

# Digital Marketing Case Study



**Client: Reinvent & More**  
Industry: Hiring Consultancy

# About the client

- Striving to be the go-to recruitment consultant for organizations aiming to attract top human capital for growth and success.
- Recruitment process designed to identify and attract ideal candidates with the right skills, experience, and cultural fit.
- Utilizes techniques such as job analysis, candidate profiling, and targeted sourcing for a deep understanding of clients' needs.
- Committed to providing exceptional service, believing in measuring success by clients' success.
- Passionate team dedicated to building long-term client relationships.

# Problem Statement

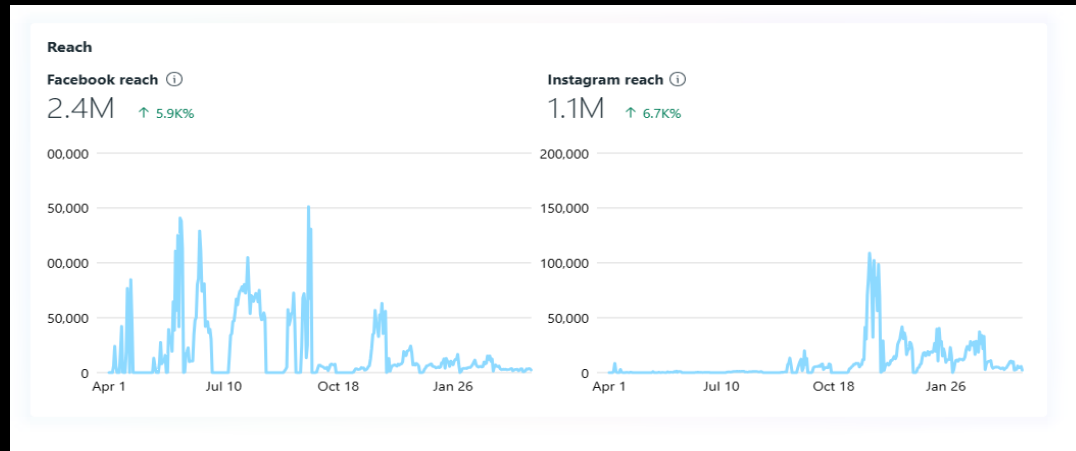
They had approached us to address the challenge of sourcing high-quality resources for the automobile industry in South India. The client seeks assistance in identifying and attracting skilled professionals who can make a significant difference to their growth and success in this specific sector. The key issues to be addressed include:

- Difficulty in finding suitable candidates with the required skills, experience, and cultural fit for the automobile industry in South India.
- Limited access to a pool of qualified professionals who can contribute effectively to the client's organizational objectives.
- Need for a recruitment partner with expertise in understanding the unique demands of the automobile industry and providing tailored solutions to meet those needs.
- Pressure to optimize the recruitment process to ensure timely and efficient hiring of top talent in a competitive market environment.
- Desire to build a long-term partnership with a recruitment consultancy that can consistently deliver quality resources and add value to the client's business operations.

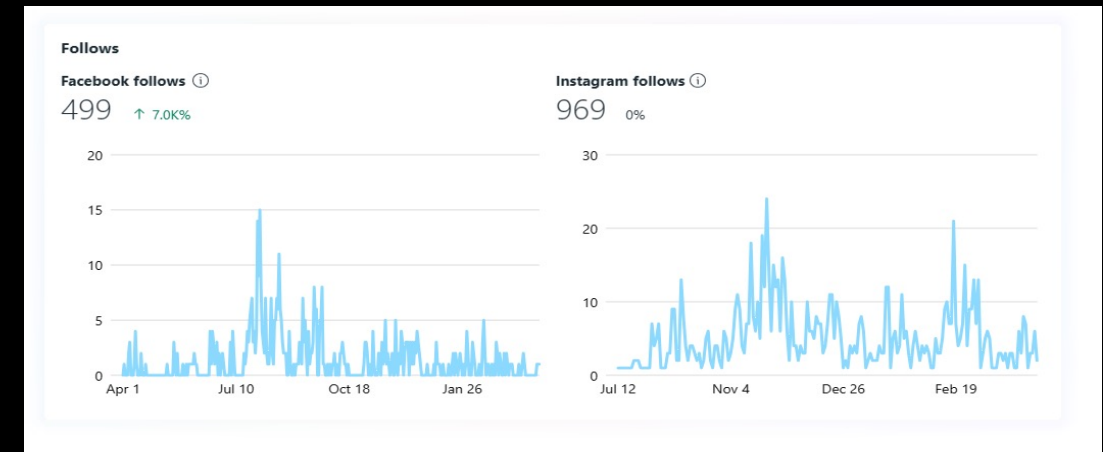
# Proposed Solution

- **Multi-channel recruitment strategy:** Targeting experienced professionals and recent graduates.
- **Content Marketing:** Develop targeted content showcasing Reinvent & More's industry expertise and client value proposition.
- **Employer Branding:** Leverage social media to strategically position client companies as attractive employers with strong cultures and growth opportunities.
- **Data-Driven Recruitment Advertising:** Utilize targeted job boards and social media platforms to reach the most relevant talent pool.
- **Performance Measurement & Optimization:** Continuously optimize the campaign based on key metrics to maximize reach and attract the highest caliber candidates.

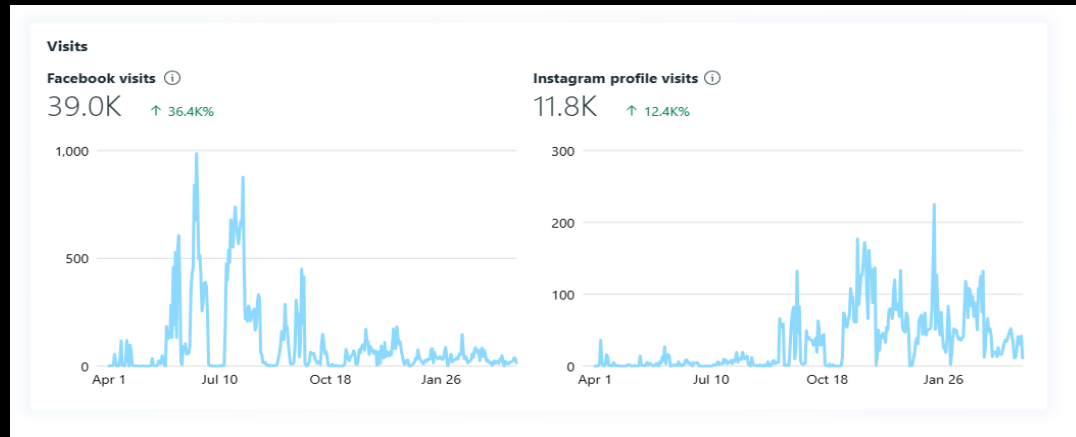
# Reach



# Follows



# Visits



# Ads Report

| Account name                         | Reach ↓                               | Clicks (all)     | Leads               | Page engagement | Amount spent               |
|--------------------------------------|---------------------------------------|------------------|---------------------|-----------------|----------------------------|
| Reinvent & More                      | 3,335,790                             | 138,663          | 12,628 [2]          | 91,639          | ₹316,649.67                |
| Total results<br>1 / 1 row displayed | 3,335,790<br>Accounts Center accounts | 138,663<br>Total | 12,628 [2]<br>Total | 91,639<br>Total | ₹316,649.67<br>Total spent |

# Progressive Results

Our campaign has yielded significant outcomes, showcasing the effectiveness of our strategy and execution

- **Impressive Lead Generation:** Achieved 12,628 quality leads, exceeding expectations.
- **Extensive Reach:** Reached a substantial audience of 3,335,790 individuals in the target market.
- **High Click-Through Rate:** Garnered 138,663 clicks, indicating strong audience interest and engagement.
- **Active Engagement:** Received 91,639 engagements, demonstrating audience interaction and involvement.

*These results reflect the success of our efforts in reaching and engaging with target audience effectively with an investment of Rs 316,650.*

# APPENDIX

# REFERENCE CREATIVES



# REFERENCE CREATIVES

reinventandmore.com

A man who  
reinvented the

# Nation

**R** Reinvent  
& More.  
We make it happen.

#InternationalNonViolenceDay

Strategic Consulting | Branding | All India expansions | Recruitment Specialist

Are you an **Automobile Sales**

# SUPERSTAR?

Be a Driving Force at Our  
**Upcoming Dealership**  
as a Sales Executive

We offer Competitive Salary of up to  
**Rs 25,000 + Incentives**

**R** Reinvent  
& More.  
We make it happen.

Apply Now @  
jobs@reinventandmore.com

**R** Reinvent  
& More.  
We make it happen.

reinventandmore.com

## Reinventing Goodness

-Happy Dussehra-

# REFERENCE CREATIVES

## Wanted

**Relationship Managers**  
for a leading luxury car dealership

**Locations:**

North Kerala | Thrissur | Kottayam | Kollam

Minimum **4 years** luxury car sales experience  
**preferred age:** below 40

Join our dynamic team now!  
Email your resume to

[jobs@reinventandmore.com](mailto:jobs@reinventandmore.com)

with the position of interest. Don't miss out on this  
fantastic opportunity in the automobile industry!

## Wanted!

**Freshers**

for a premium bike dealership in **Chennai**

Qualification : Graduate with a passion for  
a career in motor cycles.

Salary : **Rs.15,000+** Attractive incentives.

\*Please note that we do not charge any  
Consultation or Service Charges from our candidates

**WhatsApp your CV to: +91 99950 04477**

[reinventandmore.com](http://reinventandmore.com)

  
South India's largest automobile  
dealership recruitment firm

## Hiring



**For a leading European car dealership**

**Trivandrum:**

- CEO
- General Manager Sales
- Sales Head - 1
- Team Leader - 3
- Sales Consultant - 15
- Retail Finance executive - 1
- Customer Delight  
Manager (Service) - 2
- Trainer - 2

**Kollam:**

- Sales Consultant- 10
- Customer Delight Manager
- Marketing Executive
- DMS Executive- 2
- Trainer-1

**Allepey:**

- Sales Consultants - 5
- Team Leader - 2
- Trainer -1

[jobs@reinventandmore.com](mailto:jobs@reinventandmore.com)

with the position of interest. Don't miss out on this  
fantastic opportunity in the automobile industry!

[reinventandmore.com](http://reinventandmore.com)

# REFERENCE CREATIVES



**Reinvented paths**  
**Happy Independence Day**

**R Reinvent & More.**  
We make it happen.

reinventandmore.com



**Hiring** Exciting Opportunities Await You in the Sales sector!

Join our team for an new upcoming dealership in Trivandrum

**Positions Available**

- Sales Manager
- Marketing Manager
- HR Manager
- CRM
- Trainer
- CRE
- Area Sales Managers
- Team Leaders
- Sales Consultants
- Insurance Coordinator
- Retail Finance Officer
- Accessories Incharge
- Registration Executive
- IT Executive
- Reception

\*There are no service fees associated with our services

**R Reinvent & More.**  
We make it happen.

reinventandmore.com

Apply Now  
[jobs@reinventandmore.com](mailto:jobs@reinventandmore.com)



**Hiring** **R Reinvent & More.**  
We make it happen.

**Join the leading Korean car dealership**

**Vacancies available :**

Sales Consultant - 15  
Team Leader - 4  
Trainer - 2

**Location - Calicut**

**jobs@reinventandmore.com**

with the position of interest. Don't miss out on this fantastic opportunity in the automobile industry!

reinventandmore.com

