20graduated%20in%202020](https://educationdata.org/number-of-college-graduates#:~:text=23.5%25%20of%20bachelor's%20degree%2Dearners,college%20students%20graduated%20in%202020)
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- [7] [Post a Job at CollegeGrad](#)
- [8] [Avenica Revenue: Annual, Historic, And Financials - Zippia](#)