Client: Lumnify
Project: Website copy update for Lumnify reports targeting IT recruiters
Objective: Lead generation

Copy Excerpt 1

Note the use of questions to get the reader thinking of all the factors that cause them uncertainty and increase the risk of hiring the wrong person. I then differentiate Lumnify and link it to the benefit of reducing long-term IT costs by hiring the right people from the start.

About Us - We help you hire the right developers, the first time
Cut costs. Make better hires.

You know how long screening candidates takes, more so how long it takes to find the right one for the job. All sorts of questions go through your head … can they write quality code? Will they be able to collaborate with the team? Does their CV tell the truth about their skills? Can they really get the job done and solve real world problems? And the last thing you need is to waste time and money, only to find out you've made the wrong hire.

Talk to the right candidates

With Lumnify, we help you find the best developers, while saving you time and money. Unlike other methods, we analyse candidates' actual work, and their contributions to open source projects. That means you get to see how driven they really are, and what projects get them going after work hours. And you know the best developers always have something they're hacking away at on the side. You'll see their passion. Passion that no theoretical code test can show you. And they'll bring that same passion to your business. The first step to increasing your long-term ROI is writing clean and maintainable code, and that starts with hiring the right people.

Copy Excerpt 2

Here I immediately quantify the minimum amount of time you could save by using their service. I used concrete numbers to more effectively illustrate how much time they can save in terms of how many CVs and candidates they usually screen, as well as the number of hours they can save overall.

Services - Efficient pre-screening for IT recruiters
Save over 22 hours of time

We know it takes you a lot of time to find the right developer for your needs. You could be screening 100s of CVs, spending hours testing potential hires, then getting your senior developers reviewing those tests, to finally interview face-to-face with the top few candidates. For every hire made, you could be screening 70-80 candidates.

We help you avoid making wrong hires, and make sure you're dealing with the right candidates before you spend valuable time testing them in depth. With Lumnify, you don't have to waste time on unpromising candidates.

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