

# LiveCareer Brand Guidelines

# Overview

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# Background

- The goal of the brand guidelines is to align Product, SEO, Content, and Customer Engagement on LiveCareers (LC) target audience, how we can win with this group, and content and marketing strategy
- Historically, LC has been the most authoritative of all the brands. Combining this with Google Analytics data (63.5% of LCs users are between 18-34) and the Blink research, LC has the opportunity to provide informative advice and insight into how this demographic can launch their careers

# Travis L. Quinn (The Graduate)



## Goal:

Find the right job to start his career

"I graduated from college 2.5 years ago. My dream is to work for a non-governmental organization (NGO). I applied for jobs after college, but I was told that I lack experience and could take an internship. It pay was too low with my college loans. I took a full-time job as admin assistant, but I don't like it and feel that I am overqualified. My dream is still to work for an NGO, but how do I gain experience when they won't give me a chance? I need a full-time job but I am not sure what to do. Maybe I should put my dream on hold and look for full-time jobs in another industry? Or go to graduate school?"

## Overview

Travis is currently in a full-time role that he views as a job and not career. He has a few resumes in progress that he needs to update. He knows that he wants a full-time role with an NGO, but is not sure how to get that job with his lack of experience

Age: 25

Location: Chicago, IL

Education: DePaul University

Major: Political Science

Current Role: Administrative Assistant

Device: PC and mobile devices

## Top Tools:

- RN
- Word
- LinkedIn
- ZipRecruiter

# Travis L Quinn

## Challenges

- Finding the right full-time job with minimal experience
- Making academic projects and current work more appealing to employers on resume
- Finding cover letter samples
- Grammatical mistakes on cover letter and resume
- Highlighting skills and strengths in a way that matches each job ad, despite limited experience
- Rarely hears back from jobs
- Applying for jobs is repetitive, time consuming, and is losing confidence
- Questioning whether to continue looking for NGOs or start looking for other full-time roles

## Motivations

- Wants to work in field of study
- Cares more about experience over pay, but still needs a full-time role

## Activities & Behavior

- Resume first approach
- Has 2 resumes: 1 for desired industry and 1 for non-desired; occasionally tweaks them
- High volume job applicant (especially in desired field)
- Always sends a cover letter
- Searches for jobs before and after work

# Why Graduates?

- On July 15-21st on LC, there were 53.1K soft reg with 21.5K (highest segment) between 0-3 years experience
- The 13K identified as students and some students may be graduating within the next year while the remaining 8K may have graduated in the past few years
- According to HBR, recent grads, ages 22-27, are more likely to be underemployed, (jobs that don't require a college degree) than between 1998-2003
- This study also found that median earnings for recent grads were no higher in 2018 than they were in 2000 and 1990 (after adjusting for inflation)
- 91% percent of Millennials expect to stay in a job for less than three years, according [Forbes](#) ( 2012)
- YTD, 22.01% and 41.44% of traffic have come from age ranges 18-24 and 25-34, respectively (Google Analytics: sample of 35.44% of all users)

# User Journey

Travis L. Quinn's Journey

# Sara Cho (Career Change)



"I need to get out of teaching. I am exhausted at the end of each day and find myself working in the evenings grading assignments and preparing lessons. I have a difficult principal who only cares about test scores and rarely supports her teachers. Lastly, my friends who have a similar education level work less and make significantly more than I do. I am not in a rush as I am looking for the right job, but please help me find a job that pays more and offers a better work/life balance."

**Goal:**  
Switch careers to find a better paying job (full-time) with better work/life balance

## **Overview:**

Sara is burnt out from teaching. Sara finds her job exhausting and difficult. She works very hard and feels that her pay is not commensurate. Given her people and organizational skills, Sara feels that she would make a good recruiter. Sara tailors her resumes to recruiting jobs. Her current job is full-time and provides a stable income, but she wants to find a job that makes her excited about coming to work.

Age: 32

Location: Austin, TX

Current Job: Teacher

Device: PC and mobile

## **Top Tools**

- RN/MPR
- Word
- LinkedIn
- Indeed

# Sara Cho

## Challenges

- Describing her skills and benefits that she can bring to a potential company/employer on her resume (telling her story)
- Showing hiring managers how her current job and responsibilities/skills will be an asset
- For cover letters, could benefit from clear expectations of their benefits and human feedback

## Motivations

- Find a job that offers better and working conditions and pay
- Finding the right fit; matches current skill set

## Activities & Behaviors

- Job first
- She will apply for low/medium amount of jobs (finding the right job)
- Prefers to look for jobs in the evening
- For cover letters, Sara is uncertain of the value and she feels it may reveal too much of her current career and decrease interview chances; so only use cover letters when they are requested

# Why Career Change Emphasis on Teacher?

- Over the past 90 days in LC, Teachers ranked third in “Loaded a Page by Last Job Title (Mixpanel)
- 8% of teachers leave the profession each year (Learning Policy Institute), 18% in two years, and 40% within 5 years (National Education Union)
- In 2017, it was estimated that there were 3.2M public school teachers and 0.5M teachers in the US (NCES)

# Julie Ann Frost (Student)



"I am looking to supplement my income to gain some financial independence from my family and get the necessary work experience. I am open to any job, but would prefer to find one in my field of study. I have a full class load, so I need to find a job that works around my schedule. Lastly, I have no idea how to even begin the process. Help!"

Age: 20

Location: Sioux Falls, ID

Education: 3rd Year of College

Major: Media Studies

Device: PC and mobile devices

## Top Tools:

- MPR
- Indeed

## Goal:

To find a part-time job or paid internship to supplement her income

## Overview:

Julia is looking for a supplemental income and wants to address her minimal work experience. She feels excited to start the job search process. She is using a resume from a previous part-time job, but is not confident about it

# Julia Ann Frost

## Challenges:

- Lacks experience with job searching and faces difficulty finding a job that fits her schedule
- Knowing where or how to apply
- Managing the process overall
- Knowing how to list previous experiences and present in a way that matches each job ad.
- Not sure how to create a cover letter, what to say in it, and also not even sure if she should send one

## Motivations:

- To appear qualified for a job with minimal experience
- Gain some financial independence from her parents
- Get more work experience
- Open to any job, same industry preferred.
- Seeks helps from family members on resume and cover letter

# Julia Ann Frost

## **Activities & Behaviors**

- Resume first approach
- Creates two resume: One for jobs within media (tailored) and another for other part-time jobs
- Will search online for templates
- Applies for a medium amount of jobs; looks for jobs between or after classes and social/personal events
- Seeks helps from family members on resume and cover letter

# Why Students?

- From July 15-21st on LC, there were 53.1K soft reg with 21.5K (highest segment) between 0-3 years experience
  - 13K of those with 0-3 years experience identified as students.
  - This test also found that 57% of students who soft register make it to the sell page made
- YTD, 22.01% of traffic has come from the age range 18-24 (Google Analytics: sample of 35.44% of all users)

# Ananth Arora



## Goal:

Attain a full-time job in the U.S.

“My wife is an ambassador and has been assigned to the embassy in D.C. We will be moving, along with our two kids, in three months. I am excited at the opportunity of working in the US and feel I’ll do well with my skill set (not meaning to brag), but I am stressed! I need to find a job, but have run into challenges around language, cultural and time difference. I wish someone would help me with the job process so I can focus my time on preparing my family for the move.”

## Overview:

Ananth's wife just received a job in the U.S. and he is looking for a job before the move. While Ananth has a strong skill set, he is not sure how the job market works in the U.S. compared to India. He is not sure of how to design his resume to meet American standards. He also is struggling with finding the right time for interviews given the time difference.

Age: 37

Current Location: Hyderabad, IN

Relocation: Herndon, VA

Industry: Software

Job: Software Engineer

Archetype: College/Salary

## Top Tools

- RN
- Indeed/LinkedIn

# Ananth Arora

## **Challenges**

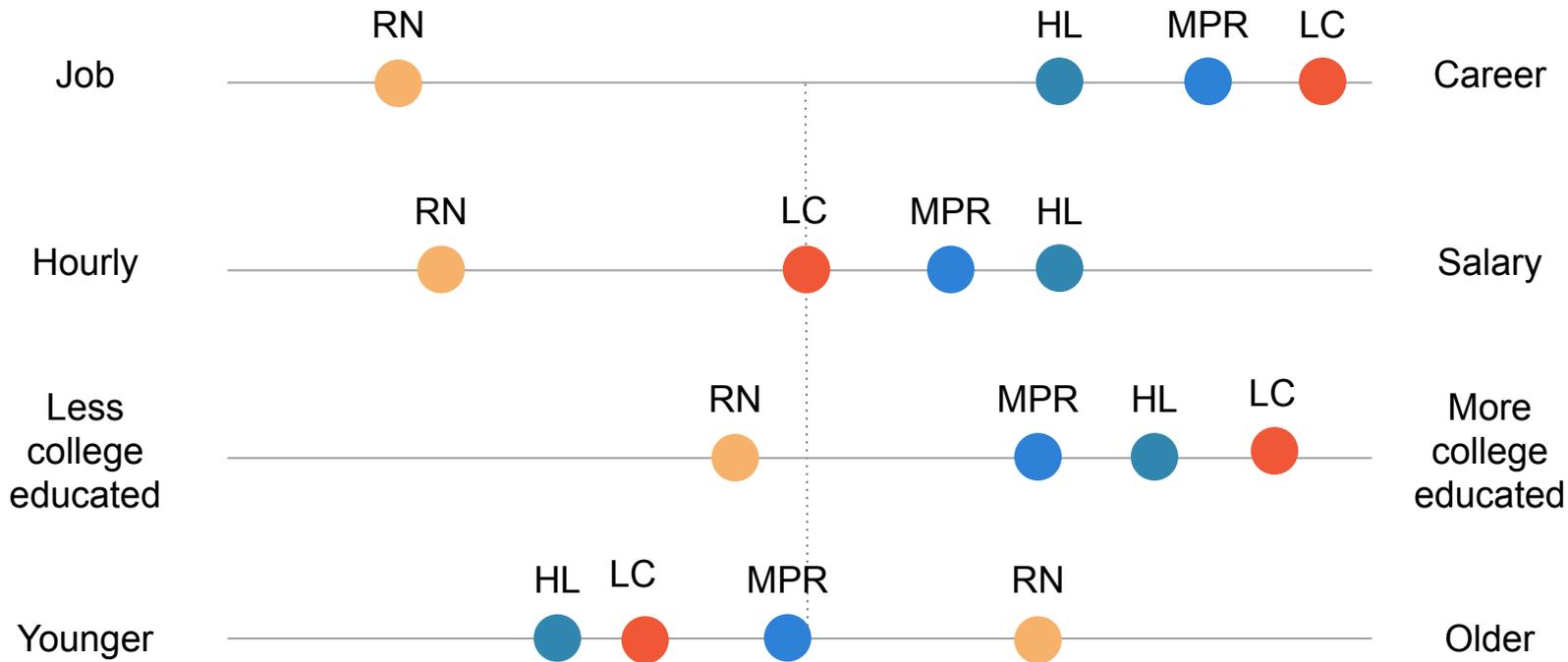
- Finding a job soon as soon as possible
- Time difference for interviews
- Not sure how to prep for interviews
- Not sure how to format resume and highlight content in a way that matches expectations in the U.S. market
- To identify and communicate most relevant points from past experiences
- Using the right words to describe previous job descriptions and keeping resume concise
- For resume and cover letter, could benefit from custom feedback

## **Motivations**

- Opportunity to work in the U.S.

## **Activities & Behaviors**

- Job focused approach to related careers
- Applies to a high volume of jobs
- Looks for jobs at various times throughout the day
- Tailors resume to a specific job openings per different type of job
- Does a general google search on templates and sample resumes.
- Has consulted government provided services to help him get started on resume-building



Persona Characteristics  
by Brand

# Mission

LiveCareer's mission is to educate and provide the job tools for first-time and new career seekers. LiveCareer is for individuals who are looking to launch or re-define their careers

# Value Proposition

Recruiter-approved, customizable resumes and cover letters to help you launch or re-define your career.

# Positioning Statement

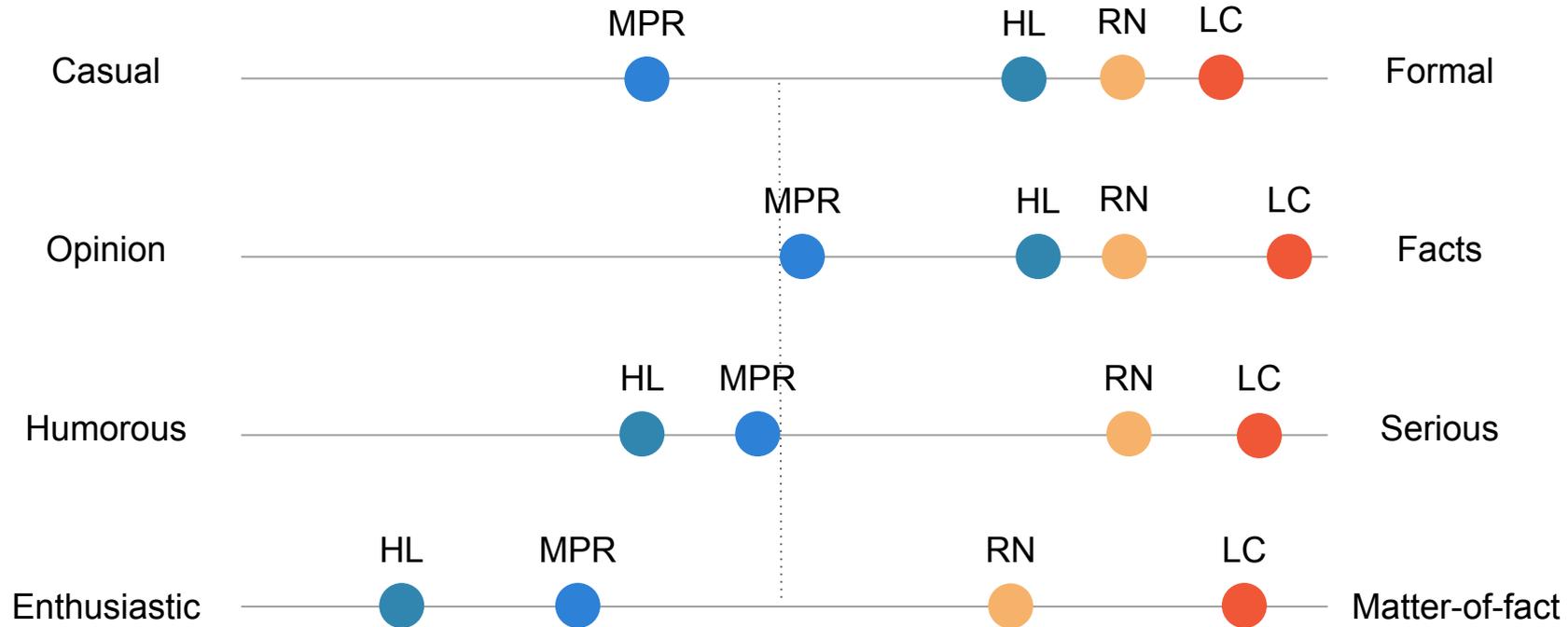
For individuals looking to launch or re-define their careers, LiveCareer offers career tools that are customizable to your needs. LiveCareers dedication to creating easy to use products will allow you to spend more time on career planning.

# Messaging Framework

- Personality (Voice): Authoritative, Mentoring, and Authentic
- Tone will depend on content type, channel, and situation, but the following factors must be taken into account:
  - Users have significant time constraints. Messaging should be concise, direct, and compelling
  - Users that fall into LCs age range, spend a significant amount of time on social media. Content should be optimized to mirror these channels. Use of video is essential.

# Messaging Framework cont...

- Priority should be placed on optimizing pages and content for mobile (HubSpot)
- Infographics and long-form should be set up for skimming. According to a Hubspot 2017 survey (based on 3010 respondents) 72% and 75% of respondents skim this type of content, respectively
- Email programs must be strategic and not overburden subscribers. Only 22% of respondents between 18-24 and 39% between 25-34 stated that they would like to see email content from a brand or business (Hubspot 2017 Survey)
- Authenticity is preferred over content. User generated content should be utilized when possible (HubSpot)



Tone Characteristics  
by Brand