



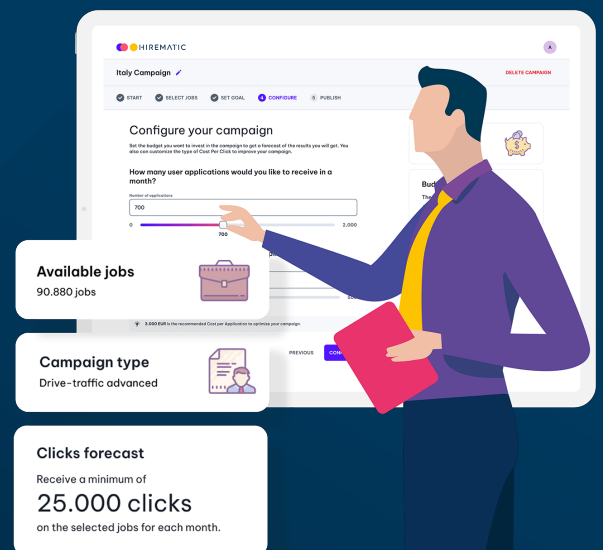
How we helped Hirematic build a strong brand and launch its AI-powered multi-channel job ad platform

The Hirematic Story

Hirematic's parent company, Jobtome, identified challenges in finding and hiring top talent while maintaining a low cost per application. They founded [Hirematic](#) to build a solution to this problem.

Using AI-powered recruiting algorithms, Hirematic's platform helps companies achieve the best ad performance at the lowest price by distributing and optimising job ads and budget across Hirematic's vast network of recruiting channels.

Hirematic hired TPM's talented team of brand, product, and digital marketers to help them bring their revolutionary solution to market.



Highlights



Created killer messaging and positioned Hirematic as a clear leader to its target audiences



Launched a beautiful new website and brand in **just 3 months**



Created content marketing, social media, and digital marketing campaigns that **reached over 1M users**



Achieved a 6% CTR on ad content — a **500% improvement** on the industry average

“ Working with TPM has been an absolute game-changer for us at Hirematic. They brought a ton of creativity and energy to the table, consistently going above and beyond to help us nail our lead generation and content production goals.



Luca Paderni, CEO, Hirematic

How TPM Helped

Hirematic initially engaged TPM to help build the website but, after experiencing TPM’s proficiency in product and content marketing, the team extended the engagement to set up its marketing automation system, run its content and digital marketing programs, and manage its paid ads campaigns.

Product Marketing: Messaging & Positioning

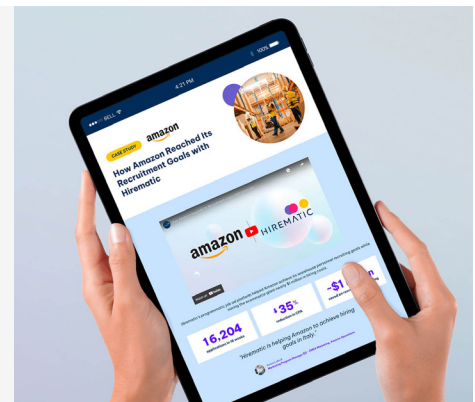
TPM’s proprietary [XYZABC messaging methodology](#) was used to define target audiences and industries, value propositions, unique differentiators, and messaging and positioning for Hirematic.

Website Development & Launch

TPM created several concepts and turned around Hirematic’s beautiful new website in just three months. They then got busy optimising the site for SEM and SEO. Within the first 6 months, Hirematic was on the front page of Google for the client’s main keywords.

Content Marketing Programs

TPM created a content strategy and delivered regular blog posts, social media content, case studies, videos, and lead-generating eBooks and guides to help position Hirematic as a thought leader in their field.



Hubspot Sales and Marketing

TPM set up HubSpot Marketing Hub and HubSpot Sales Hub, providing expertise and implementation services, and created a sales process playbook, so new team members could ramp up quickly.

Standing Up Social Media

TPM stepped up to create Hirematic's LinkedIn profile, uplevel the team members' personal social media profiles, and manage all brand content scheduled on Hirematic's LinkedIn channel.

Driving Demand with Paid Advertising

TPM delivered 14 ad campaigns across LinkedIn and Google with over 50 ad sets and 600 ads, testing different content pieces and ad sets to optimise each campaign to achieve the best results in the most efficient way.



Reached over
1M+
prospects



Yielded
11,000
ad clicks



Delivered
125
sales-qualified leads

Our cost per lead was incredibly efficient, and our 6% click-through rate was excellent compared to the industry average of just 1%. This speaks to the efficacy of our targeting and the quality of the content produced.

To learn more, read the [full case study](#).

“TPM was not just a service provider but a true partner, playing a pivotal role in optimising our online ad spend and driving our success. We're super thankful for their contributions and would recommend them in a heartbeat to anyone looking to turbocharge their marketing efforts!”



Luca Paderni, CEO, Hirematic