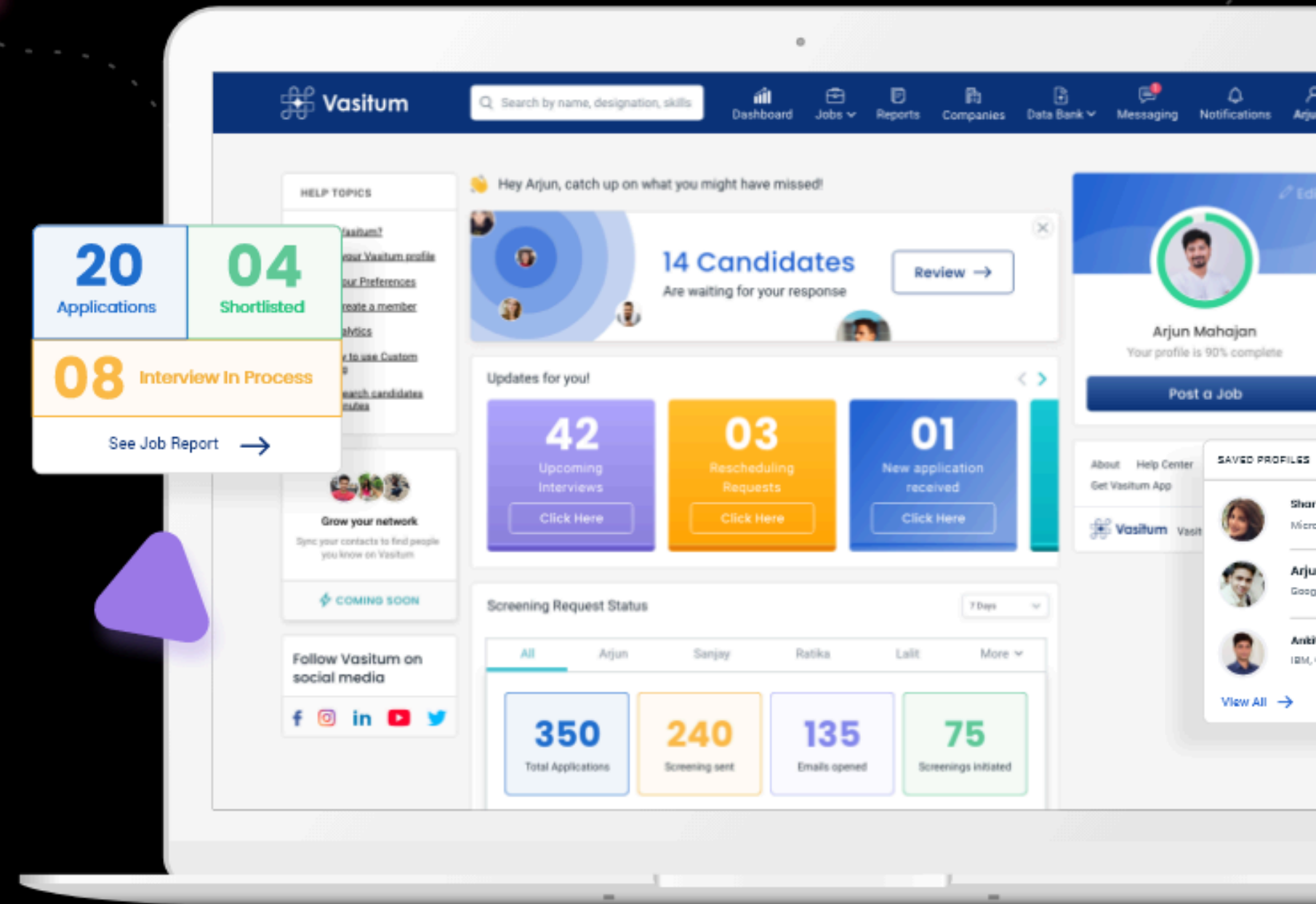




# GO-TO-MARKET FOR A SAAS BASED RECRUITMENT SOLUTION | VASITUM





# ABOUT THE BRAND

Vasitum is an AI-powered holistic recruitment solution that helps employers source, screen, interview, hire, and onboard candidates. The platform is used by companies like Snapdeal, PropTiger, Avantha, Square Yards, Lemon Tree among others.

## CHALLENGES

### MARKET COMPLEXITY

Understanding and reaching niche audiences in the recruitment industry

### BRAND POSITIONING

Establishing Vasitum as a trusted platform among job seekers and recruiters.

### MARKETING FUNNELS

Creating a funnel that effectively nurtures leads through each stage

# TEAM VARIANCE STRATEGY & APPROACH

## ACCOUNT-BASED MARKETING

Targeted efforts focusing on specific accounts with personalized content

01

## FUNNEL STRATEGY

Developing a marketing funnel that guides leads from awareness to conversion

02

## DIGITAL MARKETING PLAN

Utilizing SEO, PPC, LinkedIn and social media to drive engagement

03

# EXECUTION

## PERSONALIZED CAMPAIGNS

Developed customized content for Account based marketing.



## LEAD NURTURING

Implemented marketing automation to nurture leads through the funnel


## MULTI-CHANNEL APPROACH

Leveraged email, social media, and content marketing for maximum reach.

# VASITUM DASHBOARD



Vasitum Demo Video

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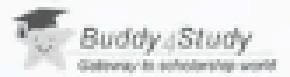

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Distance, Patience, and Support are enough for us to fight back **COVID-19**. Let's make it happen together.

## Find a job that you love!

Use our AI-powered job search engine to find jobs which are meant for you.



[Watch on YouTube](#)




# RESULTS



## LEAD QUALITY IMPROVED

Achieved 10% improvement in lead quality.



## CONVERSION RATE INCREASED

Improved conversion rates by 25% across funnel stages



## BUSINESS GROWTH

Doubled the customer base and achieved 35% revenue growth



**THANK YOU**

**HAVE ANY QUESTION OR QUERY?  
FEEL FREE TO REACH OUT!**

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