BALANDIN/AGENCY

Telegram for HR marketing

Proposal from Balandin Agency

Candidates who make it to the interview. In hiring, ads compete not for a click, but for the decision to change jobs. We have worked with national brands on mass recruitment, IT hackathons and internships — the metric is always a confirmed application, not a registration

2,102
leads — MORE.Tech 4.0 (VTB hackathon)

842
registrations — EVRAZ hackathon

886
leads — Polyus (hackathon)

Where hiring loses money

Many responses, none suitable

Ads optimized for a cheap response bring everyone. We move the goal to a confirmed application.

Mass recruitment in the regions does not scale

Every city has its own cost per response and its own competition. We split budgets by city and do not average everything out nationally.

A narrow IT audience is out of reach

Expensive and ad-blind. We reach it through professional communities and formats it takes part in itself — hackathons, challenges.

HR cannot see what worked

We set up end-to-end analytics down to the hiring funnel stage — you see not just the source of the response, but what became of it.

What we did: Telegram for HR marketing

MORE.Tech 4.0 (VTB hackathon)

Acquisition channels: VK, VK Market Platform, ads in Telegram channels, Yandex Direct.

EVRAZ hackathon

Collected traffic from three platforms where the Russian-speaking IT audience concentrates: VK, Yandex Direct and Telegram.

Polyus (hackathon)

Launched acquisition through four channels:

Case studies: Telegram for HR marketing

MORE.Tech 4.0 (VTB hackathon)

Leads almost twice cheaper than planned — saved the client 37% of the budget

$8,321
Ad spend

2,102
Leads

EVRAZ hackathon

An expensive IT audience — 842 registrations without pushing up the bid

$4,074
Ad spend

842
Registrations

Polyus (hackathon)

Hackathon participants at twice the plan with CPL three times lower

$1,264
Ad spend

886
Leads

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