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CRYPTO RECRUIT



CryptoRecruit

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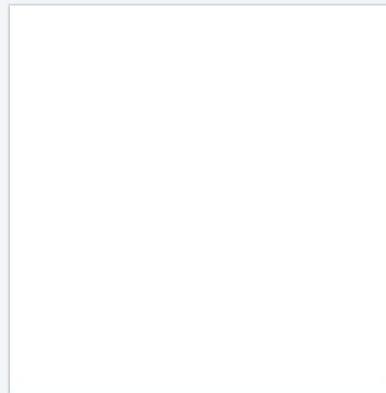
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The Challenge

CryptoRecruit is a relatively new company that was founded in 2017.

When the client was first assigned to me, they did not have a LinkedIn page, and only had one major client.

Their aims were to form partnerships with some of the major players within the blockchain industry and to attract the attention of potential candidates.

However, before they were assigned to me, they were unsuccessful in winning new business from major blockchain companies, nor were they successful in sourcing quality candidates from their target market in the US.



The Approach

My solution was to create:

- A LinkedIn advertising campaign designed to boost posts, and create brand awareness
- A referral campaign - connecting with blockchain industry leaders and finding out what their biggest challenges were
- Creating content designed to address those challenges
- Participating in group discussions and commenting on posts
- Using keywords and hashtags to distribute content to a wider audience



The Solution

The results were:

More than 4,860 conversions in the United States

Multiple conversions across several different countries

Increasing LinkedIn followers from 0 to 459

More than 35,000 impressions

All campaigns (1,013) ▾

4,860

conversions

127

leads

35,823,118

impressions

146,959

clicks

51,132

social actions

\$320,171.27

spend

Time series

Demographics ?

Demographics for Country ▾ for Past 30 days ▾ ?

	Impressions	Clicks	CTR	Conversions ▾	Conversion rate
United States	2,073,410 (6.0%)	7,991 (5.6%)	0.4% ●	2,178 (50.9%)	27.3% ●
Canada	580,365 (1.7%)	2,169 (1.5%)	0.4% ●	519 (12.1%)	23.9% ●
India	731,808 (2.1%)	3,982 (2.8%)	0.5% ●	450 (10.5%)	● 11.3%
United Kingdom	868,503 (2.5%)	2,882 (2.0%)	● 0.3%	96 (2.2%)	● 3.3%
Hong Kong	54,112 (0.2%)	344 (0.2%)	0.6% ●	85 (2.0%)	24.7% ●
Indonesia	166,074 (0.5%)	834 (0.6%)	0.5% ●	81 (1.9%)	● 9.7%