



STRATEGY

JOBS HOTSPOT

CLIENT OVERVIEW.

- Business Name: Jobs HubSpot
- Industry: HR
- USP (Unique Selling Proposition) : Jobs Hotspot is a career development hub led by an HR expert with over 8 years of experience. It provides personalized CV services, LinkedIn optimization, interview coaching, and career guidance for students, graduates, and professionals. The USP lies in quality, fast delivery (1–2 days), and customized optimization that help job seekers stand out.

TARGET AUDIENCE

DEMOGRAPHICS :

- Age: Students (18–22), Fresh Graduates (22–35), Mid-Career Professionals (35–45)
- Gender: Both male & female
- Education Level: High school graduates, university students, bachelor's & master's holders
- Location: Egypt & the Middle East
- Economic status: middle to high class

Psychographics:

- Ambitious and career-driven individuals
- Value personal branding and professional image
- Motivated to improve skills and gain career opportunities
- Struggle with writing professional CVs and optimizing LinkedIn
- Open to online learning and one-to-one coaching

OBJECTIVES

Brand Awareness & Positioning

- Increase awareness of Jobs HubSpot as a trusted career partner in Egypt & MENA.
- Position the brand as expert led, fast, and personalized CV/HR services.
- Reach students, graduates, and professionals with tailored messaging for each segment.

Lead Generation & Conversion

- Drive qualified leads through social media.
- Convert leads into paying clients by showcasing success stories, testimonials, and portfolio samples.

Digital Presence & Engagement

- Build a strong, consistent presence on Instagram & Facebook.
- Grow a professional community around career development.
- Increase engagement rates through interactive content (polls, quizzes, webinars, mock interview reels).

Customer Education & Value Creation

- Build credibility by providing free valuable content (tips, mini-guides, live Q&As).
- Educate the audience on the importance of personal branding & career coaching.

TONE OF VOICE

- **Professional & Credible:** builds trust.
- **Supportive:** guides job seekers with care.
- **Practical & Action-Oriented:** delivers real, useful steps.
- **Empowering:** motivates clients to believe in their potential.



CONTENT PILLARS

Educational

- CV writing do's & don'ts
- LinkedIn optimization hacks
- Interview preparation tips (body language, common Qs, STAR method)
- Industry-specific advice (e.g., for engineers, marketers, finance)
- Mini career guides (e.g., How to stand out as a fresh graduate)

Success Stories

- Before & after CV transformations
- Client success stories (anonymous or with consent)
- Testimonials/reviews in text or video

Market Insights & Trends

- Job market updates (Egypt & Middle East)
- In demand skills & certifications
- Salary trends or career growth stats

Engagement

- Career quizzes & polls (e.g., "Which job interview mistake do you make most?")
- Q&A sessions / live coaching
- "Myth vs. Fact" posts about job hunting

CONTENT TYPES

- Reels/Videos: CV tips, mock interviews, quick advice, testimonials
- Carousels/Statics: Step guides, do's & don'ts, myths vs facts, infographics, mistakes highlights
- Stories: Polls & quizzes about careers -Daily quick career tip -"Ask me anything" Q&A -Flash offers



KEY PERFORMANCE INDICATORS

- **Increase Engagement:** Likes, comments, saves, and shares per post
- **Grow Reach & Awareness:** Reel views / Follower growth
- **conversion rate:** from leads to clients
- **Retention:** Returning visitors or customers.





THANK YOU