

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.”