

From Likes to Hired: How a US-Based Resume Writing Company Helped Job Seekers Find Jobs while Boosting Its Business Through Social Media Marketing

Introduction

In today's digital age, social media has become an indispensable tool for businesses seeking to reach their target audience. The case study presented below explores the social media marketing strategy implemented by BlueFly Studios for a top US-based resume writing company (*also referred to as "company" and "client" herein*), and how the former's social media marketing efforts on behalf of the company achieved significant results.

About the Company

The resume writing company in question is a professional writing service provider, which specializes in creating high-quality, industry-fit resumes and curricula vitae, cover letters, LinkedIn profiles, and other job search tools for job seekers across various industries. The company has been in business for over 20 years and has helped tens of thousands of job seekers secure employment in their target fields. The company has been a client of BlueFly Studios since 2017.

SMM Goals

- Maximize social media channels to promote the company's resume writing services
- Create social media contents of various themes and types to provide job seekers with useful information related primarily to job search and resume writing
- Promote brand awareness and maintain a good brand credibility and online reputation
- Achieve good social media analytics results: (1) gain social traffic; (2) widen the reach; (3) grow following; and (4) convert page visits, clicks, and inquiries to sales/purchases

Challenges

As a digital marketing firm working on social media campaigns of a resume company, BlueFly encountered a number of challenges throughout its 6-year working relationship with the company. These challenges included the following:

- (1) **Limited Reach:** Social media platforms are constantly changing their algorithms, making it difficult for contents to reach a wider audience. This can be particularly challenging for a resume company, as their target audience may be limited to job seekers mainly based in the North American region.


- (2) **Competition:** Social media platforms are crowded spaces, and standing out from the competition is a tall order. A resume company may face competition from other resume firms, job boards, or even individuals offering similar services.
- (3) **Brand Perception:** The way a resume company is perceived on social media can have a significant impact on their success. Negative comments or reviews can damage their reputation, and it takes considerable tact and grace to respond to negative feedback in a professional manner, especially because the social media team has no access to the production and quality control of the outputs and services being the subjects of the reviews.
- (4) **Measuring ROI:** Measuring the return on investment (ROI) for social media marketing isn't a walk in the park, as it can be difficult to track how many customers were directly influenced by social media marketing efforts. Hence, we would need to use website traffic analytics tools to track conversions to get a clear picture of their ROI.
- (5) **Adapting to Changes:** Social media platforms are constantly evolving, and so do resume writing practices. Hence, these can pose challenges for a digital marketing company to stay up-to-date whenever a new trend comes out and our strategies need a revamp. There is always a need to be adaptable and flexible in modifying our approach to ensure the best results for the resume company.
- (6) **Limited Budget for Advertisements:** Social media advertising or boosting of contents on certain platforms can be expensive, so a limited budget can only go so far as reaching the company's target audience. With this quandary, the team needed to be creative and strategic in approach to ensure that the allocated budget was maximized, getting the best results possible.

To help the company address and surpass the challenges, our team of social media specialists laid out and proposed a number of strategies and even modified the content plans aimed to achieve the abovementioned goals. Furthermore, as a digital marketing company, BlueFly Studios has learned to be adaptable, creative, and strategic in our approach to make sure that the client reached the right audience and achieved the desired outcomes.

Actions

1. Develop a comprehensive social media strategy.

Our team of social media specialists brainstormed and created a social media strategy that was aligned with the resume company's overall marketing goals. This strategy outlined the target audience, messaging, content calendar, and key performance indicators (KPIs) to track success. Apart from creation of targeted contents, the process also involved analysis of buyer personas and conducting of social media audit.



2. Establish benchmarks and identify the strengths and weaknesses of key competitors, as well as their social media marketing tactics.

The social media team analyzed how the client's key competitors created and presented their high-engaging contents. By understanding the competition, we were able to develop a strategy that emphasized the client's own unique strengths and positioned them effectively in the marketplace.

3. Develop a clear brand identity, consistently communicating the brand message across all channels, and actively monitoring and responding to customer feedback.

In addressing the brand perception as a challenge in social media marketing, the team was able to create a brand and even consider rebranding throughout social media channels following the major revamp implemented by the company a few years ago. With clear branding put in place, we could help the resume company shape a positive and effective brand perception that resonated with its target audience and supported its overall growth and success.

4. Determine the specific metrics to be used in measuring the success of the campaigns.

After establishing the goals and metrics for the client's social media marketing campaigns, the social media team utilized the social media analytics platforms to get monthly results and monitor the progress. Our monthly report included the insights based on the available data, as well as the recommendations based on the insights and observations. With these monthly reports, we were able to identify which contents are performing well, and the areas that required improvement.

5. Conduct research to understand the latest trends in both resume writing and social media marketing.

Besides communication with the client, analyzing industry reports, studying competitors, and reviewing best practices helped our social media team in developing strategies that would allow us to adapt to changes in resume trends and social media evolution. These helped us identify new tactics to reach job seekers, devise messaging strategies, and keep our contents relevant in the job market at any given time.

6. Maximize organic reach and engagement, as well as targeted paid advertising.

Our social media team created a comprehensive social media strategy focused on creating high-quality content, which resonated with the target audience. Aside from updating the company's social media profiles, we frequently posted visually appealing contents, such as images with text and videos, which were designed to be informative, educational, inspiring, and engaging. Overall, by combining these organic strategies with the paid ads, we were able to deliver a highly effective social media marketing campaign that helped the client achieve their marketing objectives despite the budget constraints.

Results

FACEBOOK ANALYTICS		
Metrics	Initial Data (2017)	Latest Data (2022)
Number of Followers	459	11,658
Organic Reach (average)	5,460	11,946
Engagement (average)	272.33	1,236
Messages (average)	2	5.5
Social Traffic (average)	53	501

Comparison of data: 2017 vs. 2022

TWITTER ANALYTICS		
Metrics	Initial Data (2017)	Latest Data (2022)
Number of Followers	869	1,231
Organic Reach (average)	18,634	24,808
Impressions (average)	17,316	23,217
Engagement (average)	17.67	256
Social Traffic (average)	10	14

Comparison of data: 2017 vs. 2022

INSTAGRAM ANALYTICS		
Metrics	Initial Data (2017)	Latest Data (2022)
Number of Followers	821	1,175
Impressions (average)	4,030	5,298
Reach (average)	3,471	4,148
Engagement (average)	902	3,024
Social Traffic (average)	8	15

Comparison of data: 2017 vs. 2022

Work Involved

- Brainstorming
- Research
- Content planning
- Content development
- FB ad boosting
- Social media analytics