Elites Guider, Guide Elites:

Campaign for LinkedIn in mainland China

COM5950 New Media Content Development Group No.4 Yosaki

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1 Introduction

1.1 What is LinkedIn?

LinkedIn, or 'Ling Ying' (Guide Elites) in Chinese, is an Internet product similar to Facebook. Because of its main function is to serve the needs of job hunting, recruitment and networking, the purpose of the website is for registered users to maintain contacts they know and trust in business contacts, known as "Connections".

Users can invite people they know to become contacts. LinkedIn therefore has a strong workplace social attributes, the main users are mainly businesspeople. In recent years, LinkedIn has been gradually expanding its influence in the Chinese market, developing functions such as community and industry information, and expanding its target audience from the working people to the prospective graduates of colleges and universities who need to find jobs.

1.2 A Brief History of LinkedIn

It was founded in December 2002 and started operation in May 2003 from mountain view, California, USA [1]. As of January 2011, LinkedIn had more than 90 million registered users. By January 2012, LinkedIn had more than 150 million registered users [2]. On April 25, 2012, LinkedIn announced the opening of an office in Hong Kong, becoming the company's 25th global office and its ninth in the Asia-pacific region.
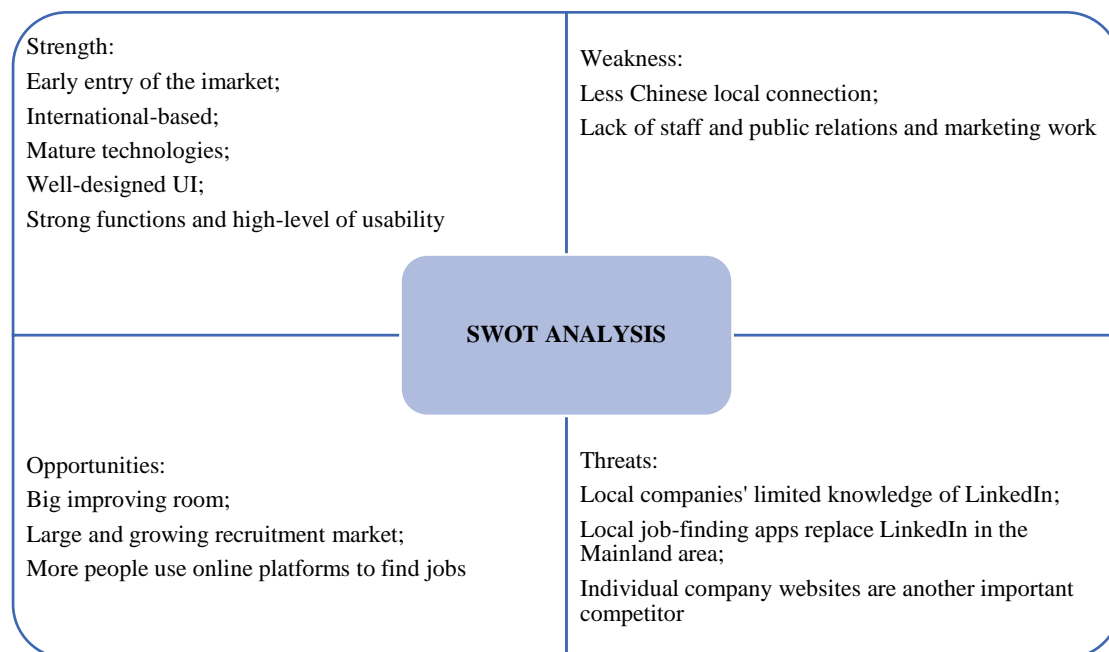
1.2.1 Merger and acquisition

On May 4, 2012, LinkedIn announced the acquisition of SlideShare online document sharing service provider for 119 million us dollars [3]. From February to April 2013, LinkedIn Japan opened a new facility in Marunouchi, Tokyo, owned by Mitsubishi corporation.

1.2.2 IPO

On September 4, 2013, LinkedIn will issue 5.4 million a-shares at A price of $233 each, raising $1.2 billion to fund product development and overseas expansion. LinkedIn's $1.5billion acquisition

of Lynda.com, an online education business, on April 10, 2015, was LinkedIn's biggest ever acquisition, highlighting the company's further reach into the non-community sector. On June 23, 2015, LinkedIn China launched the local workplace social networking APP "red rabbit". On June 13, 2016, Microsoft announced the acquisition of LinkedIn for $26.2 billion at $182 per share. On July 4, Microsoft raised its offer by 7.69% to $196 per share for a total of $31.2 billion.

1.3 SWOT analysis

Strength: Early entry of the imarket; International-based; Mature technologies; Well-designed UI; Strong functions and high-level of usability	Weakness: Less Chinese local connection; Lack of staff and public relations and marketing work
SWOT ANALYSIS	
Opportunities: Big improving room; Large and growing recruitment market; More people use online platforms to find jobs	Threats: Local companies' limited knowledge of LinkedIn; Local job-finding apps replace LinkedIn in the Mainland area; Individual company websites are another important competitor

Let us analyze LinkedIn from a SWOT model. SWOT consists of strengths, weaknesses, opportunities, and threats.

For the strength, LinkedIn has an early set up that it entered the Chinese market at an early stage. Also, it is an international-based company that has mature artificial intelligence and technical algorithm, brief and aesthetic layout design, strict and serious style, and a strong function of interpersonal social.

The weakness is it has less Chinese local connection; the lack of staff and public relations and marketing work, such as negative comments on social media without people to deal with.

For opportunities, first, LinkedIn has rich management experience and has a big improving room for offering mainland occupation platform. The second is there used to have a large number of current year graduates that implies a good market. Third, the approach to find a job online is a new trend that corresponds to the booming of social media.

For threats, a bunch of local companies has limited knowledge of LinkedIn, and at the same

time, a lot of local job-finding apps replace LinkedIn in the Mainland area. Instead of local job-finding apps, individual company websites are another important competitor.

2 Market Analysis

2.1 General Situation

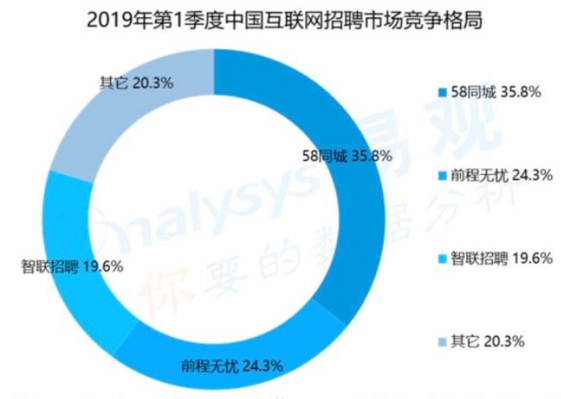Figure 1.4.1 2017-2019 Q1 Mainland China's Internet Recruitment Market Volume

China's internet recruitment market continues growing these years. Even if the speed slows down, there are still abundant opportunities. In Quarter 1 of 2019, the overall volume of this market is 2.52 billion RMB, increasing by 9.7% compared with last quarter.

LinkedIn is one of the major online recruitment platforms in China, as well as one of the most famous international recruitment platforms all over the world, which has been downloaded over 130,000 times on Apple's app store in China and more than 1,400,000 times on Google Play. However, it is not as popular in mainland as it is at overseas. In 2015, LinkedIn released a new application called Chitu (赤兔) designed especially for mainland China, which proved to be a failure at last for it quitted the market in 2018. It plays the role of an international   social network leader on business and an unsuccessful chaser in mainland China.

Its main competitors are mainly platforms established in mainland China, including www.58.com (58 同城), www.51job.com (前程无忧), Beijing Zhaopin.com Co. Ltd (智联招聘网), Maimai(脉脉), Boss Recruitment(Boss 直聘). According to LinkedIn's report in 2017, 94% of B2B Marketers use LinkedIn to distribute content globally, while www.58.com, www.51job.com, Beijing Zhaopin.com almost have a monopoly on China's internet recruitment market, which

accounts for nearly 80% in total. Compared in market share in mainland China, as an influential, multinational company, LinkedIn still has a long way to go.

Figure 1.4.2 2019 Q1 Mainland China Internet Recruitment Market Share

2019年第1季度中国互联网招聘市场竞争格局

其它 20.3%
58同城 35.8%
58同城 35.8%
前程无忧 24.3%
智联招聘 19.6%
智联招聘 19.6%
前程无忧 24.3%
其它 20.3%

A comparison between LinkedIn and www.51job.com is made for further analysis.

Figure 1.4.3 Comparison between LinkedIn and www.51job.com

	LinkedIn	www.51job.com
Established in	2002	1998
Objective	Create profiles and "connections" to each other in an online social network which may represent real-world relationships.	Find the suitable employees for companies and offer better opportunities for job seekers
Coverage	Mainly international companies, over 130,000 times of download in China's App Store	Mainly companies in mainland China, over 610,000 times of download in China's App Store
User coverage rate in mainland	less than 20.3%	24.3%
User status	Active users from all over the world	Active users in mainland China

Both of the companies established early around the beginning of 20th century and have gathered a great number of users: LinkedIn currently has over 610 million members and 51job.com has about 109 million members. Their objectives vary since LinkedIn's initial aim is to create a

social network while 51job.com's is for employees to find better jobs as well as employers to hire better employees, which directly aiming at internet recruitment market at first. Their users are all active recently, although there are differences in the users' geographical location. Considering the coverage in mainland China, it is clear that LinkedIn do not have any advantages over 51job.com in the internet recruitment market of this area now.

2.2 Trends and opportunities

For employment, the macroeconomic situation and micro-environment of the previous year have undergone great changes. The transformation of the development model and the disputes in international trade have, to a certain extent, exerted pressure on the employment of recent graduates this year. According to the data of the "2019 Graduates' Employment Research Report", it is obvious that the number of job seekers for fresh graduates shows an upward trend. Compared with 2018, the number of college graduates nationwide has increased by 130 thousand people. This figure has reached a new record high. (智联招聘, 2019) There's more pressure for this year's college grads. However, at the same time, structural changes in the job market and new technologies and models have also brought new opportunities to recent graduates.

While the number of job seekers for recent graduates continues to rise, the online investment resume still occupies its mainstream position. Among the college students who participated in job hunting in 2019, the number of people who chose to apply for jobs through the online recruitment platform, such as LinkedIn, reached 86.14% (Figure 1.4.2-1). As the market share of mobile applications continues to expand, the use of online recruitment platforms is also increasing. The online recruitment platform is easy to operate, and the information is published immediately. These characteristics are favored by young people.

Figure 1.4.2-1 Number of people who chose to apply for jobs through the online recruitment platform

When it comes to the nature of the employment unit, the foreign-funded enterprises are still favored by fresh graduates. Although its proportion in the "required contract rate of recent graduates" (24.55%) has decreased compared with the previous year (27.77%), the foreign-funded enterprises are still second only to state-owned enterprises (33.17%). Internationalized large enterprises are still the workplaces that many graduates expect, but the actual contract rate is very low. This is exactly the main career path that LinkedIn offers.

国有企业	33.17%	30.43%
三资企业	24.55%	13.04%
民营企业	21.23%	47.25%
事业单位	11.42%	3.48%
国家机关	6.65%	3.48%
其他	2.98%	2.32%
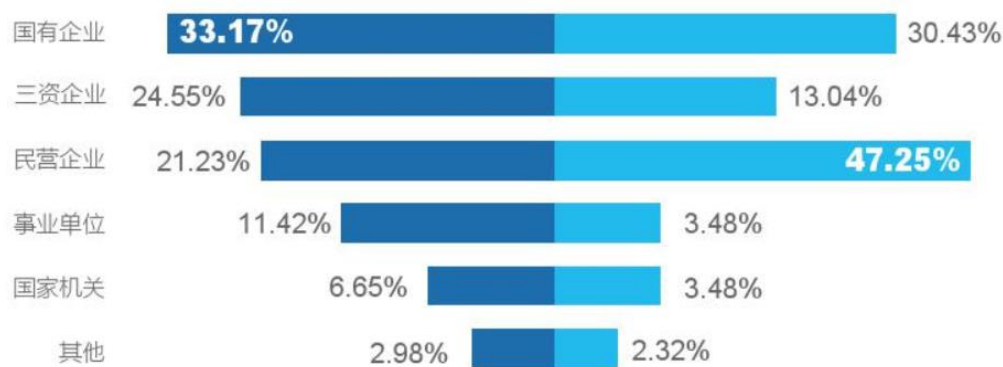
3 Consumer Analysis

3.1 The segmentation analysis

3.1.1 Personal: What is their relationship with LinkedIn?

LinkedIn is an international social platform for fresh university graduates to look for a job.

Fresh graduates are usually anxious about their future career development with few channels for them to send CVs and too few companies for them to choose from. LinkedIn is a global social platform for recruitment, providing fresh university graduates various choices in their job-hunting period.

3.1.2 Attitudinal: Why do they use LinkedIn? What needs and wants does LinkedIn fulfill?

3.1.2.1 More chances on LinkedIn

According to the data from 2019 Graduates' Employment Research Report, 88.1% (39.56% +48.54%) of respondents (fresh university graduates) consider job hunting as a tough task because of the increasing employment pressure. Fresh graduates with no offer occupy the largest proportion (24.19% in 2019 and 25.61% in 2018). As a result, they are taking a more proactive attitude toward job application.

Graduates are able to find much more international job opportunities on LinkedIn comparing with domestic recruitment websites; they may also make connection with executives of companies worldwide, increasing the chance of receiving nice offer.

3.1.2.2 Online recruitment has become mainstream

Besides, data shows that majority of respondents (86.14%) choose recruitment website to submit CVs, indicating online recruitment has become the mainstream these years.

LinkedIn, as a global social platform for job seeker, meets the need of contemporary university graduates. Thousands of enterprises worldwide release recruitment information on LinkedIn, providing more chances for users in the intense job-hunting competition.

3.1.3 Behavioral: How frequently do they use LinkedIn?

LinkedIn are mainly used to facilitate job hunting and build connection in workplaces internationally. Users may seek for a job with LinkedIn all year round.

According to the research data, most of the respondents starts their job hunting in their sophomore and senior year. More specifically, July to December is the peek time for job hunting because of the campus recruitment event in autumn every year. LinkedIn may be used more frequently during these national recruitment events.

3.2 Demographic elements

3.2.1 Gender

There are more male-identified users than female in Linked in. According to Expanded Ramblings, 44% of users are female, compared to 56% who are male. And according to the Pew Research Center, 25% of female users are LinkedIn members and the penetration of male is 26%.

The gender demographic in China is similar, 46% of users are female and 54% are male.

3.2.2 Age

61% of the users in LinkedIn are aged from 30 to 64. About 25% of users in LinkedIn are aged between 18 and 29. There are 87 million Millennials on LinkedIn. And 21 percent of LinkedIn users are over 65 years old.

According to Baidu Analytics, the age demographic is quite different in China. Most of the users are younger than 35 years old, but the percentage decreased sharply between when it comes to users who are over 40-year-old. The possible reason may be that people aged over 40 have low acceptance to the western culture in Linked which has more users that worked in foreign companies

or studied abroad.

3.2.3 Income

Over 44 percent of the users have incomes more than 75,000 US dollars. Moreover, more than 75% of LinkedIn users earn over 50,000 dollars a year.

80% of the LinkedIn users in China have a monthly salary over 8,000 RMB. Students are the second largest income group who have income less than 1,000 RMB per month.

3.2.4 Occupation

Over 40 million LinkedIn users are students and fresh graduates, 90 million are senior level influencers and 63million are decision-making positions. 190 million workers in the US have LinkedIn profiles. On the other hand, most of LinkedIn users in China are white collars and students.

3.3 Psychographic elements

Middle and high-end professionals in the first and second tier cities and people who care about the workplace.

Users are mostly high intellectuals who are more likely to accept foreign cultures and ideas that are able to continually learn.

4 Creative Brief

PRODUCT: 领英 LinkedIn (a global social platform for recruitment)

OBJECTIVE:

To improve brand awareness of LinkedIn in mainland China.

To highlight LinkedIn as an international platform for recruitment.

TARGET MARKET:

Fresh university graduates between 21 and 25, who are seeking their first job in international companies.

STRATEGY:

By introducing the benefits (professional channel, authenticity, and accuracy) of LinkedIn to potential users.

By providing users with opportunities from various, wide-ranged international companies.

PROPOSITION:引领精英的第一步... Elites Guider, Guide Elites.

SUPPORT:

Companies and their executives can register their accounts after authentication and publish reliable recruitment directly on LinkedIn. However, many fresh graduates in mainland China do not know this and cannot sift suitable positions out of mass information.

In mainland China, there is one major campus recruitment event in autumn. However, information on international companies' recruitment is seldom collected by job searching platforms.

Launch product introduction video ads on social platforms such as Weibo and WeChat.

COMPETITION:

Direct competitor: 智联招聘 51job 脉脉 boss 直聘 牛客

Indirect competitor: company independent official recruitment websites

TONE: Professional, International, Efficient.

DESIRED CONSUMER RESPONSE:

"OMG, I definitely belong to this company, that's my dream job."

"Wow, the world is reachable!!"

MEDIA REQUIREMENT:

Social Media: WeChat, Weibo, Zhihu, Douban, university career planning, and development center.

5 Content Map

Customer needs		Content Focus	Content Type	Content Channel
Awareness	What is LinkedIn?	Brand Image	Keyword	Search Engine: Job, Recruitment, Work abroad, International Opportunities
			Banner Ads	BBS for job hunting and technology (e.g. CSDN),official websites of university's career center, Baidu Baike pages on professional knowledge of business and related job positions
			Outdoor Ads	LED Screens in CBD, Airports and high-speed railway stations, Elevators
			Text+Image	Articles posted on WeChat Official Accounts, Zhihu Answers
			Logo+Slogan	Reality shows on job seeking or career development
Consideration	1. Should I give a try? 2. What are the special benefits of LinkedIn?	Brand value and positioning	Text+short video	News Feeds Ads: Weibo, WeChat, Tik Tok, Vue ,etc.
			Word of Mouth	Weibo's "Hot topics"
			Video+text	Official Website and owned social media
			Logo+Slogan	Rebulid the image of owned social media in mainland China
Preference	1.What are the advantages of LinkedIn over other online recruitment apps and websites? 2. What are the special benefits of LinkedIn?	USP and brand credibility	Video+text	Official Website and owned social media
			Advertorial	KOLs on social media
				KOLs on BBS for job hunting and technology
Action	1.How to download LinkedIn or visit the website and create an account? 2.How to use it?	Download channel and method	QR code	Official Website, owned social media, offline ads and activities
			Text+Image	Online stores for applications
Loyalty	1. Am I going to keep using LinkedIn? 2.Will there be new features after I find my dream job? 3.Will I recommend it to my friends seeking for jobs?	New updates and customer service	Events	"LinkeIn x Starbucks" online activity cooperation program
				"LinkedIn x autumn recruitment" program
				"LinkedIn x Top Universities" Road to Elites program
			UGC	Online Forum on LinkedIn.cn
				Official Website and owned social media

6 Media Mix

6.1 Awareness

6.1.1 Keyword

Search engine key words:

LinkedIn: LinkedIn, LinkedIn China.

Job opportunities: International (companies/enterprises), Job, Recruitment, Work, Foreign company.

Cities: Shanghai, Beijing, Shenzhen, Hangzhou, etc.

Companies: Alibaba, Tencent, Amazon, etc.

6.1.2 Banner Ads

Banner Ads will be posted on BBS for job hunting and technology (e.g. CSDN, a professional forum for IT developers in mainland China), official websites of university's career center, and Baidu Baike pages on professional knowledge of business and related job positions. If users search for key words on professional job titles like Project Manager, Data Analyst, Mobile Application Engineer, etc., they will see the banner ads on top of the page, which would be directed to the account creating page of LinkedIn China or LinkedIn home showing job opportunities on the key words users just searched. An A/B test will be carried on this to find out whether the home page or the account creating page is more effective.

The content of the banner ads could be divided considering different types of platforms. On the websites of universities' career center, the ads would focus on starting first job in international companies. On BBS for professionals, the ads should emphasize the quality of jobs offered on LinkedIn, matching the high-level skills with job vacancies of high quality. On Baidu Baike, the ads could contain words like "Seeking for a job on (key words searched)? LinkedIn provides opportunities for elites!", which pay attention to the job title.

6.1.3 Outdoor Ads

Outdoor advertising places are widely distributed, mainly located in airports, high-speed rail stations, CBD and business districts near schools. The advertising is mainly in the form of placard ads and LED screen ads, covering various forms of advertising carriers, including baggage carts in airport terminals, boarding passes and light boxes at the exit of high-speed trains.

At the airport, we place sticker ads on luggage carts in the terminal building. In addition, in the terminal, we will arrange free bottled water collection point, each bottle of free drink bottle, there will be a label advertising. On the seat back of the terminal, there will be advertising stickers with our product logo on them.

In the airport area, our AD reads: "Take the first step in LinkedIn."

At HSR stations, because young people travel on HSR trains more frequently, we will place advertisements on the light boxes in the passenger exit and exit corridors. In addition, there is also a light box on the elevator of the platform, where we will also set up advertisements. In addition,

during the summer vacation and the Spring Festival travel rush, we will arrange advertising on key bus routes according to students' return time. The ads include placing "LinkedIn" ads on the front of the train's tables and seat cushions.

In the high-speed rail area, our AD reads: "Hard to find a job after college? Go on LinkedIn!"

In the CBD of the city, we will place LED screen advertisements on the outdoor electronic screens of large buildings, including spokespersons and slogans, to further increase the exposure of products. In the CBD area of the city, our advertising slogan is: "Come to LinkedIn, international jobs are right in front of you."

In the business district near the school, we place advertisements in light boxes at bus stops. The business district near the university town is crowded with students, and the main way for young people to travel is public transportation, so the exposure of light

6.1.4 Text + Image

1.Do SEO to better the ranking of articles of LinkedIn to promote views, visits, clicks etc.

2.Invite "big V" to post articles about LinkedIn to promote views;

3.Apply for posting articles on columns with topics like education, graduation, jobs… （"专题收录" "盐选专题"）

6.1.5 Logo + Slogan

1.Post online mini video courses about job-hunting tips (interview, resume writing…) on social media (mixed media). Each video lasts for 1.5-2 minutes;

Guests: experienced HR / Graduates who have found good jobs / Chinese college students who have used LinkedIn.

Contents: talk about their career/ job experience/ advice for fresh graduates who want to learn about job application. At the end of the videos, slogan of our campaign: 我们的 slogan 是什么 will shows.

2.Funding students' visits to companies in first-tier cities, those students are potential users of LinkedIn.

LinkedIn and the companies visited are expected to propagandize by means of short videos, photos and reports at the same time. The aim is to help each other to expand their visibility among the public.

3.Naming recruitment fairs in prestigious universities.

6.2 Consideration

6.2.1 Text + Short Videos: News Feeds Ads on Weibo, WeChat, Tik Tok, Vue

A series of short videos will be presented as news feeds ads on Weibo, WeChat, Tik Tok and Vue. Firstly, the users need to be targeted by some basic features (age around 22, followers of key opinion leaders in career planning and development, current location around university area, etc.). And these advertisements only show on the screen of our target: fresh graduates who are looking for a job. Second, the contents of videos on different platforms vary. On Weibo and WeChat moments, the advertisements emphasize the quality of the job opportunities presented on LinkedIn. On Tik Tok and Vue, attention would be paid to how to use LinkedIn to find a suitable job. What's more, cooperation with key opinion leaders on these social platforms is important and they should be invited to repost the short videos ads and add their favorable comments.

6.2.2 Word of Mouth

Our target groups use social media platforms frequently. During the job-hunting season, most new graduates or choose to solve their doubts on Weibo community and Zhihu question-and-answer platform. Therefore, our promotion plan is expected to promote some hot topics in these two platforms, arouse the participation enthusiasm of new graduates and promote the brand awareness of LinkedIn app.

To promote hot topics, anticipate issues that are of widespread concern to recent graduates. At the beginning of autumn recruitment, we can embed a topic "what is the significance of the first job for young people?" encourage people to communicate by adding the topic ## to share. At the same time, set the topic "how to get the first offer effectively before graduation?

Towards the end of the autumn recruitment season, a preset topic was set on Weibo: "what experience do you have that you must share with newcomers? "Because at this time point, most students will get at least one offer, and they are looking forward to their future career life.

On Zhihu platform, I started a discussion with the official account of LinkedIn platform: "what typical student thinking do you need to overcome as a new employee?"", "what kind of life do young people who work in big international companies lead? And invite the company's executives and HR who have registered on the LinkedIn platform to answer.

6.2.3 Video + Text

The content of our storyboard is telling a recruitment story among new graduates in recent years. Specifically, a talent and smart young girl cannot get ideal jobs because she did not get the right platform. Once her friends, another girl who successfully find a dream job recommended her the LinkedIn application, she later searched for much useful information typically about international companies among that platform. After a few times interview, she finally got a great job. This storyboard picks a popular social topic that is acceptable for a typical social group like new graduates even some young office workers who want job-hopping. Also, it encourages young people that they are not bad, they just find a wrong platform, which makes the audience more confident and willing to download LinkedIn.

Our storyboard will be distributed on platforms mostly on social media that are highly used by youth, such as Weibo, WeChat. Also, due to its international characteristics, Facebook, Instagram is also a good choice.

6.2.4 Logo and Slogan

Analysis of chaos:

1. The operation of owned social media needs to strengthen brand awareness. At the end of each post, there is a lack of product value introduction, which leads to the brand image cannot be deeply rooted in people's hearts.

2. The perpendicularity of the content is not enough, and the content is too scattered, which makes it difficult for users to have a sense of dependence on the content level of LinkedIn owned media.

Editing rules:

1. Tag: ## should be added after the topic to get more clicks and views;

2. Add "LinkedIn, the first step to leading the elite" to every update on the social media platform.

3. Enhance the verticality of content, so that operators can combine the company's communication purpose and product selling points to produce content with consistent themes and styles.

4. In addition to consistent themes and styles, verticality can also be enhanced at the visual level. For example, if a post is accompanied by an image, you need to add your own company's watermark to the original image.

6.3 Preference

6.3.1 KOLs on social media

1.KOLs:

Educational institutions (IELTS, TOEFL): they have direct connections with students;

Educational bloggers: they also have more connections to students;

Intermediary for studying abroad: people who have studied abroad are more likely to choose to work in foreign companies after returning to China;

Official Weibo accounts of universities.

2.Interactive online:

Lucky draw/ host a discussion over certain topic.

Example:

#Say goodbye to 2019 in one sentence#

Big V that interact with LinkedIn: NetEase News client (3,070,000 followers), China News Weekly (53,910,000 followers), vlog bloggers, owned media…

6.5 Action and Loyalty

6.5.1 "LinkedIn and Top Universities" online activity cooperation program

LinkedIn (China) can cooperate with career centers of top universities, engaging their annual recruitment events to raise the brand awareness among fresh graduates.

Event 1 University Ambassador: Elites Unit

LinkedIn (China) can establish "University-LinkedIn" Elite Student Association in top universities in mainland, attracting students to join the association and become members, playing the role of LinkedIn's university ambassador. LinkedIn Elites is composed of students and alumni. Members will be offered the priority of internship in LinkedIn and internship opportunities in international companies on LinkedIn. What's more, there will be workshops for members on career planning and job seeking, such as *Writing Resumes*, *Interview Performance*, *How to Use LinkedIn to Find Jobs*, *Job Hunting Experience Sharing* etc. on a regular basis to promote LinkedIn. In return, they will help to advertise LinkedIn on the campus through social media and campus announcement boards, assisting with the organization of activities both online and offline.

Event 2 LinkedIn Autumn Recruitment: Road to Elites

Graduates in mainland China begin to find In August and September, recruitment talks, and workshops open to all university students would be held during this time. These talks and workshops would introduce international job opportunities on LinkedIn, how to use LinkedIn to help career establishment and developing, how to start a career in international companies and some tips on interviews. LinkedIn (China) can also engage in as a sponsor of universities' recruitment events.

There will also be some online events related to offline ones. Banner advertisements on BBS of the university and the websites of career center would be launched before the offline events start. Besides, information on events sponsored by LinkedIn can also be posted on the owned social media of the universities' career centers and even the universities' official social media accounts.

6.5.2 "LinkedIn x Starbucks" offline activity cooperation program

Starbucks is a coffee brand that is popular among white-collar workers and can be found in almost every business office area. In Starbucks stores, there are always plenty of professionals who open their laptops to deal with company business between drinks. Therefore, both the brand of Starbucks and the consumption scene are in line with our target customers, "quasi-professionals".

In the consumption scene of Starbucks, professionals can tell the ups and downs of the workplace from the perspective of seniors and provide a warning for fresh graduates who are about to enter the workplace.

1.Event Name: "LinkedIn× Starbucks: Let's Say Farewell to 996"

2.Activity background:

Starbucks is a well-known international brand. LinkedIn can make good use of Starbucks to expand domestic visibility and open Chinese market.

Starbucks is a place where professionals often go to work on weekends or off-office time.

Through interviews with white collars, we can draw out the portraits of lives and work of professionals in China.

3.SWOT:

S: LinkedIn is an international brand with much more job opportunities in worldwide companies and more preferences from international companies compared with domestic job websites such as 智联招聘;

W: its strength is also the cause of its weakness. Most graduate students in China are not familiar with LinkedIn, they are still used to seek a job through traditional ways like annual autumn recruitment fair and domestic recruiting websites;

O: Contemporary college students have a better international perspective, more students are looking for job opportunities in world-class enterprises and in first-tier cities, while LinkedIn has more resources/ recruitment information of world-class companies in first-tier cities compared with domestic websites;

T: domestic websites may expand their business to foreign companies; these websites also have job opportunities in first-tier cities, students who do not have the obsessiveness of having a job in world-class enterprises can also seek information in domestic websites, which have more job information of domestic companies in China. Chinese policies may protect domestic companies.

4.Activity process

Prior to the interview, the campaign will be promoted by LinkedIn's promotion channels in China (Weibo; app) and Starbucks's Weibo, app, WeChat official account. In terms of off-line promotion,

Combining contemporary new media channels (Weibo, WeChat, Tik Tok, Vue, etc.) to shoot offline flash videos.

Interview the working white-collars / students randomly in Starbucks and shoot videos.

Put videos online (social media) and offline (university job fairs).

5.Details

Herald the campaign two weeks in advance using Starbucks coffee cups, posters.

Choose 5 Starbucks (10 respondents for every Starbucks) to do the interview per day. The interview will last for three days. (5×10×3=150 respondents in total)

LinkedIn souvenirs available for people who participate in the interview.

Prepare for the interview at the opening time of Starbucks.

As the interview involves work issues, anonymity can be used to avoid work troubles for the respondents.

Distribute souvenirs immediately after the interview.

Interview questions

1. How does your first job after graduation means to you?

2. How did you find your first job after graduation?

3. Advantages and disadvantages of online and offline job search;

4. Advantages and disadvantages of state-owned enterprises and foreign enterprises;

5. Are you satisfied with your current job?

6. Do you know LinkedIn? If you do, what do you know about it?

Activity 1: Starbucks helps you wake up

Exclusive "LinkedIn" coffee mugs, each with a QR code printed on the cup, allow users to scan the code to follow the official Weibo account of LinkedIn (China) and watch offline interview videos shot by LinkedIn (China). After the video is played, a link to participate in the event pops up. Inside the link is the activity page of Starbucks (China) 's official Weibo account – "Starbucks: help you fight with 996 awake". After the video is played, customers receive a 20 percent discount coupon for a Starbucks drink.

Activity 2: Mark the elite road (Tik Tok)

Starbucks (China) released a joint offline interview video with LinkedIn (China) on its official account on Tik tok, with the topic: Mark your story with Starbucks in "996", and lucky draw a limited number of customized mugs.

Share your personal experience and story of working overtime and share your experience of how to improve work efficiency when you just entered the workplace, so that you can take the first step of your career. In the form of video release on the Tik tok. Participants made their own video on Tik tok and uploaded it with the hashtag # Starbucks (China). Starbucks (China) will sort according to the content quality (thumb up, comments, forwarding number), and choose users with good communication effect to give customized mugs as gifts.

Activity 3: "100,000 whys" in the workplace

This activity relies on search engine as the entrance, mainly on Baidu, Zhihu and other platforms to launch guide advertising. When users search for "how should young people position themselves for their first job?" "What's working life like?" "What should a newcomer pay attention to when entering the workplace?" at the right time. The answers to these questions are followed by a jump link that allows users to click on to participate in a joint Starbucks-LinkedIn event.

Activity 4: Online forum on Linkdin.cn

We plan to post an online forum on Linkedin.cn for viewers to participate, to gather ideas and meanwhile increase the familiarity and brand awareness of LinkedIn. A well-interested topic discussion can contribute to an increasing retransmission rate of the platform, and therefore, increase the brand awareness of LinkedIn.

Specifically, for previous preparation, first, we plan to do some public relations work with Starbucks, try to get their sponsorship, such as membership cards, discount cards, or cash coupons. Second, try to think of a discussable question that generally exists among the young office workers, the question we think out is, "if your work always 996, will you say 886 or not." To explain this question is if your work always starts at nine a.m. and finishes at nine p.m. for six business days, will you say goodbye to it?

For execution, post the topic on LinkedIn official accounts on each social media platform, such as WeChat and Weibo, asking for users' comments and choice, with clarifying the gift of Starbucks. Each comment has the function of thumb up, the rule is that the comment which gains the highest number of likes can get the gift from Starbucks.

After posting the issue online for a period, we will collect the comments, rank the popularity, and decide the winner. If it is possible, interview the winner, ask for his/her thoughts and moods.

6.5.3 Official Website and owned social media

For the UGC part of the content, we can establish a special and professional content-creation group or corporate with existing mature UGC groups to make some wonderful content to feed the characteristics of LinkedIn. However, the target of these group is better to be Chinese people who have oversea studying or working experience or has that experience in international companies. In my opinion, the best option of these kinds of people were key members of Chinese Students and Scholars Association, and new graduates who get internship experience in oversea companies that locates oversea or in China. Because, senior workers seldom have time to share or produce their experience officially to us, so the groups of people I mentioned above are more practicable for us to made useful content as the entry level. after we earned enough budget, we can further invite business celebrities to make interviews.

7 Content Evaluation

7.1 Evaluation about Awareness

To attract more than 5000 people to attend offline activities of LinkedIn;

To increase the number of owned media followers on all platforms by 30%;

To increase LinkedIn's social media visits by 50%;

To increase brand awareness of LinkedIn by 20% among new graduates from key universities in China.

7.2 Evaluation about Stickiness

To increase the number of accounts registered by fresh graduates by 30%;

To establish cooperation on employment with 20 key universities and colleges;

To create 50 new LinkedIn related creative communities and organizations in partner schools;

To attract at least 5000 students to participate in relevant associations and organizations;

To attract at least 2000 students to attend Recruitment Talks and workshops.

7.3 Evaluation About Usage

To increase the number of accounts registered by fresh graduates by 30 percent;

To increase the number of LinkedIn APP downloads by 30%;

To increase the number of Daily Active Users on LinkedIn apps by 40%;

To increase the number of Monthly Active Users on LinkedIn apps by 40%;

To increase the number of job-related topics on LinkedIn's APP by 50%.

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