



Recruit CRM
Assignment

Digital Marketing



by Akshay R





Task 1

Recruit CRM - Competitor Analysis & Keyword Strategy

Steps Followed to Find Domain Ranking:

1

Log in to SEMrush:
Open SEMrush with your registered account.

2

Navigate to SEO Section: On the left sidebar, click on SEO > Domain Overview under “Competitive Research.”

3

Enter the Domain:
Type in the domain: recruitcrm.io in the search bar and select the Root Domain option.

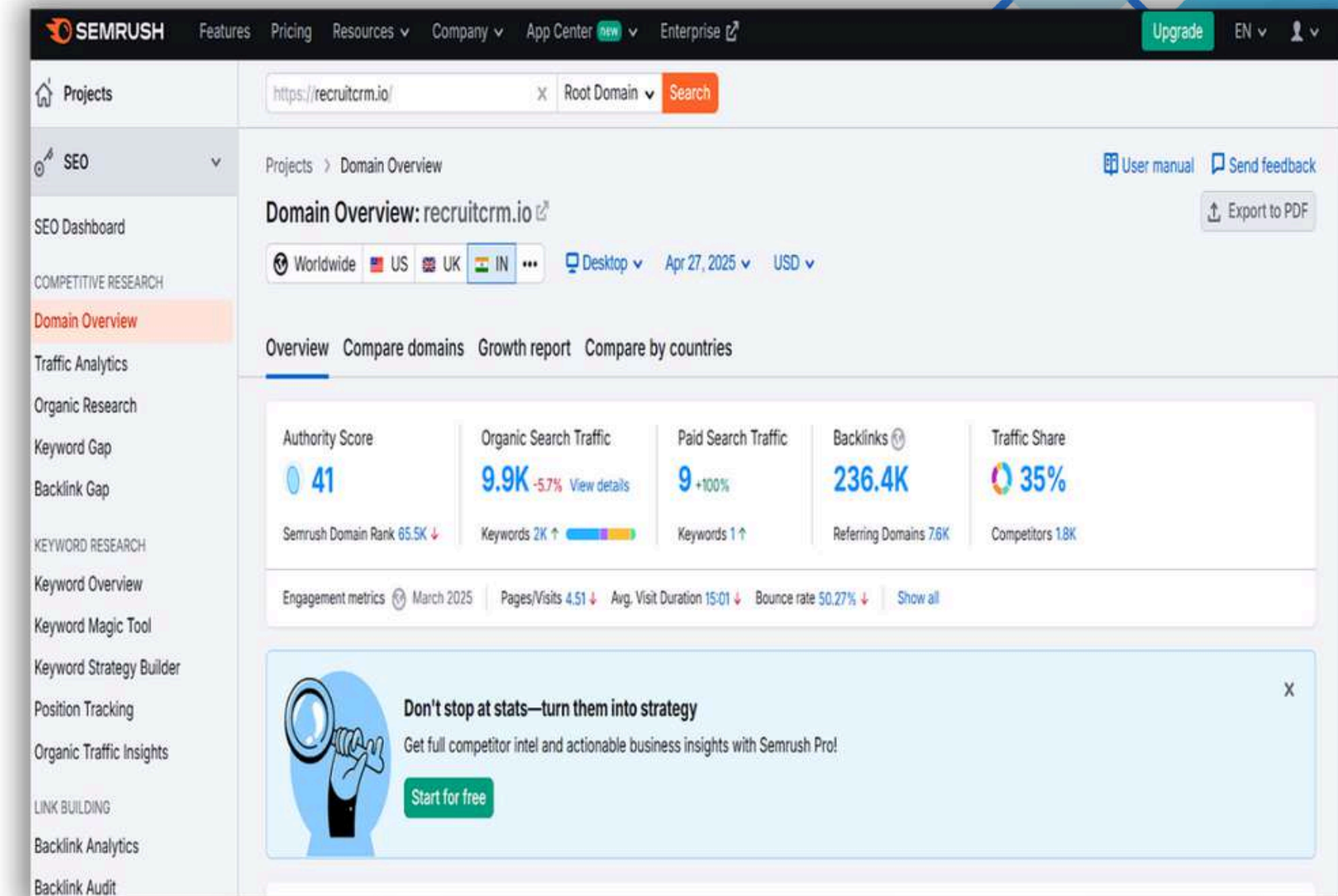
4

Review the Metrics:
After the page loads, you'll find the Authority Score, SEMrush Domain Rank (65.5K), organic traffic, backlinks



Current Domain Ranking & Key Metrics (from SEMrush):

Metric	Value
Authority Score	41
SEMrush Domain Rank	65.5K
Organic Search Traffic	9.9K (↓ 5.7%)
Paid Search Traffic	9 (+100%)
Backlinks	236.4K
Referring Domains	7.6K
Traffic Share	35%
Total Competitors	1.8K



Main Organic Competitors

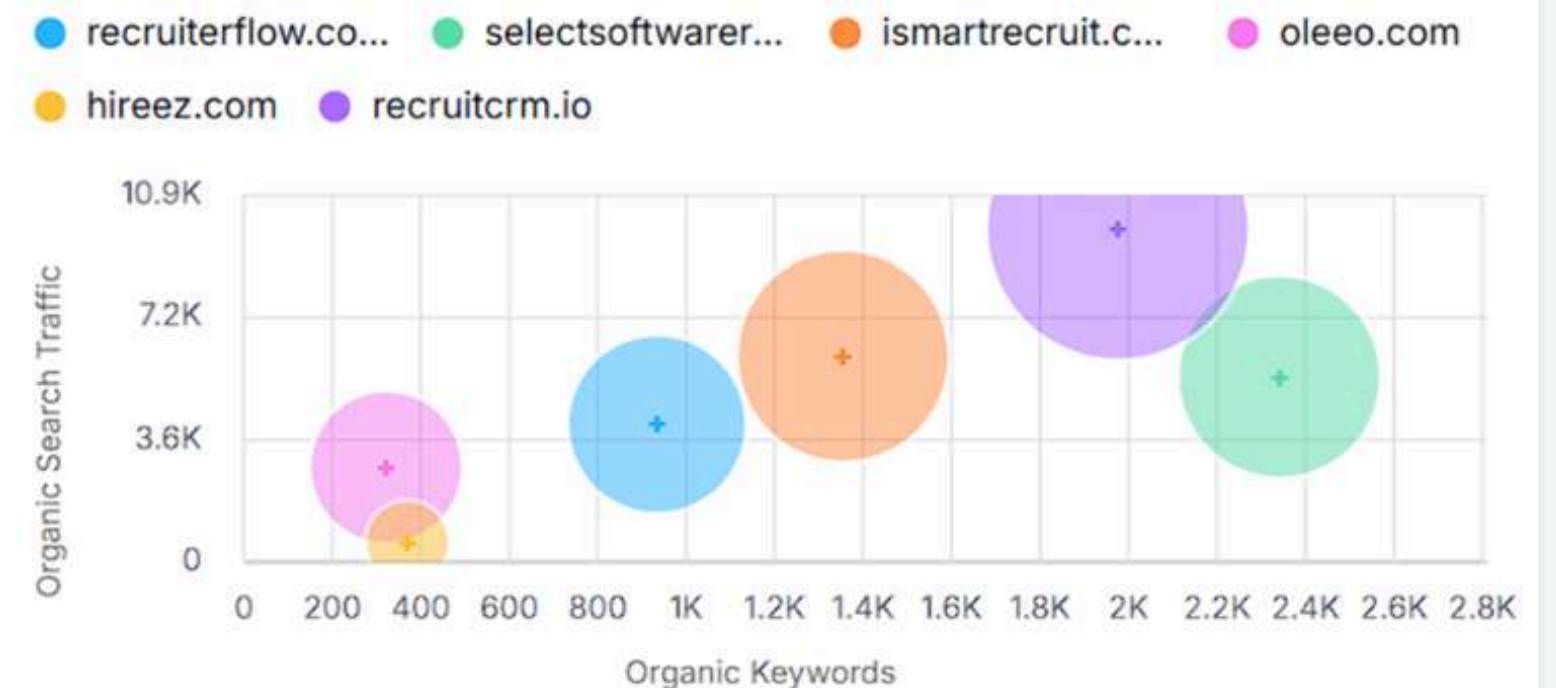
Competitor	Common Keywords	Shared Keywords (SE)	Domain Rating (DR)
recruiterflow.com	72	934	40
selectsoftwarereviews.com	52	2,341	50
ismartrecruit.com	55	1,355	32
oleeo.com	37	322	60
hireez.com	18	370	52

Main Organic Competitors 1,787

Competitor	Com. Level	Com. Keywords	SE Keywords
recruiterflow.com	<div><div></div></div>	72	934
selectsoftwarereviews.com	<div><div></div></div>	52	2,341
ismartrecruit.com	<div><div></div></div>	55	1,355
oleeo.com	<div><div></div></div>	37	322
hireez.com	<div><div></div></div>	18	370

View details

Competitive Positioning Map



Main Organic Competitors

Based on Keyword Research (semrush)

- **recruiterflow.com**: A direct competitor with a moderate DR, indicating a solid backlink profile.
- **selectsoftwarereviews.com**: Despite being a review platform, it has a high number of shared keywords and a respectable DR, making it a significant competitor in terms of SEO.
- **ismartrecruit.com**: Has a lower DR, suggesting room for improvement in backlink acquisition.
- **oleeo.com**: Possesses a strong DR, indicating a robust backlink profile and authority in the domain.
- **hireez.com**: With a DR of 52, it stands as a strong competitor,
- especially considering its focus on AI-driven talent sourcing solutions

Task 2

Recruit CRM – Targeted Outreach Strategy for Recruiters

Lead Analysis: Deepti Verma

LinkedIn: [Deepti Verma's Profile](#)

Title: HR Manager

Company: Laundryheap

Location: Bengaluru, Karnataka, India

Why She's a Good Prospect for Recruit CRM

- Managerial Oversight:** *As an HR Manager, Deepti likely manages the full recruitment process and team. She is responsible for efficiency, quality of hires, and evaluating tools for productivity.*
- Scaling Environment:** *Laundryheap is growing globally, which puts pressure on HR teams to streamline hiring across geographies. Recruit CRM would centralize all candidate data and improve collaboration.*
- Influence in Decision Making:** *Her role positions her to approve or recommend software tools like Recruit CRM for her team's use*

LinkedIn Message

Hi Deepti Verma ,

I came across your profile and saw the amazing work you're doing as a HR Manager at Laundryheap.

I work with Recruit CRM, a tool designed to help recruiters and HR professionals manage candidate pipelines, automate follow-ups, and streamline client interactions.

If your team ever explores solutions to improve hiring speed and reduce admin workload, I'd love to share a case study from a similar company. Let me know if you'd be open to it!

Regards,
Akshay R

Lead Analysis: Gouthami Vidhya

- *Title: Talent Acquisition Specialist*
 - *Company: Sukino Healthcare*
 - *LinkedIn: [Gouthami's Profile](#)*
- Location: Bengaluru, Karnataka, India*

Why She's a Good Prospect for Recruit CRM

- ***Direct Involvement in Recruitment:*** As a Talent Acquisition Specialist, Gouthami is actively sourcing and coordinating hiring for clinical and non-clinical roles — perfect for CRM-supported workflows.
- ***Healthcare-Specific Hiring Needs:*** Sukino Healthcare offers continuum care services, which means they must hire a range of roles — from nurses and doctors to therapists and admin staff. Each requires different pipelines, compliance checks, and candidate follow ups.
- ***Likely Juggling Multiple Pipelines:*** Healthcare hiring can be complex with overlapping vacancies, shift-based needs, and urgent requirements. A CRM would help her streamline these processes with automation and real-time status tracking.

LinkedIn Message

Hi Gouthami,

I came across your profile while exploring HR professionals in the healthcare space, and I was really impressed by your work in talent acquisition at Sukino Healthcare.

I'm currently working with Recruit CRM, a platform that helps streamline hiring processes especially in fast-paced environments like healthcare where multiple roles and pipelines need to be managed efficiently.

I'd love to share a quick case study or demo if you're ever exploring tools that could help optimize your recruitment flow.

Warm regards,
Akshay R

Lead Analysis: Joel Joseph

- *Title: Talent Acquisition Partner*
 - *Company: PhonePe*
 - *LinkedIn: [Joel's Profile](#)*
- Location: Bengaluru, Karnataka, India*

Why he's a Good Prospect for Recruit CRM

- *High-Volume, High-Skill Hiring: Joel likely manages large-scale recruitment across roles like tech, product, ops, and customer success — staying organized is key.*
- *Cross-Team Collaboration: As a TA Partner, he probably works closely with hiring managers, schedules interviews, and keeps the candidate pipeline flowing — a recruitment CRM can really streamline this.*
- *Tech-First Culture: PhonePe is data-driven and agile. Using smart tools like Recruit CRM fits perfectly with their tech-savvy, fast-moving work environment.*



LinkedIn Message



Hi Joel,

I've been following how PhonePe is scaling its operations across India, and your work in talent acquisition really stood out to me.

I'm currently working with Recruit CRM — a tool built to help streamline recruiting at scale through automation, pipeline tracking, and better team collaboration.

Would love to share a quick case study if you're exploring ways to reduce recruiter workload and optimize the hiring process.

Regards
Akshay R

Conclusions

Why I Chose LinkedIn for Outreach

- LinkedIn is where recruiters and HR professionals are most active professionally.
- It allows direct, personal messaging based on mutual interests or roles.
- It helps establish credibility via your profile and makes cold outreach feel less intrusive than email or phone.

Why My Pitch Will Work for These Cold Prospects

- Each message is personalized to the person's industry, company size, and role responsibilities.
- I highlight specific pain points (like high-volume hiring, process delays, or compliance issues) and how Recruit CRM directly solves them.
- The tone is respectful and informative, with a light call to action not pushy, which is key for cold outreach.

Task 3

Competitor and Social Media Analysis for Recruit CRM

Competitor and Social Media Analysis

Platform / Metric	Recruit CRM	Zoho Recruit	Bullhorn	Recruiterflow
LinkedIn Followers	48000	222000	85,000	10000
Instagram Followers	2,771	6808	2,118 (@lifeatbullhorn)	125
Facebook Followers	Minimal presence	Minimal	2,786	None
X (Twitter) Followers	1,905	2895	11100	268
Posting Frequency	Daily on IG/X, weekly blogs	Monthly on IG, weekly on LinkedIn	Daily on LinkedIn, 1–2/week on IG/X/FB	Very infrequent
Avg. Engagement/Post	Moderate (10–50 likes/comments)	Low (single-digit likes)	High (100+ likes on LinkedIn), moderate elsewhere	Very low (<10 likes)
Content Types	Tips, AI feature highlights, blog links	Product explainers, recruiting tips, testimonials	Thought leadership, event highlights, culture (#lifeatbullhorn)	Blog links, sourcing tips

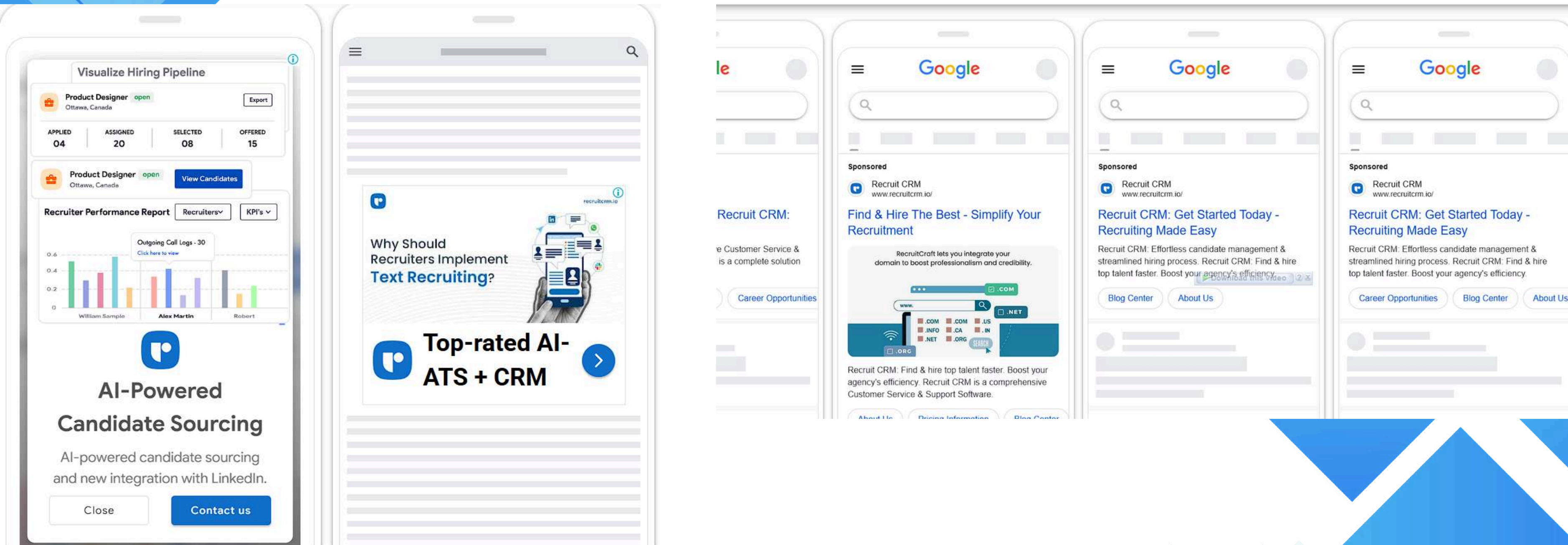
Task 4

Mini Campaign Design

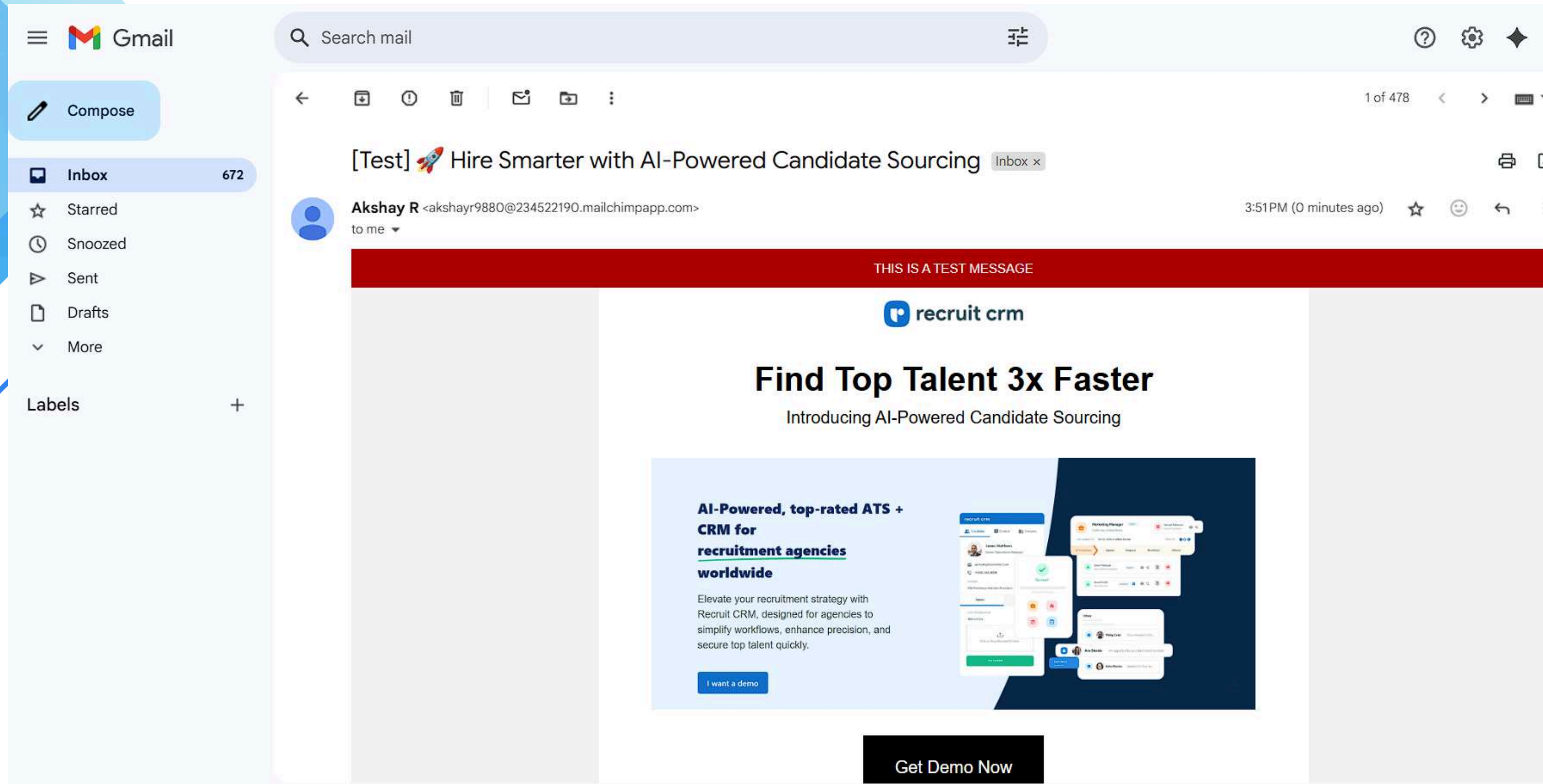


Google Ads Campaign

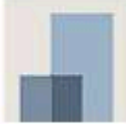
Sample ad Sinppets




Email Marketing Campaign



LinkedIn Marketing

 **trueTechnohub**
Promoted


Streamline your hiring process with AI-powered Recruit CRM to enhance efficiency and boost client management.



Hey Sam 🙌

At Recruit CRM, we're on a mission to help recruitment businesses grow faster! Ask us any questions you have :)


Start a conversation



Our usual reply time
⌚ Under 2 minutes

> Send us a message

See all your conversations


 We run on Intercom

Streamline Your Hiring with AI-Powered Recruit CRM
recruitcrm.io

Desktop feed

 **trueTechnohub**
Promoted


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recruitcrm.io

Mobile feed

Digital Campaign Strategy – Recruit CRM Feature AI Launch

Campaign Goal

Promote Recruit CRM's new AI-powered Candidate Sourcing feature to mid-sized tech companies.

Promotional Channels

LinkedIn Ads

- Targets HR decision-makers in tech
- Ideal for B2B visibility & lead generation

Email Marketing

- Re-engage existing CRM users
- Personalized messaging drives higher conversions

Google Ads

- Appear in Google Search when users look for tech hiring tools
- Display ads to retarget site visitors and build awareness
- Great for high-intent keywords like “tech recruitment CRM” or “AI hiring software”



**Thank
You**