BALANDIN/AGENCY

VK Ads 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

4,900

leads — Leroy Merlin (HR, ‘Retail Arena’)

1,836

subscribers — Mangazeya Mining (HR)

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: VK Ads for HR marketing

Leroy Merlin (HR, ‘Retail Arena’)

Testing channels instead of betting on one. Launched promotion of the announcements on VK, Facebook and Instagram with the "Website traffic" objective.

Mangazeya Mining (HR)

Launched targeted advertising on VK with the "community subscription" objective. Worked for volume: not one-off spikes for a specific vacancy, but a systematic build-up of a candidate base within the allocated budget.

Case studies: VK Ads for HR marketing

Leroy Merlin (HR, ‘Retail Arena’)

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

$64,451
Ad spend

4,900
Leads

Mangazeya Mining (HR)

Recruiting for mining through a community — a candidate at $0.50

$912
Ad spend

1,836
Subscribers

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Pricing

from $1,000/month

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

Contacts

egor@balandin.agency

Telegram @balandin_egor

30-minute call

All case studies