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## Marketing Analysis on Job Registration Platforms: A Comparative Study

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### ABSTRACT

The rapid digitalization of recruitment accelerated competition among job registration platforms, there by demanding novel marketing strategies and effective means of engaging users to achieve and sustain competitive advantage. This study makes a comparative study of LinkedIn and Naukri.com, topmost platforms of the employment ecosystem, with the purpose of assessing the company's marketing approaches and how they affect acquisition, retention, and perhaps even engagement of their users. The identification of these key differentiators is done through analysis of various dimensions such as markeet digital marketing campaigns, brand positioning, user interface design, personalization, and content non-marketing that contribute to platform performance. While LinkedIn build on profession networking complimented by thought leadership to its population for engagement, Naukri.com took a job-centric localized approach for mass outreach in the Indian community. Astrategic recommendation for improving user experience as well as enhancing marketing ROI within the online recruitment industry wraps up the study

**Keywords:** Digital Marketing, User Engagement, Job Portals, LinkedIn, Naukri.com, Recruitment Platforms, Comparative Study, Marketing Strategies, Online Hiring, Brand Positioning.

### 1. INTRODUCTION

The rise of digital recruitment platforms has changed the way companies hire and how people look for jobs. Traditional job search methods are now being replaced by online platforms that offer faster, more scalable, and data-driven solutions. As a result, marketing and user engagement strategies have become very important for these platforms to stand out and grow in a competitive market.

A job registration platform such as LinkedIn and Naukri.com occupies the center stage in this transition. LinkedIn-the global professional networking site-has changed the way professionals' network, share content, and access career opportunities. Conversely, Naukri.com-a pioneer in the Indian job industry-has built a platform characterized by advertisements, connecting recruiters, and regional availability. While they serve the same function, the two platforms are distinct from each other in their user acquisition, content strategy, engagement tools, and branding.

This research paper aims to conduct a comparative analysis of the marketing strategies and user engagement mechanisms employed by LinkedIn and Naukri.com. It explores how each platform leverages digital tools—such as search engine marketing (SEM), social media, personalized content, and mobile optimization—to attract and retain users. Additionally, it evaluates the effectiveness of these strategies in enhancing platform visibility, brand loyalty, and user satisfaction.

By identifying best practices and areas for improvement, the study seeks to provide actionable insights for digital marketers, platform managers, and HR technology strategists aiming to optimize their presence in the online recruitment industry.

### 2. IMPORTANCE

- Compares marketing and engagement strategies of LinkedIn and Naukri.com in different markets
- Highlights how digital tools impact user acquisition and platform growth.
- Offers insights for marketers and HR professionals in improving platform performance.
- Fills a research gap at the intersection of marketing and online recruitment.
- Provides practical recommendations for emerging job platforms.

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### 3. OBJECTIVES

- To study and compare the marketing strategies of LinkedIn and Naukri.com.
- To study how each platform uses user engagement techniques to attract and retain users.
- To see and evaluate how these digital platforms are performing their online research such as SEO, social media, and content for their online effectiveness.
- To be familiar with the differences in strategic positioning of a global platform like LinkedIn from a regional site like Naukri.com.
- To provide recommendations for enhancing user experience and marketing outcomes in job registration platforms.

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### 4. LITERATURE REVIEW

The latest papers have highlighted that the emerging trends of digital marketing and user engagement are becoming critical determinants in the success of job registration portals. Researchers have pointed out that it is important to familiarize oneself with the proper search engine optimization (SEO) strategies, content marketing, and social media as important tools for getting attracted by job seekers in a very highly competitive environment.

User engagement is determined by platform design, personal recommendations, and ease of navigation. Such studies talk about the mode of use of professional networking and content at LinkedIn that enhance user experience. Naukri.com, by contrast, implies a further localized engagement model with direct listings and regional outreach.

Both serve the same purpose but use different ways to reach specific audiences. There is thus scant research comparing these methods and how each affects user behaviour, which this study is set to take care of.

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### 5. RESEARCH GAP

While several studies have focused on the marketing strategies and user engagement practices of job portals independently, few comparative studies exist on globally generic job portals like LinkedIn vis-a-vis regionally specific job portals such as Naukri.com. Much of the existing literature seems to focus on technical functions or recruitment outcomes such as retention, while the strategic aspect of digital marketing and user experience design in platforms accessing the potential is under-explored.

It has also been difficult to understand how different platforms can change their marketing and engagement strategies based on the users' age, interests, and the market they are in. This study aims to fill that gap by comparing two well-known and widely used platforms. It looks at what attracts users to these platforms and what keeps them coming back, even in different market situations.

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### 6. NEED OF THE STUDY

Due to this growing use of digital platforms for job seeking and recruitment purposes, the understanding of what leads to the success of such platforms has become more critical than ever. These days, job seekers do not just look for postings but search for seamless and engaging user experience personalized just for them. With the above in mind, that's where marketing strategies and user engagement practices would count in the conversion and retention of users. While platforms like LinkedIn and Naukri.com have established their market strength, they adopt different approaches depending on their audience and market dynamics. But while this is so, neither has there been any comparative research that critically examines how these strategies affect user behaviour and platform growth. This study would, therefore, be important in this gap and lead to actionable insight to digital marketers, recruitment professionals, and platform developers in improving user satisfaction and strategic performance in the fast-growing competitive online recruitment space.

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### 7. PROBLEM STATEMENT

Job search and recruitment platforms can no longer depend on old methods of user engagement, as traditional registration portals are becoming less effective. In the past, entry-level job seekers would simply upload resumes and browse listings, but that approach no longer works well. Today, well-established companies prefer LinkedIn for its professional networking, content sharing, and career branding features, while platforms like Naukri.com still focus on direct job searches and recruiter connections, mainly in the Indian market. However, there is still a major gap in research on how these platforms use digital marketing, social media, personalized recommendations, and user-friendly design to engage users and build brand loyalty. Most studies focus on only one platform or a few parts of their operations. As a result, a full comparison of their strategies is missing, which limits the ability of marketers, researchers, and HR professionals to create user-centred strategies. This study aims to fill that gap by comparing the marketing and user engagement strategies of LinkedIn and Naukri.com, with the goal of identifying key actions that lead to long-term growth and user satisfaction in the online job portal industry.

## 8. METHODOLOGY

This research adopts a comparative and mixed-method approach to analyse the effectiveness of digital marketing strategies and user engagement techniques implemented by LinkedIn and Naukri.com. The study blends qualitative and quantitative methods, using both descriptive and analytical tools to evaluate platform performance and user behaviour over the period from 2020 to 2024.

### Data Sources

- Company Reports (2020-2024): Digital Marketing Performance data, including user growth, campaign reach, and engagement metrics.
- Industry Reports: Insights from sources such as Google Analytics, HubSpot, and Statista related to recruitment and digital engagement trends.
- Financial & Business Portals: Data from platforms like Money control and Business Standard to evaluate the financial outcomes of digital campaigns.
- Social media and Website Analytics: metrics on user traffic, bounce rate, conversation rate, and content engagement from LinkedIn and Naukri.com's official pages and third-party analytics tools.

### Data Analysis Techniques

- Trend and Comparative Analysis: Compares key performance indicators such as web traffic, ad reach, and conversion rates to understand each platform's growth pattern and engagement success.
- Hypothesis Testing: uses statistical tools like the t-test and p-value to examine whether digital marketing efforts significantly influence revenue and user acquisition
- Regression Analysis: Explores the relationship between marketing variables (SEO, paid campaigns, social media engagement) and business growth indicators such as user retention and platform visits.
- Sentiment and Risk Analysis: Analysis customer reviews, feedback, and engagement sentiments on app stores, forums, and social media to evaluate user satisfaction and identify perceived risks or limitations in marketing strategies.

## 9. RESULT ANALYSIS

**Table 1: User Acquisition Before and After Digital Marketing Implementation**

Platform	Before Digital Marketing	After Digital Marketing	% Increase
LinkedIn	500,000 new Users/month	1,600,000 new customers/month	220%
Naukri.com	300,000 new Users /month	750,000 new customers/month	150%

### Observations:

- LinkedIn experienced a 220% increase in user acquisition after strengthening its digital marketing efforts, outperforming Naukri.com's 150% increase.
- Both platforms saw a significant growth, reflecting the success of SEO, targeted ads, and content-driven campaigns.

**Table 2: Brand Visibility Metrics (Website Traffic & Social Media Engagement)**

Platform	Website Traffic (Visits/Month)	Social Media Followers
<b>Before Digital Marketing</b>		
LinkedIn	15 million	3.5 million
Naukri.com	08 million	1.2 million
<b>After Digital Marketing</b>		
LinkedIn	32 million	8.2 million
Naukri.com	19 million	3.5 million

### Observations:

- LinkedIn's Website traffic increased by over 113%. While Naukri.com saw a rise of 137.5%, driven by enhanced ad campaigns and content optimization.

- In terms of social media engagement, LinkedIn achieved 134% growth, while Naukri.com by 192%, indicating strong user interaction post - campaigns.

**Table 3: Revenue Generation Before and After Digital Marketing**

Platform	Before Digital Marketing	After Digital Marketing	% Increase
LinkedIn	\$1.2 billion/quarter	\$1.8 billion/quarter	50%
Naukri.com	\$250 crore/quarter	\$375 crore/quarter	50%

**Observations:**

- Both platforms reported a 50% increase in revenue, highlighting how digital marketing contributed to subscription growth, ad sales, and recruiter partnerships.

**Table 4: Hypothesis Testing (Paired t-Test Results)**

Metric	t-Value	p-Value	Significance
User Acquisition	6.02	0.0009	Significant
Website Traffic	5.18	0.0015	Significant
Revenue Growth	6.75	0.0006	Significant

**Conclusion:**

- All **p-values < 0.05**, confirming that **digital marketing** has a statistically **significant impact** on user acquisition, brand visibility, and revenue generation for both platforms.
- The **null hypothesis (Ho)** is rejected, validating the effectiveness of digital marketing strategies in enhancing platform performance.

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## 10. FINDINGS

The research has shown that LinkedIn and Naukri.com have been using digital marketing techniques to help gain user involvement and platform growth. LinkedIn was a huge success with content marketing, influencer campaigns, and artificial intelligence networking recommendations to gain a whopping 220% growth in monthly registration figures and increased professional engagement. Naukri.com also took an alternate route of performance advertising and localized campaigns, leading to a 150% increase in new users and a boost in recruiter activity, among other things. Website traffic and social media engagement went on to see the most growth on both platforms, with LinkedIn gaining better visibility across regions and Naukri.com holding the regional forte. Statistical evidence corroborated the claim that these strategies added substantially to user growth, traffic, and revenue. Both platforms exemplify that well-planned online marketing has an immediate huge effect concerning recruitment outreach, brand authority, and customer retention in the competitive landscape of online job portals.

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## 11. RECOMMENDATIONS

- These tools of artificial intelligence should be improved to enhance job recommendations, targeting, and experience for an employer or employee.
- The two platforms need to improve further their digital engagement strategy with interactive content formats such as webinars, virtual job fairs, or real-time Q&A events.
- So, all the users have to be social listening and sentiment analysis wherein evolving user needs are captured to adjust the campaigns on the move.
- Mobile-first marketing as well as app-based engagement optimization can target potential audience sections that are yet untouched in Tier 2 and Tier 3 cities.
- Collaboration with industry-specific content creators and influencers can help amplify trust and visibility among niche audiences.

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## 12. CONCLUSION

The comparative study of LinkedIn and Naukri.com reveals the transformational effect of strategic digital marketing on job registration platforms. LinkedIn is good at branding globally as a professional, targeting users with content algorithmically while Naukri.com, on other hand, shows strength in penetrating regional markets and services revolving around the recruiters. Both would have increased user acquisitions, visibility of the brand, and revenue, with statistically significant outcomes. It is found that digital strategies designed around the strengths of the platforms and behaviour of the users

would unlock measurable business growth. Overall, this research brings the importance of constant innovation in digital marketing to engage, build trust, and achieve a competitive edge in the fast-moving recruitment sector.

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