

# Inca-Digital HR Branding Campaign

## MY HYPOTHESIS

1. Focus on finding our people by understanding their behavior.
2. Use paid advertising very specific. Social media target ads could be waste of money.
3. Bet on content creation: pics, videos, POS-materials, any free gifts (as reward for action we need).
4. Divide social media by their content: e. g. instagram - entertainment and fun, youtube - educational content

## DEFINE THE PROBLEM?

We have enough candidates, but they are not good enough?  
We don't have candidates?  
We need to grow the reputation?

My approach focuses on finding **the right people**, rather than grow brand's reputation.

## WORK FLOW, MONTH



PREPARED BY

POLINA SHIRYKALOVA

# Month #1, \$0

## BEHAVIOUR

People like us probably act like us. To find out specific details about their habits, I would do **testing and interviews** with employees. That gives me info about: where they work, how they spend their time, favorite bloggers, movies, sports, chats, websites, podcasts, socials, events etc.

This is the inspo for ads, content and platforms we need.

## ANALYSIS

After I have testing results, I would build abstract portraits of potential employees and find some **scientific and marketing studies** about this types of people. I would check **competitors** and evaluate their HR hunting approaches, using open sources.

## KPI & ACTION PLAN

The KPI helps to understand, if the working process flows in the right direction. Personally, I would start to measure the **feedback activity** first. For socials: likes, views, comments and outreach. For ads: incoming applications. After 3 month of the campaign it's necessary to check, if the KPI system is helpful or not. I would make the action plan for 3 month right away based on fundamental tasks. E.g.: posting X times, performing X ad campaigns. I would leave the exact topics of the posts **flexible**.

## ROLES & RESPONSIBILITY

**me:** test making, research, interviews, analysis, kpi and action plan setting

**hr manager:** hypothesis discussion, test making & interviews assistance

**marketing manager:** hypothesis discussion, kpi and action plan finalization

# Month #2, \$1000

## CHOOSE SOCIALS

I would focus on 2 social media platforms we can most likely scale. Each of the platforms needs different content strategies. Without any testing it's hard to choose between all socials in the task. For now I would pick YouTube and Instagram.

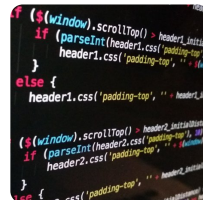
## CONTENT PLAN & CONTENT CREATION

The content plan should base on the research results from the first month. This is how I would conceptualize it.



LIFESTYLE

Daily life of the employees.  
Nomad lifestyle. Lifehacks about productivity, creativity, and time management. Post new jobs. Mostly stories.



INTERVIEW

I noticed that the videos "How to prepare for your job interview" have lots of views. We can add them to the channel. Fears of applicants could be also an idea.

## Month #2, \$1500

### ADS

Negotiate about pricing and find appropriate partners with our potential audience. Bet on small communities.

### ROLES & RESPONSIBILITY

**me:** content plan making, content production (texts and visual conception), negotiations with ads partners, posting

**hr manager:** hr-content making assistance (job related)

**marketing manager:** content plan finalization, ads partner list finalization

**designer:** visual concept assistance, graphic content production

**video maker:** visual concept assistance, video content production

## Month #3, \$2500

### CORRECTIONS & BRAINSTORMING

Make corrections to the plan if needed.

Check up on hypothesis, strategies and first results.

I would organize a master-mind session with colleagues at the beginning of the month to build up more creative ideas for content. I would invest the majority of the budget in content production to be able to scale organically out of creativity.

# About me

POLINA SHIRYKALOVA



## EDUCATION

2011 - 2017 Ural Federal University  
Bachelor and Master in Linguistics

## EXPERIENCE

### 2020 - Present: Freelance

Content creator and producer  
Niche: fitness app, healthy lifestyle, coaching

### 2020 - Entrepreneurship

Online store  
Niche: home decor & vintage

### 2015 - 2019: Hotels, Front Desk

Front Desk Attendant, Front Desk Manager

## KEY SKILLS

Flexibility, initiative, self-sufficiency, open-mindedness

***What the cat is doing here?***

*He is waiting for you to smile :)*

