

Internsta – Company Onboarding & Marketing Plan

This document outlines the marketing and outreach plan for attracting companies and recruiters to the Internsta platform, similar to Internshala.

Phase 1: Build Trust & Authority

1. Make Your Platform Look Professional:

- Add testimonials or dummy success stories.
- Show active intern listings.

2. Create Brand Credibility:

- Create and maintain a LinkedIn page.
- Add logos of colleges/partners.
- Offer verified employer badges.

Phase 2: Target Companies & Recruiters

3. Start with Local Businesses:

- Approach local IT firms, startups, and training centers.
- Offer free first-month listings.
- Visit tech parks or co-working spaces.

4. LinkedIn Outreach Campaign:

- Search for HRs, Founders, and Recruiters.
- Message example:

“Hi [Name], we’ve built a free hiring platform called Internsta that connects verified interns with companies. You can post your openings at no cost — would you like me to set up a free recruiter account for you?”

Phase 3: Partner with Colleges

5. Campus Partnerships:

- Offer colleges a dashboard to monitor student internships.
- Ask placement cells to refer companies.
- Provide co-branded dashboards.

6. Student Ambassador Program:

- Recruit ambassadors to onboard companies.
- Reward them with certificates or bonuses.

Phase 4: Digital Marketing

7. Run LinkedIn & Meta Ads:

- Start with ₹500–₹1000/day campaigns.

Ad Copy:

“Hire Interns Fast ⚡ – Post Free Internships on Internsta and get verified applicants in 24 hours.”

8. Email Marketing:

Sample email:

Subject: Hire interns in 24 hours – free on Internsta

Hi [Name],

We help startups and companies like yours hire talented interns quickly — at zero cost.

 Post your internship free at https://internsta.com/?lead=cold_emailing

Warm regards,

Internsta Team

Phase 5: Partnerships & PR

9. Collaborate with Incubators and Coworking Spaces:

- Partner with startup accelerators and coworking hubs.
- Offer free recruiter accounts.

10. Press & Social Proof:

- Get featured on startup media platforms.
- Write blogs about hiring interns easily.

Bonus Strategy: Early Adopter Offer

Offer first 100 companies:

- Lifetime free posting
- Verified badge
- Featured visibility

Example message:

“Join 100+ early partner companies hiring interns on Internsta — for free, forever.”