

Prepared By: Areeba Atiq

• • •

March , 2025

# SKU INTERNATIONAL MARKETING - HIRING AD DIGITAL MARKETING CAMPAIGN

---

Digital Marketing Campaign for Hiring Ad

# CAMPAGN OVERVIEW

•SKU International Marketing is hiring experienced agents. The goal is to attract qualified candidates through digital marketing on Facebook, Instagram, and WhatsApp.

# Market Research: TARGET AUDIENCE

- **Age** Group: 18-25 years old
  - **Gender:** Open to all
- **Education Level:** High school graduates, diploma holders, or early-career professionals
- **Work Experience:** 3 to 4 months of relevant experience
- **Technology Requirements:** Must have a good smartphone
- **Location:** Local candidates within service areas
- **Pain Points:** Job availability, experience requirements, career growth opportunities

# COMPETITOR ANALYSIS

Researching competitors who are also hiring in similar roles, focusing on:

- **Job Requirements:** Comparing required experience and skills
- **Salary & Benefits:** Evaluating compensation packages offered
- **Recruitment Channels:** Identifying where competitors advertise job openings
- **Engagement Levels:** Studying how competitors attract candidates through digital marketing
- **Employer Branding:** Understanding how competitors present their work culture and benefits



# MARKETING STRATEGIES

To effectively reach the target audience, the campaign will focus on:

- **Social Media Marketing**

- Instagram & Facebook: Engaging posts, reels, and stories highlighting job openings
- LinkedIn: Professional networking and job postings
- WhatsApp: Direct communication with potential candidates

- **Paid Advertisements**

- Targeted job ads on Facebook and Instagram
- Google Ads for job-related search queries

- **Referral Program**

- Incentivizing current employees or candidates to refer others

- **Community Engagement**

- Posting in Facebook job groups, local forums, and career communities

# SMART GOALS

---

- .. Increase job applications by 30% in 3 weeks
- .. Generate at least 200 inquiries via WhatsApp messages
- .. Achieve a 5,000+ reach on Facebook & Instagram

# KEY PERFORMANCE INDICATORS (KPIs)

- Reach – Number of users who see the job post
  - Engagement – Likes, shares, comments, and inquiries
  - Click-through Rate (CTR) – Percentage of users clicking on the application link
  - Applications Received – Number of people applying for the job
-



# CONTENT STRATEGY

- **Social Media Posts:** Hiring alerts, benefits, testimonials, reminders, FAQs
- **Paid Ads:** Facebook & Instagram targeting job seekers
- **WhatsApp Messages:** Automated responses for inquiries

# CAMPAIN EXECUTION

- .. Schedule posts using Meta Business Suite
- .. Launch Facebook & Instagram ads (Rs. 1,400/day budget)
- .. Optimize ad placement in Feeds, Stories, and WhatsApp Ads

# Engagement & Community Management

- Monitor and reply to job inquiries
- Encourage candidates to apply via WhatsApp
- Increase engagement through comments and messages

# Performance Monitoring

- Track results using Meta Business Suite & WhatsApp Analytics
  - Analyze CTR, engagement rate, and applications submitted
  - Adjust underperforming ads for better results

# Ad creative

**WE ARE HIRING  
EXPERIENCED  
AGENTS!**

Social Media  
Marketing Agent

**Requirement**

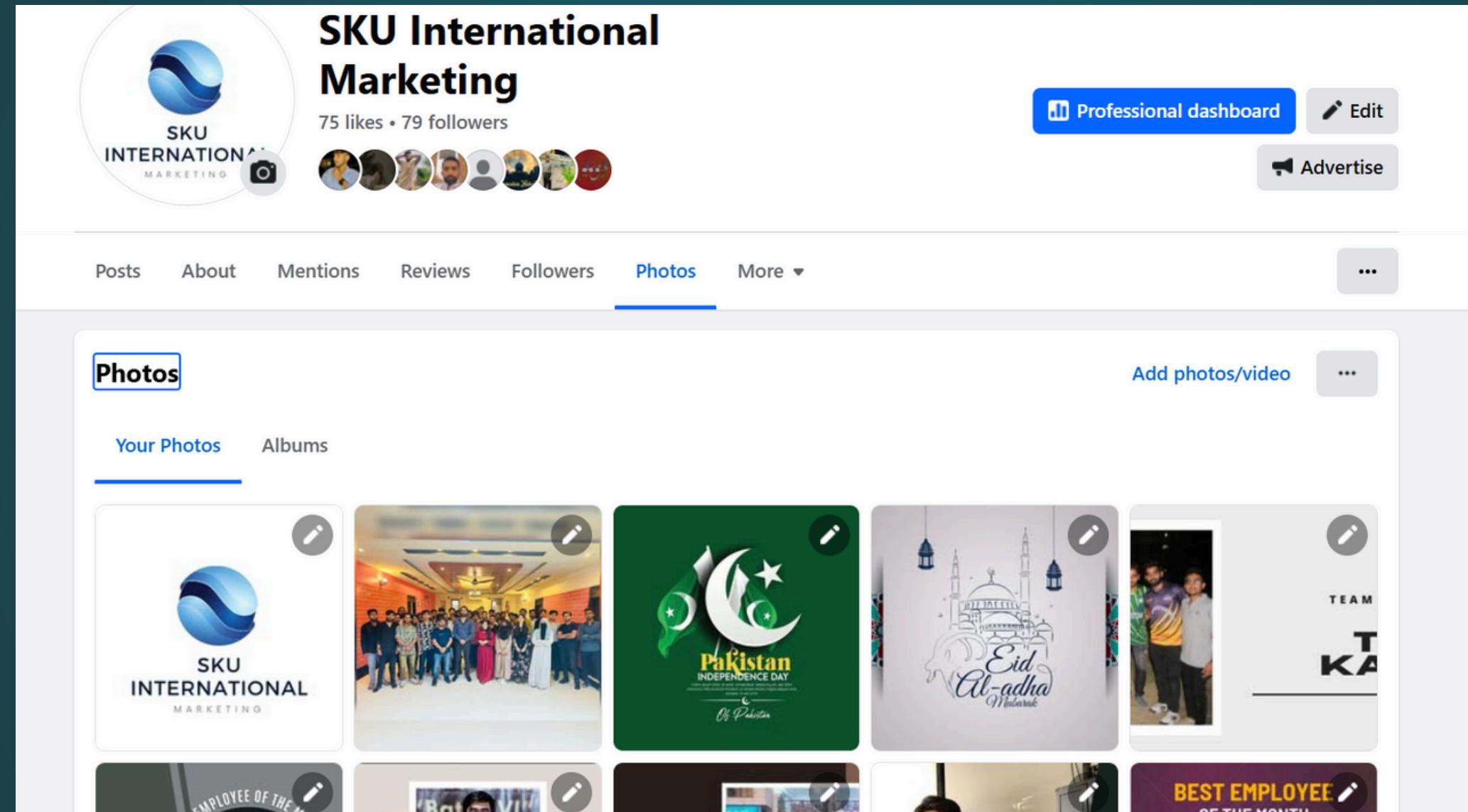
- Experience 3 to 4 Months
- Experience Letter
- Good Smartphone

**Age : 18 to 25**



**Contact**

# Facebook Page:



# Sales Campaign:

The screenshot shows a digital marketing platform interface with the following details:

**Search bar:** Search by name, ID or metrics

**Navigation tabs:** Campaigns (selected), Ad sets, Ads

**Date range:** This month: 1 Mar 2025 - 25 Mar 2025

**Action buttons:** + Create, Duplicate, Edit, A/B test, More, Columns: Performance, Breakdown, Reports, Export, Charts

**Table Headers:** Off/On, Campaign, Attribution, Results, Reach, Impressions, Cost per result, Amount spent, Ends

**Table Data (Row 1):**

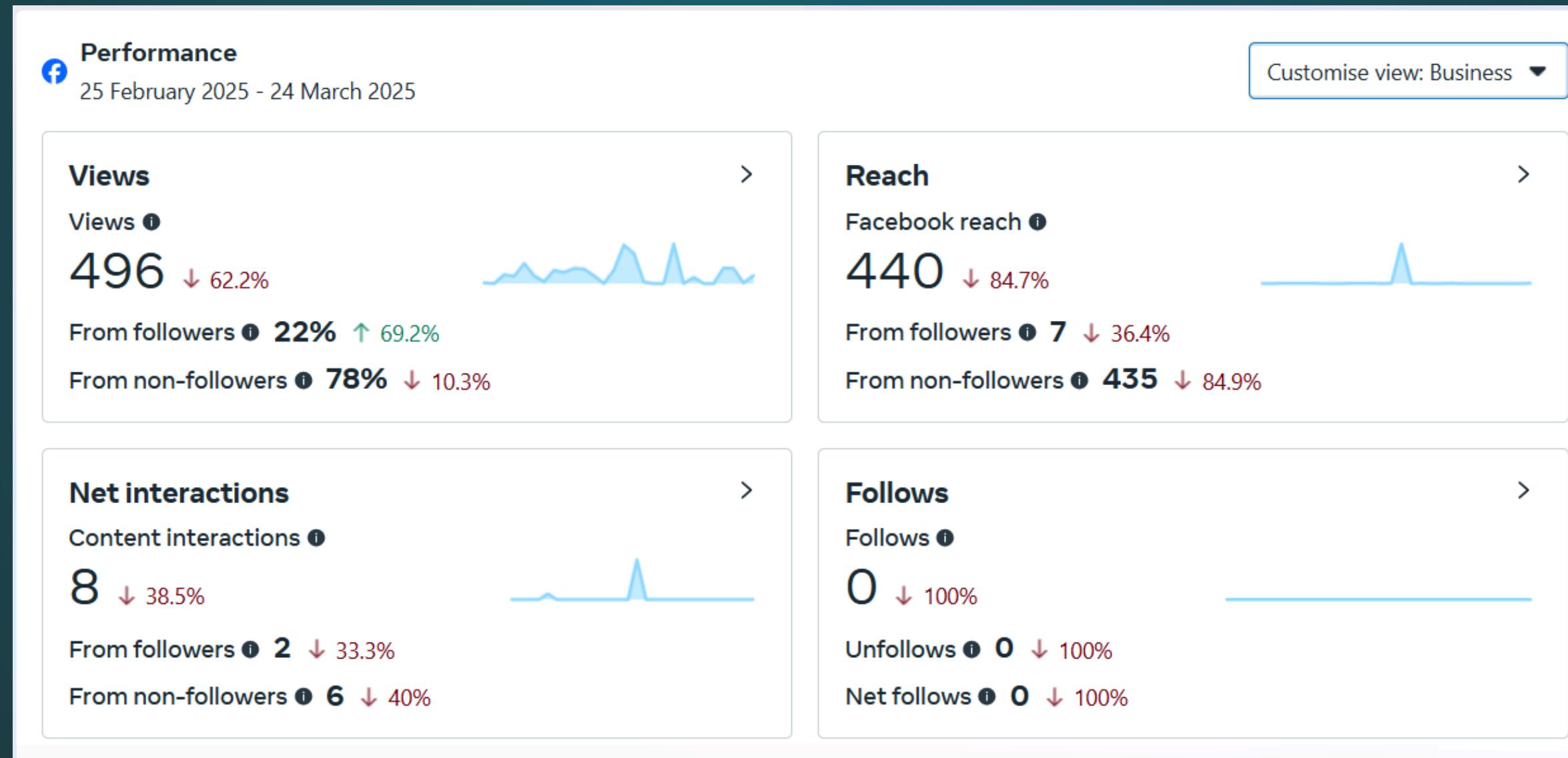
| Off/On                   | Campaign         | Attribution     | Results                        | Reach | Impressions | Cost per result                      | Amount spent | Ends    |
|--------------------------|------------------|-----------------|--------------------------------|-------|-------------|--------------------------------------|--------------|---------|
| <input type="checkbox"/> | experience agent | ay click or ... | 27 [2]<br>Messaging convers... | 1,757 | 2,058       | Rs41.77 [2]<br>Per messaging conv... | Rs1,127.87   | Ongoing |

**Table Data (Row 2):**

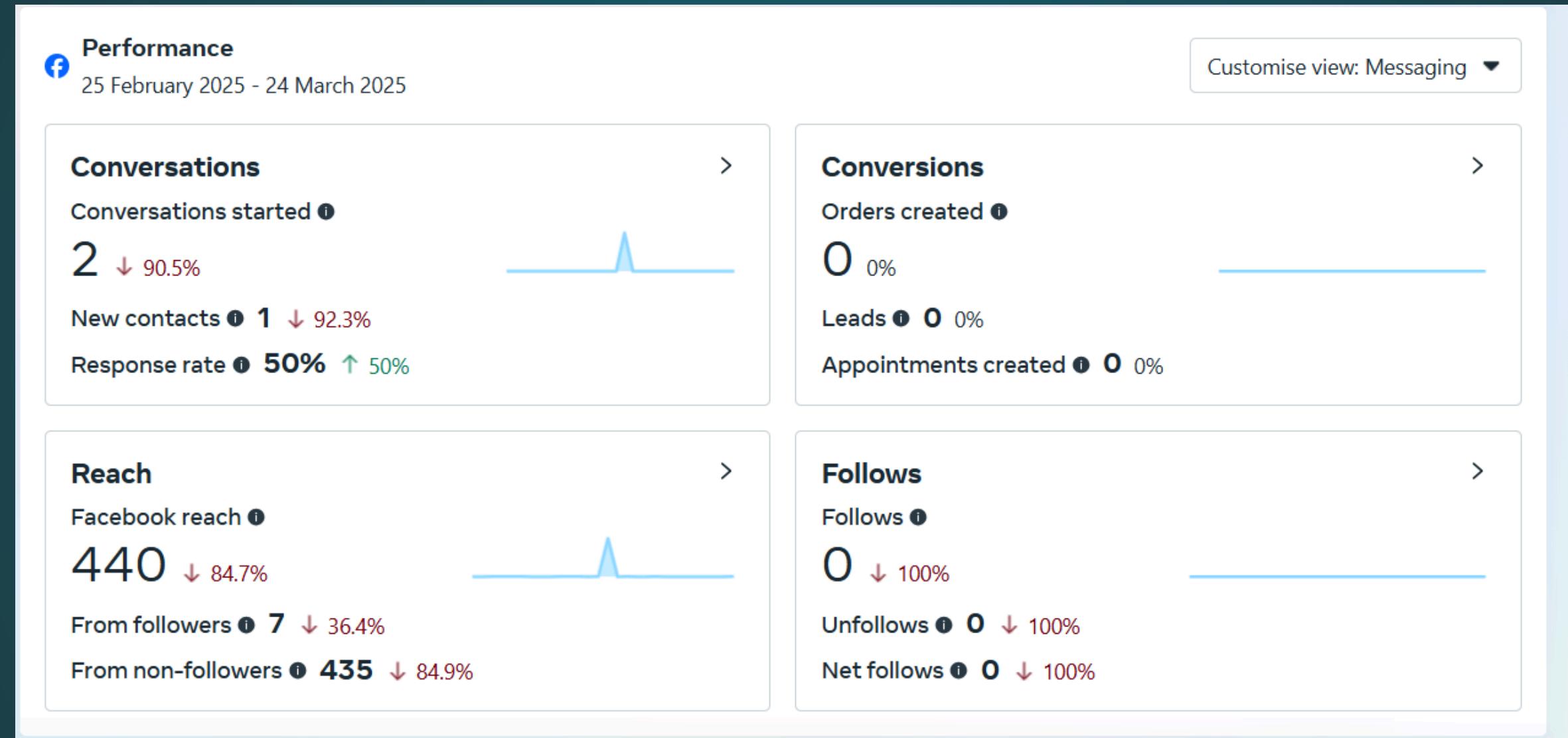
| Off/On                   | Campaign     | Attribution     | Results | Reach | Impressions | Cost per result | Amount spent | Ends    |
|--------------------------|--------------|-----------------|---------|-------|-------------|-----------------|--------------|---------|
| <input type="checkbox"/> | female staff | ay click or ... |         |       |             |                 | Rs0.00       | Ongoing |

# MONITORING RESULT

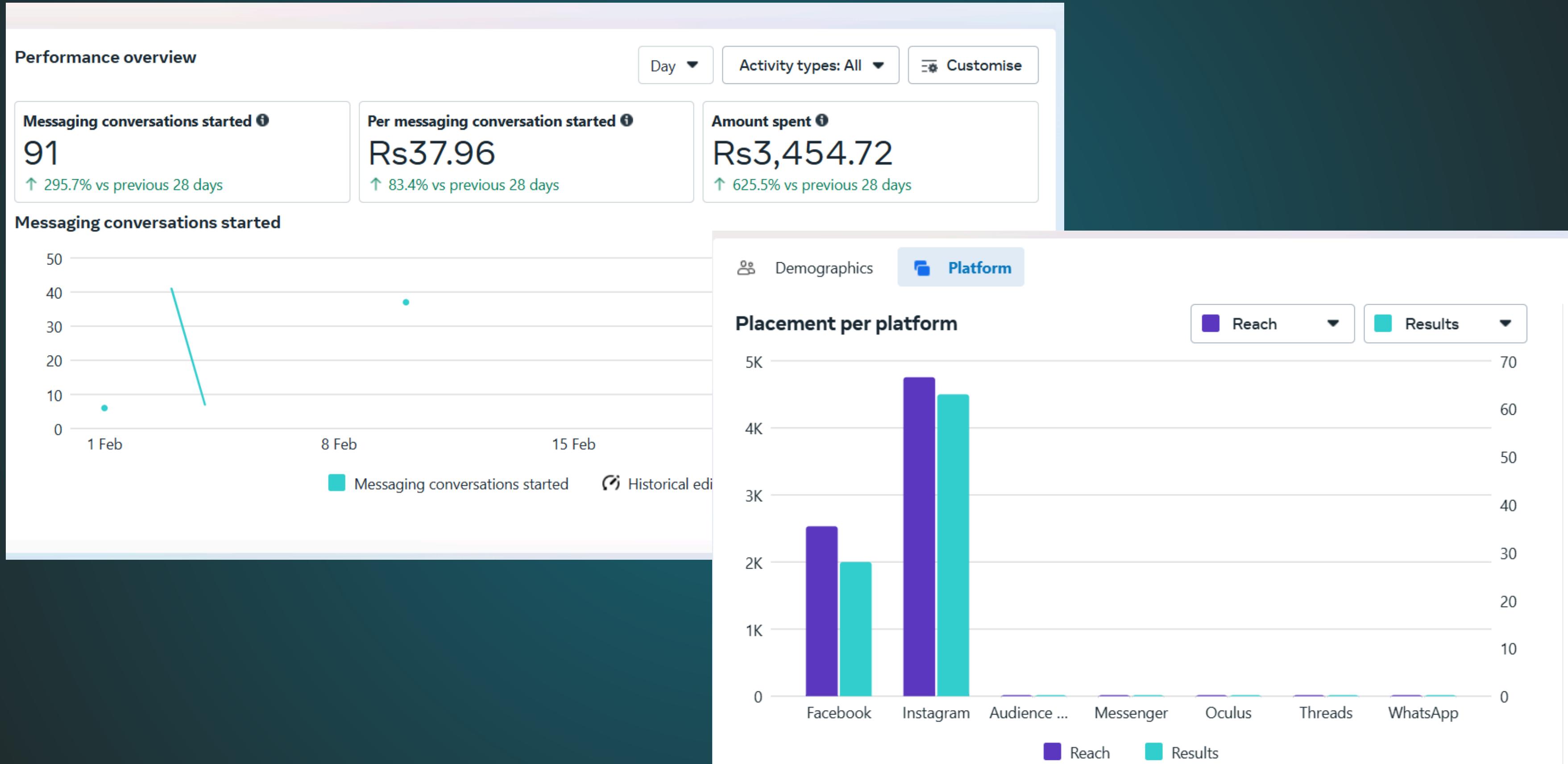
## Business insights:



# Messaging Insight



# Performance Overview



Presented By: Areeba Atiq

• • •

March , 2025

# THANK YOU!

---