SkillGigs

› Template Roadmap

How to Launch a
Private Talent Marketplace

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INTRODUCTION

Welcome to your comprehensive roadmap for launching a Private Talent Marketplace (PTM) in your company! This template is designed to guide executives like you through the process, from initial setup to launch, optimization and maintenance. Let's dive in:

Phase 1: Pre-Kickoff

Objective: Set up, configure, and align your organization for PTM success.

1. Stakeholder Alignment

- Conduct meetings to define goals and objectives.
- Define current and desired Direct Sourcing strategy.

2. Organizational Alignment

- Determine optimal departmental structure for PTM integration.
- Prepare internal documentation and support for organizational awareness.

3. Brand and Marketing

- Provide Brand Book Marketing for Landing Page Customization & Domain.
- Integrate social accounts for landing page engagement.

Phase 2: User Onboarding & Training

Objective: Prepare teams and users for PTM engagement, define talent categories, and establish rules of engagement.

1. User Onboarding

- Invite all team members and users to the PTM platform.
- Determine talent categories based on organizational needs and skill requirements.

2. Talent Categories

- Identify and define talent categories relevant to your organization.
- Categorize skills, expertise, and job roles for streamlined talent discovery.

3. Rules of Engagement

- Define rules and guidelines for user interaction within the PTM.
- Establish user roles, permissions, and access levels for security and efficiency.

4. SkillGigs Collaboration

- Define collaborative marketing and talent inventory strategies.
- Establish cadence for user support and success team engagement.

Phase 3: EOR/AOROnboarding Process

Objective: Define hiring processes and onboarding procedures for talent acquisition.

1. Employment Conditions

- Define EOR/AOR hiring conditions (W2, 1099, Corp to Corp).
- Establish documentation and execution procedures.

2. Talent Education

- Educate talent on PTM services and benefits.
- Define background check and screening procedures.
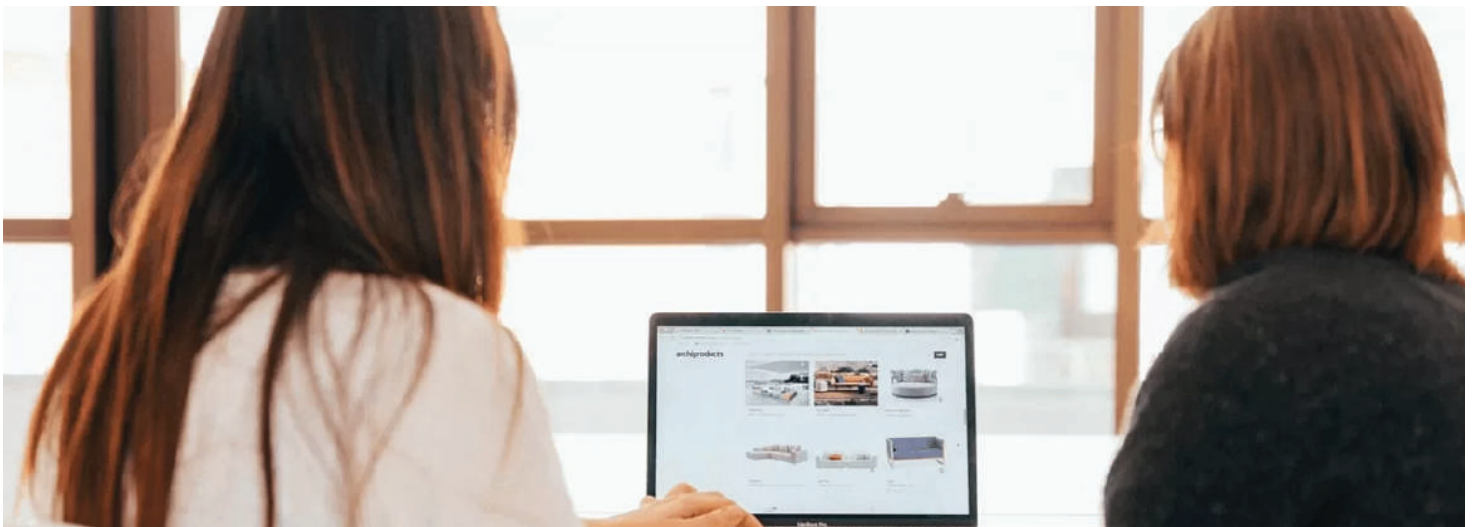
Phase 4: Integration with 3rd Party Platforms

Objective: Seamlessly integrate PTM with existing systems for enhanced functionality.

1. API Integration

- Determine API requirements between SkillGigs & 3rd Party Platforms.
- Map data transfer criteria for job publication and candidate onboarding.

Phase 5: Launch

Objective: Execute the official launch of your Private Talent Marketplace.

1. Prepare Launch Plan

- Coordinate marketing and communication strategies.
- Ensure all systems and processes are ready for public access.

2. Take PTM Landing page live

- Launch awareness campaign for existing talent databases.

3. Publicize Launch

- Announce the PTM launch internally and externally.
- Promote user engagement and adoption.

Phase 6: Reporting and Analytics

Objective: Monitor performance and measure success metrics.

1. Critical Metrics

- Collaborate on key metrics and business goals.
- Set up dashboard configuration for reporting.

2. Review Cadence

- Establish review frequency and user accessibility.
- Conduct review sessions with the Customer Success Team.