Marketing Guide

Background:

- There is no effective & trusted platform to match recent graduate skills to the available jobs and career path
- 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.
- 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 atleast50% LinkedinGradad option within 3 years to a 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.

Market background:

Write a short description of your market and audience:
- Our target first phase launch would be US market and customers will be all New Graduates who would be offered a LinkedinGrad profile tier.
- Our current competitors are CollegeGrad.com and Avenica.com. CollegeGrad is rated #1 entry level job site for college students and recent grads per Alexa global rankings. Avenica is a career placement model for new grads who are uncertain about their career paths; they provide a white glove recruitment service. However there is no direct competition to LinkedinGrad as the competition lacks the ability to scale.

Product Background and Positioning:

Describe your product and what marketing needs to know about it:
- LinkedinGrad is a unique product proposition. It is a true new grad career platform vs a new grad job site offering exclusive NewGrad branded profiles, networking and the best in class AI/ML based career match 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
- Mocks - https://www.figma.com/proto/zwuXhfMhj2nbzX6vfwa5oD/Linkedin-Udacity-Project?node-id=2%3A969&starting-point-node-id=2%3A969