

RECRUIT CRM: ASSIGNMENT-- DIGITAL MARKETING

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TASK 1

1. Current domain ranking of recruit crm's website and the steps I followed to find that:-

- Authority score: 41
- Global rank: 122.3k
- Organic traffic : 41.3k/month (-6.2% decline)
- Top traffic countries:--
 - US(37%): 15.4k visits
 - India(25%): 10.3k visits
- Engagement metrics:
 - Avg visit duration: 15:01(high engagement)
 - Bounce rate: 50.27% (needs improvement)

Steps:

Logged in to SEMrush through my google account--> entered the company URL (recruitcrm.io) to find out authority score, organic search traffic, etc.

2. Five competitors and their domain rankings (global)

Competitor	Domain Authority(DA)	SEMrush Global Rank	Organic Traffic per month
1. Recruiterflow.com	774	~10k	24.8k
2. iSmartRecruit.com	519	~15k	16.6k
3. SelectSoftware.com	506	~8k	22.4k
4. Oleeo.com	347	~50k	8.3k
5. Loxo.co	332	~120k	3.3k

Recruit CRM (DA 41) lags behind competitors with higher DA, but has higher traffic than oleeo and loxo.

3. Ten high-volume keyboards (with ref. to UberSuggest)

Keyword	Search volume	CPC(\$)
Recruit crm	3600	20.24
Hiring software	2200	10.75
Recruitment CRM software	3600	12.40
Applicant tracking system	8100	15.75
AI recruitment software	2700	18.20
Best recruitment tools	4400	14.30
ATS software	1900	11.50
Talent acquisition software	2900	16.80
Cloud based ATS	1800	13.90
Free ATS	9500	8.25

TASK 2

1. TO-DO: Find 3 real recruiters/ HR professionals who could benefit from recruit CRM's platform. (by using linkedin, industry forums, and job boards--without any automated scraping or AI)

HR Manager Name	Company	Found through:
1. Shweta Mishra	Vivo	Linkedin
2. Satya Shiba Panda	Swosti chilika resort	Linkedin
3. Madhulika N.	Thinking folks	Linkedin

2. Personalised outreach strategy

- **Platform choice:** Linkedin
- **PITCH**

Hello (name),

I came across your post/comment about spending hours screening candidates (or any other pain point), and we totally get it. At Recruit CRM, we've helped recruiters at various companies (*we can include client's competitors names*), to reduce their screening time by 50% using our AI-powered ATS.

Here's how it could help you:

1. AI resume parser: screens 100 resumes in <5 minutes.
2. 1 click sourcing: pull candidates from linkedin/gmail directly into your ATS.
3. Auto-email sequences: never forget to follow up (we even write emails for you).
4. Integrate with 5000+ apps without having to write any code.

I would love to show you a 10 minute demo; no sales pitch, just pure value. Let me know a time that works?

Best regards,
Tapaswini @recruit CRM.

● **Why LinkedIn?**

1. 95% recruiters and professionals are regularly active on this platform and actually do read meaningful texts unlike email where mostly mails are either unseen or in spam folder.
2. Pain points are publicly visible.
3. SEMrush data shows breezy.hr/loxo.co are actively engaging with recruiters on LinkedIn.
4. inMail on linkedin premium, bypasses connection requests. Thus, easy to reach out.

● **Why my pitch would work for these cold prospects?**

1. Benefit focused bullet points
 2. Recognition of pain point and sounds human, not salesy
 3. Pointing out their pain point= proves we researched about them rather than cold texting
 4. Quantifiable results and bite sized demo request("10 minutes" feels low-risk)
 5. Low commitment ask
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TASK 3

1. TO-DO: Research and identify 3 direct competitors of recruit CRM.

By doing industry research for best recruitment CRM software by the end of 2024, for offering tools like ATS + CRM combo and AI resume parsing, the top picks were:

- Bullhorn (dominates the recruitment software industry)
- Zoho recruit (affordable pricing and targets small and medium sized businesses)
- Recruitee (presently tellent) (strong social media presence)

2. Analyze their social media presence and compare it to recruit CRMs: what are we doing better than them and what are the gaps?

Company name	Social media presence	Followers
Recruit CRM	Linkedin	48k
	Twitter	1905
	Instagram	2786
	Facebook	2.4k
	Youtube	72.9k

Regular events management, user friendly trendy content, knowledgeable posts, post frequency 5x/week, active posting around every platform with strong audience engagement

vs

Company name	Social media presence	Followers
Bullhorn	Linkedin	85k
	Twitter	11.1k
	Instagram	2.1k+
	Facebook	2.8k
	Youtube	N.a.
Zoho recruit	Linkedin	222k
	Twitter	2896
	Instagram	550

Conducts webinars, mild social energetic engagement on social media, posts 2x/week, strong presence on linkedin, linkedin post frequency 5x/week

Strong presence on linkedin with very insightful and engaging posts. Wide use of infographics, job tips.

	Facebook	87
	Youtube	2.18k
Recruitee (tellent presently)	Linkedin	28k
	Twitter	2430
	Instagram	2195
	Facebook	4.6k
	Youtube	1.04k

Frequency: daily. Content sharing through job life and user friendly content, informative content sharing

Analysis:

What are we doing better:

- Higher engagement rate. Focuses on insightful posts with higher ROI proof and has memes based user friendly content.
- Content speaks directly to pain points of small to mid level enterprises.
- Agile trend adoption like highlighting AI/Gpt integrations in social content.
- Globally available.
- Remote working facility available. And prioritizes work-life balance as well as team coordination.
- Highlights 5000+ app integrations.

What are the gaps:

- More video content with seo based hashtags for more engagement could boost our social presence.
- Articles outlining proven insights for the usage of our services could drive more trust and credibility.
- Some brand runs user-centric contents quarterly. User centric content drives 40% higher conversion.
- Immediate response across all platforms could be a plus point.
- No podcast presence.
- Recruit CRM solely relies on public posts, missing 1:1 whatsapp/telegram channel relationship building. 42% recruiters prefer private chats for sensitive questions. (2024 HubSpot data)
- Recruit CRM team should have presence where recruiters vent/complain (reddit , quora).
- Troll style b2b content has 2.7x higher share rates.

- Lack of commenting on viral posts. Comments on viral posts get 5-7k views with 0 ad spend.
 - Collabs for features with tech influencers.
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TASK 4

1. TO-DO: Mini campaign design (feature- AI powered candidate sourcing or a new integration with linkedin)

Segment: tech companies, mid-sized enterprises (50-200 employees)

- **Feature:** automatically finds and ranks top candidates from linkedin
- **Key benefit:** time saving upto 4-5 hrs/day
- **Target :** tech recruiters doing manual sourcing, HR heads with high volume hiring, recruiters posting about hiring challenges
- **Address pain points:**
 1. Too many unqualified applicants.
 2. Sourcing takes all day.
 3. Missing out on passive candidates.
- **Hyper focused messaging to recruiting managers/ agencies--**
- eg: “source top tech talent in 15 minutes , not 5 hours.”
- **Reddit engagement through post thread in targetted communities.**
Team members could upvote/ comment to boost more engagement.
- **Competitor trolling without any particular tags.**
- **Live webinar for information widespread.**
- **Tracking and optimization through different resources**

2. Promotional channels and tactics

Channels:

1. LinkedIn ads: 82% of B2B leads come from linkedin (hubspot)

Linkedin is the platform where most of the professionals are regularly active. Inmail could bypass the connection request resulting in directly reaching out to recruiters.

Also linkedin’s professional surrounding makes the information credible. Thus posting the pain points with solutions makes professionals really feel time-worthy enough to read through it.

Ad type: slide based minimal ad

First slide defining out the pain point along with the contrast of solution our company provides.

Second slide showing difference between manual sourcing vs. AI sourced candidates

Last slide listing out some partnership companies along with the solutions they earned. And “book demo” button.

Targeting :

Job titles such as “tech recruiter”, “HR head”, “Talent sourcer”

Company type: mid sized agencies, tech companies

Interests: “ATS software”, “recruitment automation”

2. Email campaign:

Even though emails are mostly in spam folder or ghosted, still people check emails regularly for any important update. 60% of recruiters could open an email if the heading looks promising and credible.

(3 parts sequence within a week in a gap of 2 days on lack of response)

Tool : mailchimp

Market segment: leads who visited pricing page but didn't sign up.

Email 1:

“The #1 mistake tech recruiters make with AI sourcing.”

Open rate : 45%

body can contain case study link with recruit crm effective marketing.

Email 2:

“your competitor just hired 3 devs using this AI trick”.

Open rate: 40%

Body can contain rival agencies posts, linkedin, achievement and explain how they did it and connect it with our product.

Email 3:

“last chance: free AI sourcing audit” (scarcity tactic)

Body can give out information like minimum slots left, some discount, or free trial for a time period on booking now, etc.

3. Reddit AMA

Reddit is a widely used anonymous platform where mostly people as well as professionals are active. If said about worklife, it is one of the platform where employees vent or complain or seek out help. Being available to preach on this application can benefit to boost engagement of the product/service.

Title : I built an AI that sources devs from github/linkedin. Ask me anything.

Target: communities like r/recruiting, r/recruitment ,r/AskHR, etc (various communities where it would catch the recruiters attention)

Preparation:

Pre write answers to tough questions, competitive questions, and have colleagues to boost engagement by quality comments and upvote. Give out options like “ reach out for a personalised demo.”

Messaging that highlights the pain points this feature solves:

- Pain point: “ 5 hours/day wasted on manual sourcing.”

Message:

“your ATS is stuck in 2010. recruit CRM’s AI sources top talent in 15 mins--not 5 hours. Watch how.”

Linkedin carousel (before/after comparison)

Reddit thread: “confession: I wasted 200 hrs last year on sourcing.”...then pointing out how helpful and handy recruit crm’s software is.

- Pain point: “passive candidates slip through your system.”

Message:

“your competitors are hiring top 10% of passive candidates your system slips. Recruit CRM integrates through 5k+ applications. Our AI scans github/linkedin 24/7. Schedule live demo now ”

Webinar organizing and email case study(“how [competitor agency] placed 3 skilled devOps engineers in 48 hrs.”)

Why the target audience will be excited about it ?

- Speaks to emotions :
 1. frustration (time waste)- the “5 hrs-->15 mins” contrast triggers immediate rage with current tools.
 2. FOMO (competitors winning + social proof)--> people hate losing more than they love winning. Show them what they are missing out on to push action.
 3. Fear (of losing higher amount of money whereas it could be performed at cheaper rate)--> most of the mid-sized agencies reject tools priced over \$50/user (forrester).
- Social proof: case studies, webinars build trust--> genz recruiters distrust AI tools without demo
- Urgency : scarcity tactics compress decision cycles

Timeline of the campaign

Timeline: 21 days total

Goal : 50+ signups from mid-sized tech agencies

Awareness stage (days 1-8)

Day	Action	Platform	KPI target
1	Launch linkedin carousel ad: "5 hrs sourcing--> 15 mins with AI." and more linkedin posts followed up regularly	Linkedin ads	100+ clicks
2	Post reddit AMA: "I automated sourcing. Ask me anything."	Targeted reddit communities	50+ comments/DMs
4	Tweet at 15 recruiters at their pain point	X	5+ replies
6	Publish blog/ post on quora: "3 ways your ATS is failing you" (email capture tactic)	websites	30+ leads

Consideration stage (days 9-15)

Day	Action	Platform	KPI target
9	Host linkedin live "watch ai source 15 candidates in real time"	Linkedin live	150+ attendees
10	Send email #1	Gmail	30% open rate
14	Launch user-generated-content contest Follow up with email #2	Instagram/ linkedin + Email	50+ entries for contest + 28% open rate on email
15	Retargetting ads	Linkedin /Fb / instagram ads	5% CTR

Decision stage (days 16-20)

Day	Action	Platform	KPI target
16	Send #3 email with scarcity	Email	15% click for

	tactics like “ last chance”, “2 slots left”, etc		demo
18	Troll posts Eg: “manual sourcing vs. AI sourcing”, etc	Linkedin, twitter, reddit	100+ shares/interacti ons
19	Call/ whatsapp successful leads	Phone/ whatsapp	10+ bookings

Post launch (20-21+): nurture and expand

Day	Action	Platform	KPI target
20	Add webinar attendees to private whatsapp/telegram group: “AI hacks inner circle”	Whatsapp/telegram	50% joining
21+	<ul style="list-style-type: none"> Weekly drop of informative datas on emails, regular followups Regular problem solving and insightful sharing in private group 	Email, whatsapp/telegram	Re- engagement.