

Playbook

Workforce Development: Market Mapping

Understand the talent marketplace for any role, industry, or function along with examining any market trends



Playbook


Workforce Development

Created for

-Workforce Development

-Performance Management

Featured products

 Talent Insights

What's included

- Step-by-step guide for using LinkedIn to help find understand market mapping and market trends





Steps to understanding the current pulse of the market

1	Search what industry or function you are interested in and see what the hiring demand is for the talent pool
2	Discover the companies with the highest vacancies within the industry or function
3	Discover what roles are in demand on the titles page
4	Discover what the fastest growing skills within the industry or function
5	Export a report including the overview, company, titles, and skills page

Step
1

Gain visibility into the hiring demand for this specific talent pool

Evaluate the hiring demand for a specific industry or function within a specific location

1. In the **Talent Pool Report**, select the function or industries of interest
2. On the overview page in the top right corner look at the hiring demand for this talent pool



Talent Pool Report
United States - Marketing
2,211,153 professionals on LinkedIn

Overview Location Company Titles Skills Industry Education Employer brand Profiles

2,211,153 Professionals ▲ 0.1% 287,935 Changed jobs 66,305 Job posts 109,925 Engaged talent

Where is this talent located? [See Location](#)

Top locations	Professionals
New York City Metropolitan Area	242,850
Los Angeles Metropolitan Area	170,458
San Francisco Bay Area	96,240
Greater Chicago Area	85,158
Washington DC-Baltimore Area	74,578

Hiring demand ⓘ
Very high This talent is very hard to hire

View in Recruiter Search ⓘ

- 500K+ open to new opportunities
- 29K+ have company connections
- 240K+ open to contract work

[See candidates](#)



Step 2

Discover what companies are hiring the most talent

1. Run a **Talent Pool report** for the function or industries of interest
2. Select the "Company" tab to see the top companies employing this talent
3. Toggle over "job posts" for highest to lowest to see which companies are demanding the most talent at the time

The screenshot displays the LinkedIn Talent Insights interface. On the left, a sidebar contains filter categories: Job Title, Location (with 'United States' selected), Skill, Company, Industry (with 'Marketing' selected), Function, and Advanced Filters. A blue circle with the number '1' points to the 'Marketing' filter. The main content area shows a 'Talent Pool Report' for 'United States - Marketing' with 2,211,153 professionals. The 'Company' tab is selected, and a blue circle with the number '2' points to the top navigation bar. Below the tabs, a table titled 'What companies are employing this talent?' lists companies with columns for 'Company (100)', 'Professionals', and 'Job posts'. The 'Job posts' column for Walmart is circled in red, with a blue circle and the number '3' pointing to it. The table data is as follows:

Company (100)	Professionals	Job posts
Walmart	3,428 ▲ 14%	3,771
Kroger	1,424 ▲ 7%	2,420
The Home Depot	5,312 ▲ 9%	1,998
The TJX Companies, Inc.	2,683 ▲ 2%	1,165
Premium Retail Services	998 ▲ 16%	1,034

Step 3

Discover what roles are in the highest demand within the desired industry or function

1. Run a **Talent Pool report** for the function or industries of interest
2. Use the Titles tab to find all the relevant titles that are being hired in this field
3. Utilize the "job posts" section to determine what roles are more demand than others

1

2

3

The screenshot shows the LinkedIn Talent Insights interface. On the left, there are filter sections for Job Title, Location (United States), Skill, Company, Industry, and Function (Marketing). On the right, the 'Titles' tab is selected, showing a table of common titles. The 'Job posts' column for 'Merchandiser' is circled in red.

Titles (83)	Professionals % of total	Job posts	Gender
Merchandiser	65,206 3%	6,740	
Merchandise Associate	7,928 0%	6,099	
Retail Merchandiser	10,566 0%	4,646	
Merchandise Specialist	9,368 0%	4,468	

Step 4

Unlock the fastest growing skills within the desired industry or function

Understand how the skills are rapidly changing within the talent pool over the course of one year

1. Run a **Talent Pool report** for the function or industries of interest
2. Use the "Skills" tab to find see the top 100 skills that are being reported by this talent pool
3. Scroll down to see the fastest growing skills within the talent pool to stay up to date with the trends of the market

The screenshot shows the LinkedIn Talent Insights interface. On the left, there are filter sections for Job Title, Location (United States), Skill, Company, Industry, and Function (Marketing). A blue circle with the number '1' points to the Function filter. On the right, the 'Talent Pool Report' is displayed for 'United States - Marketing' with 2,211,153 professionals. A blue circle with the number '2' points to the 'Skills' tab. Below the tabs, a table titled 'What are the most common skills among this talent?' lists skills like Social Media Marketing, Digital Marketing, and Email Marketing with their respective counts and percentages.

Skills (100)	Professionals	% of total	Job posts	Gender
Social Media Marketing	574,735	26%	1,804	
Digital Marketing	474,049	21%	10,023	
Email Marketing	276,388	12%	3,412	
Search Engine Optimization (SEO)	264,016	12%	4,287	
Adobe Photoshop	250,164	11%	259	
Merchandising	230,875	10%	27,115	

The screenshot shows a table titled 'What are the fastest growing skills among this talent?'. A blue circle with the number '3' points to the table. The table lists skills with their 1-year growth percentage, the number of professionals, and the number of job posts.

Skills (100)	1y growth	Professionals	Job posts
Events	▲ 75%	107,860	9,375
Customer Experience	▲ 46%	91,586	7,785
Analytical Skills	▲ 45%	145,240	17,033
Marketing Management	▲ 29%	97,437	1,252
Content Management	▲ 27%	62,500	1,548
Content Strategy	▲ 27%	97,607	1,777

Step 5

Present this market research to your teams

Create a report focusing on all the relevant data points to show an overarching view of the current market

1. Run a **Talent Pool report** for the function or industries of interest
2. Choose "Export" in the top right corner
3. Name your report and select what format you would like
4. Choose the modules or pages you would like to include in your report
5. Finalize your report by clicking export in the bottom right corner

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Overview | Location | Company | Titles | Skills | Industry | Education | Employer brand | Profiles

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Export

1

3

4

2

5

Export report

Details

Name your report*
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Format:
 PDF XLS

Modules selected (7) [Select all](#) | [Clear all](#)

- OVERVIEW (1)
- LOCATION (0)
- COMPANY (2)
- TITLES (2)
- SKILLS (2)
- INDUSTRY (0)
- EDUCATION (0)
- EMPLOYER BRAND (0)
- PROFILES (0)

Preparing your export could take up to 30 seconds.

Cancel Export



Thank you

