BALANDIN/AGENCY

Meta Ads for HR marketing

Proposal from Balandin Agency

Hiring projects: mass retail, internships, IT hackathons, a master's program. We count not registrations, but confirmed applications and people who made it to the interview.

500

managers hired in 30 cities in a month and a half

7,500

internship applications — three recruiting seasons in a row

58–67%

share of registrations that reached a confirmed application

What usually hurts

A registration is not a candidate

A registration report looks good right up until the recruiter starts calling. In the hackathon cases we counted confirmed applications: 534 registrations produced 398 applications.

Mass hiring runs into cities

One campaign for the whole country brings applications where there are no vacancies. We split by cities and locations and monitor the fill rate of each separately.

The IT audience is expensive and burns out

Developers are a narrow and overheated segment. In hackathons we held the cost per application at $1.20–$4.84 without raising bids, thanks to creatives built around a specific stack and task.

What we do

The target event is the application

Optimization for a confirmed application or response, not a click on the “participate” button.

Breakdown by city and vacancy

Own campaigns and budgets for every city and profile. Fill rate is tracked per position.

Creative for the candidate

The language of the vacancy, not the brand: what the task is, which stack, what the person gets. Separate messages per segment.

Recruiting deadlines

A weekly plan up to the recruiting or hackathon deadline, with budget reallocated to lagging cities and profiles.

Data in the ATS

Applications go into the hiring system with a source tag — you see which campaign produced people who started work.

The numbers we rely on

$0.83	per hackathon registration, 58% reached the application
$6.02	per internship application, 7,500 of them
$13.15	per application in mass hiring, 4,900 of them
$5.02	per response to a leadership program, 5,000 of them
$11.22	per master’s program applicant, ROMI 1483%

Case studies: Meta Ads for HR marketing

Tomsk Polytechnic University (master's admissions)

A narrow master's program audience — 1483% ROMI

$2,580
Ad spend

230
Leads

1483%
ROMI

Leroy Merlin (HR, ‘Retail Arena’)

Hired 500 managers in 30 cities in a month and a half

$64,451
Ad spend

4,900
Leads

PepsiCo (HR Break Out)

Three intern recruitment seasons in a row — 7,500 applications at $6.02

$45,113
Ad spend

7,500
Applications

Case studies: Meta Ads for HR marketing

Severstal (HR leadership program)

5,000 applications to a leadership program at a $5.02 CPL

$25,118
Ad spend

5,000
Applications

DevExpert (hackathon)

Gathered 532 leads from a narrow IT audience by the hackathon deadline

$8,220
Ad spend

532
Leads

NTI Smart City Hackathon

Not registrations but confirmed participants — 201 applications, 54% conversion

$1,741
Ad spend

201
Confirmed applications

BALANDIN/AGENCY

Pricing

from $1,000/month

Ad budget is paid separately, minimum $3,000 per month.

Contacts

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30-minute call

All case studies