

GOMAC Challenge

Pre-Campaign Report
883-082-4970



/ About our client

Name: DevMatch, <https://devmatch.it/>

Industry: bodyleasing IT, staff augmentation

Mission: We connect polish IT talents with ambitious international projects.

Established: 2022

Company size: 5

Biggest competitors: IdeaMotive, Lemon.io, N-ix, YouTeam, Toptal

DEVMATCH

in-demand IT skills, on demand

How to develop a company in a world where technology guarantees survival and IT professionals are in short supply? The answer is **nearshoring**.

DevMatch accelerates rapidly growing companies by connecting them with the best IT professionals in Poland. They relieve clients of the burden of filling out paperwork and shortlisting candidates, which enable clients to maintain flexibility in a project and save valuable time.

On the one hand, they focus on developing **relationships with DACH companies to help them complete temporary IT teams** with minimum formalities and maximum flexibility. On the other hand, they build **network of partnerships with software houses and IT freelancers** across whole Poland that want to take part in ambitious international projects without changing the place of residence. For clients DevMatch means perfect quality at reasonable price (polish devs are known from their excellent skills and working culture), and for contractors a great salary, lower risk and an interesting position in a resume.

/ Target groups

We will focus on acquiring partners during the campaign

DACH Companies

- Start-ups in growth stage and medium size companies
- Looking for temporary IT teams for their projects
- With main operations in Germany, Austria or Switzerland
- Buyers: CTO, Product Owners

Clients

Software houses

- Active on the market for a minimum of 1 year
- Minimum 200,000 EUR revenue in last financial year
- Proven experience in working with foreign customers
- Buyers: CEO, Head of HR, New Business Managers

Partners

IT freelancers

- Individual IT talents
- 19-45 y.o.
- At least 3 years of experience
- Proven experience in working with foreign customers
- Developers from Poland with fluency in English
- Ambitious, looking for interesting projects
- Willing to work fully remotely

/ What's the challenge?

No previous marketing activities or brand awareness

DevMatch is a newly formed company. It has just entered the market and does not have any marketing activities registered yet. Consequently, **there is no baseline data to rely on** when planning a campaign.

Demanding target group

IT specialists are extremely desirable on the Polish market. They have high expectations towards job offers. They rarely react to advertising messages, so we have to fight for their attention in creative.

Strong competitors brands, high CPC in B2B sector

Although the body leasing industry in Poland is still a niche, in Google Ads campaigns we will have to compete with the big players who deal extensively with IT hiring. This will require creativity and a lot of experimentation.

An emerging part of the industry

Staff augmentation as such is a new topic in Poland. To attract and maintain more visitors on the website, we have to involve in our activities also a part of users education. We will achieve that through content marketing.

Unfinished website infrastructure

Before pre-campaign stage, the company's website did not include a landing page for the contractors side. Before the start of the campaign we had to create the landing page which allows us to gather leads and measure the conversion.

/ DevMatch vs. competitors


DevMatch competes **directly with body leasing agencies and indirectly with job boards** specialized in IT industry and/or remote jobs.

Strengths: Flexible business model based on partnership network and intermediaries. Excellent value for money for customers in Western Europe. Competitive rates for developers and software houses. Few direct competitors on the Polish market (one big player).

Weaknesses: Poor brand reputation at the moment. Small team of 5 people. Newly established website - low domain authority, no backlinks.

Opportunities: The constantly growing IT market. Increasing demand for specialists. Good reputation of Polish IT specialists abroad. Growing popularity of flexible cooperation/work models, as well as a phenomenon of digital nomads.

Threats: Threat of new competitors coming in. Growing popularity of nearshoring to neighbors like Ukraine and Belarus.

	Ideamotive	 LEMON.IO	N-iX	You TEAM
Domain Authority	35	38	42	43
Traffic	25,526	2,342	19,858	9,595
Country of origin	Poland	Ukraine	Ukraine	UK
Keywords in TOP10	3,246	276	1,377	1,081

Source: Ubersuggest, data from 4th May 2022

Indirect competition: JustJoin IT, No Fluff Jobs, Bulldog Jobs, RocketJobs

/ About the IT industry

● Remote Working

The world lockdowns in 2020 created a sudden need for businesses and their employees to start or increase working from home. Thus, **remote work seems to remain** a long-term option in IT industry.

● Upskilling & Reskilling

The IT industry is growing so fast that there simply aren't enough qualified developers on the market. IT leaders can hire talent with skills that don't quite match the required entry-level skills, but **are willing to up-skill or re-skill**.

● Employee well-being

High levels of well-being at work are beneficial to both the employee and the organization. Leaders can improve employee well-being and productivity, such as through **increasingly flexible work hours**, health and social initiatives, and reward programs.

● Python

Python is a language with the biggest percentage of growth rate according to the PYPL index (the popularity of **programming language** index that analyzes how often language tutorials are searched in Google).

● Data Science

According to DevSkiller report in 2021, Data Science was the **fastest growing IT skill**, with a 295% growth in popularity year over year.

● International hiring

International hiring was one of the biggest trends in 2021. In the remote work era, companies can easily find skilled software developers and other IT specialists abroad. Among the most popular candidates sought by companies from the US were ones from Brazil, Argentina and Columbia. On the other hand, companies stationed in Germany were primarily interested in **developers from Ukraine, Poland and Turkey**.

Trends are with us!

IT is one of the fastest-growing industries. Specialists are in high demand.

According to LinkedIn report, in 2020 the need for software developers grew nearly 25%.

In 2021, there were 260% more ads with the designation "Remote" on popular job board No Fluff Jobs than in 2020.

Sources:

- LinkedIn Report 2021
- DevSkiller Top IT Skills Report 2022:Tech talent hiring insights

/ Insights from polish IT specialists

based on our in-depth interviews

Jan K., student, Junior AI Developer:

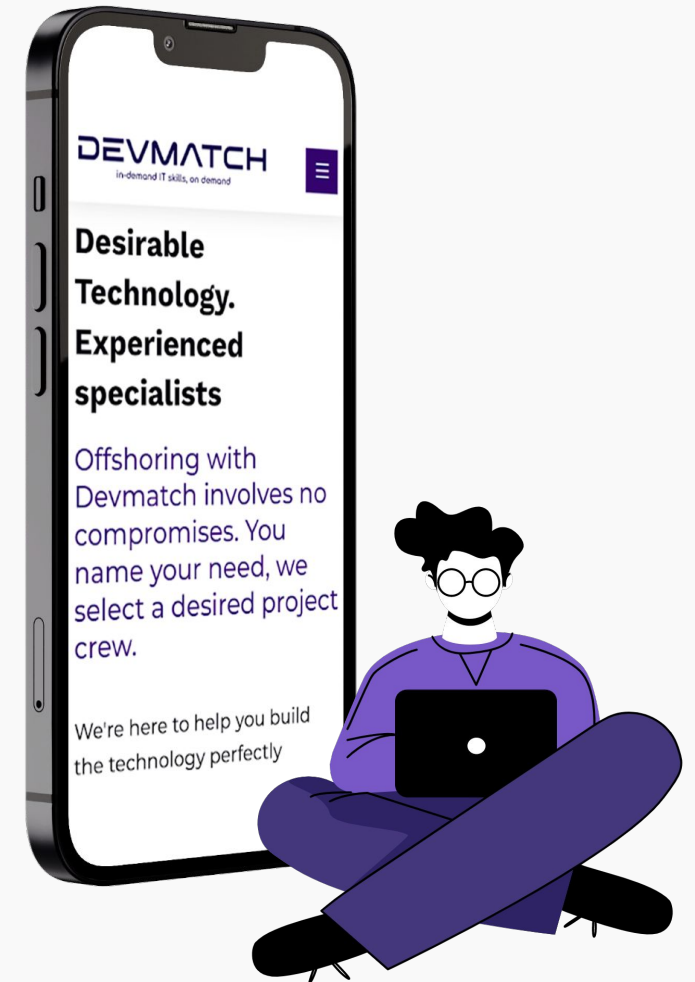
“I want to work **remotely on independent and interesting projects**. I have never heard about body leasing, but I would try it out of curiosity. I want to earn money and gain work experience.”

Anna N., Frontend Developer:

“Even though I am not looking for a job at the moment, I check job offers often. If I wanted to change a company or if I were looking for an additional part-time job, it would be 100% remote one. I value short **recruitment processes without too many stages.**”

Piotr W., Python Developer:

“Working remotely from Poland and **earning in foreign currency** is a tempting offer. I am not interested in temporary jobs in different companies, however I know people who find body leasing beneficial and work this way.”



/ Google Ads strategy

Duration of the campaigns: 4 full weeks

Types of advertisement: Search engine advertisement and GDN

GDN Campaign Goal: Brand awareness and reach

Samples Ad groups: Java Developer Jobs, IT Remote Jobs, DevMatch, IT Nearshoring

Audience:

- Men and women,
- 18-40 years old,
- Location: Poland,
- English and Polish speakers,
- Technology industry.

Samples audience segments: IT & Technical Jobs, Staffing & Recruitment Services, Technology Education

Budget: 7,000 PLN (1,574.66 USD) but we are not going to spend that much



/ Process in a nutshell

In-depth interviews and quantitative survey for IT professionals

We interviewed **5 people hired in IT** to get more insights about their expectations and attitudes towards various types of advertisement.

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Competitors research and keyword strategy

We analyzed domains of **direct and indirect competitors**. Then, we checked the volumes of the phrases of interest and selected the most attractive ones (rejecting generic, highly competitive phrases with very high CPC).

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Preparation of a landing page with partnership offer

We prepared a landing page for the campaign. The Landing Page includes advantages of the offer and short enrollment form - **separately for software houses and freelancers**.

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Organic activities increasing traffic before the campaign

Aware of the domain's poor performance, we want to deliver **additional traffic** to the site before launching the campaign. We will do this through DevMatch's **organic social media efforts** (Facebook and LinkedIn).



Preparation of communication materials

Based on the data collected in the earlier stages, we will prepare a **headline and graphics strategy**. We'll go for messages that shorten the distance - directly communicating the benefits of the offering and **with a sense of humor**.

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Setting up Google Ads campaigns

Next, we will set up Google Ads campaigns in search and ad network incorporating **Performance Max** campaigns.

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Campaigns optimizations

Based on the information collected by the tracking codes on an ongoing basis, we will **optimize campaigns for the highest possible conversions**.

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Supporting campaigns with content marketing activities

We know that at the end, **valuable and useful content is the most important** on the website. Throughout the campaign, we will be enriching the website with valuable content that answers users' questions.

/ Organic activities supporting the campaign DEVMATCH

Since DevMatch does not yet exist in peoples' minds, besides regular social media communication, we decided to invest some time in **outreach activities on subject-related Facebook groups**. By using inside-jokes and memes, we want to attract attention and generate more traffic at the primary stage of the campaign (and also prepare the base for future remarketing).

	Mo	Tu	We	Th	Fr
Week 0.		Blogpost Blogpost	Theme meme*	Theme meme*	
Week 1.		Partnership offer Partnership offer	Theme meme*	Blogpost Blogpost	
Week 2.			Education Education	Theme meme*	Engagement Poll
Week 3.			Blogpost Blogpost		Partnership offer Partnership offer
Week 4.		Engagement Engagement	Theme meme*	Education Education	



Blog

To provide high quality content to website visitors and address their needs.

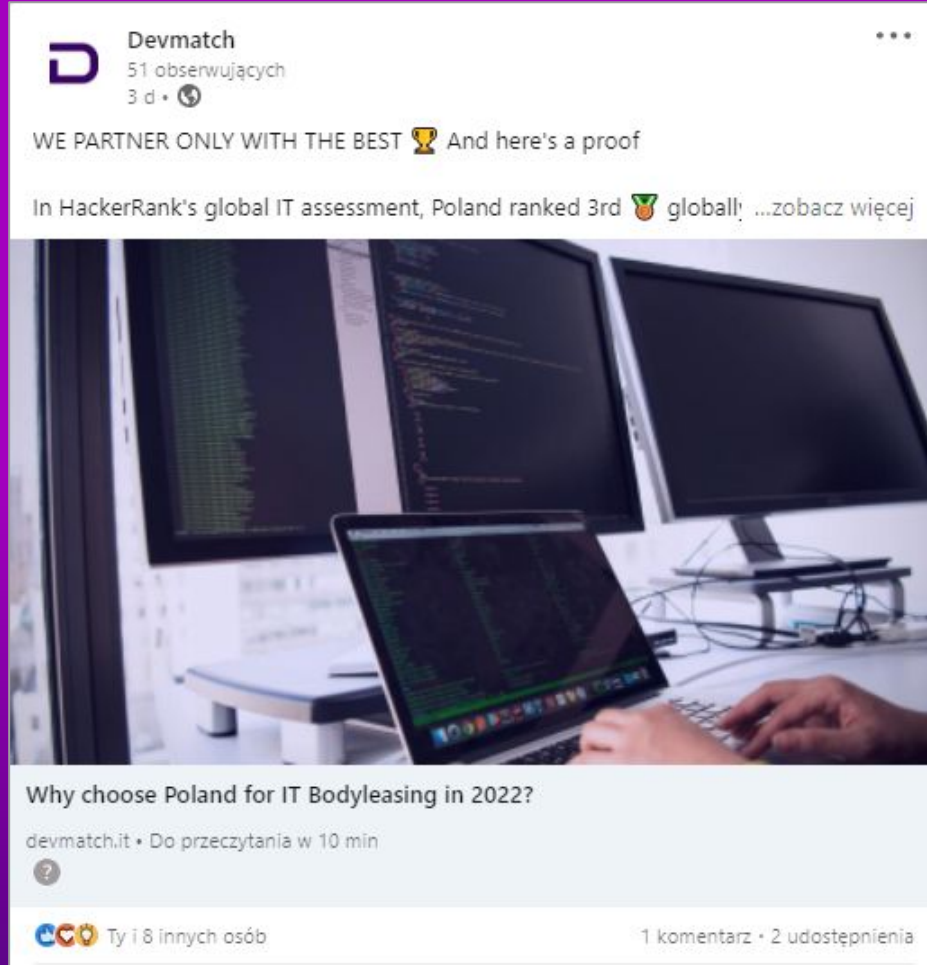


To build brand awareness, engage with the IT communities and reach freelancers.

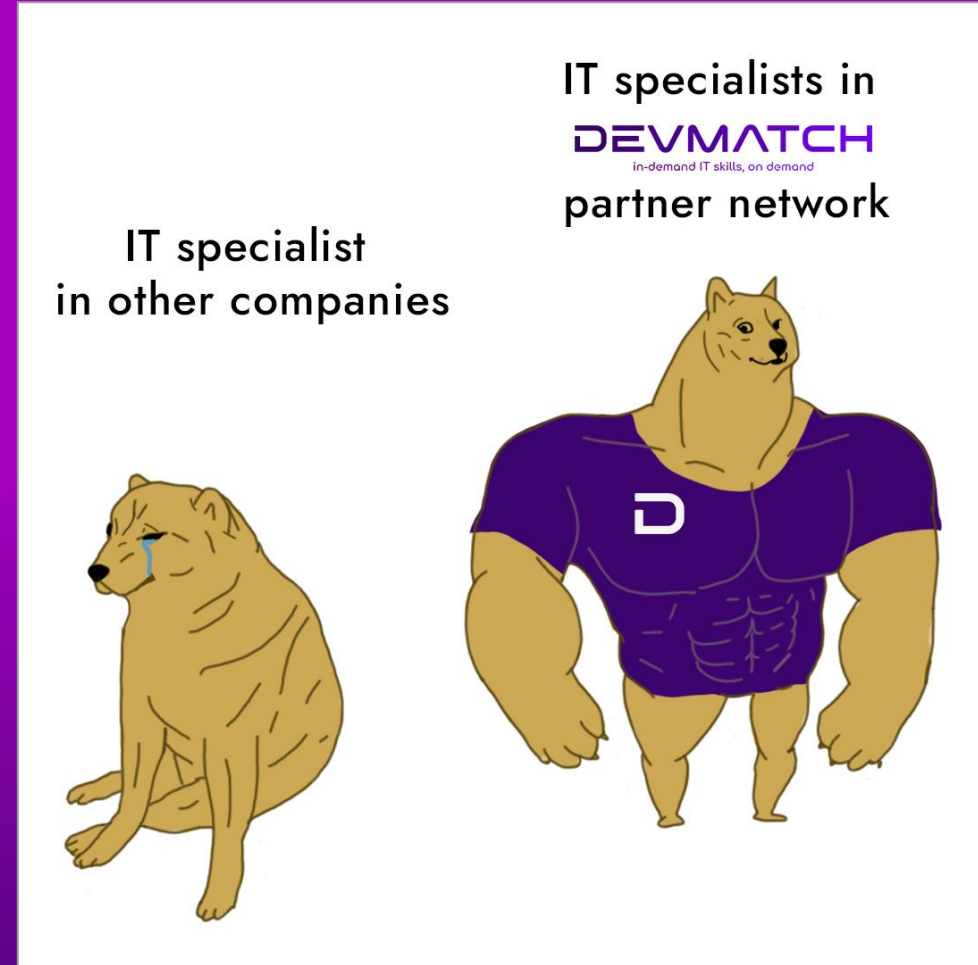


Most important communication channel. To build expert image and develop trust in B2B segment.

* means funny publications on Facebook groups for developers and IT hiring with redirection to the website



Example of blog publication



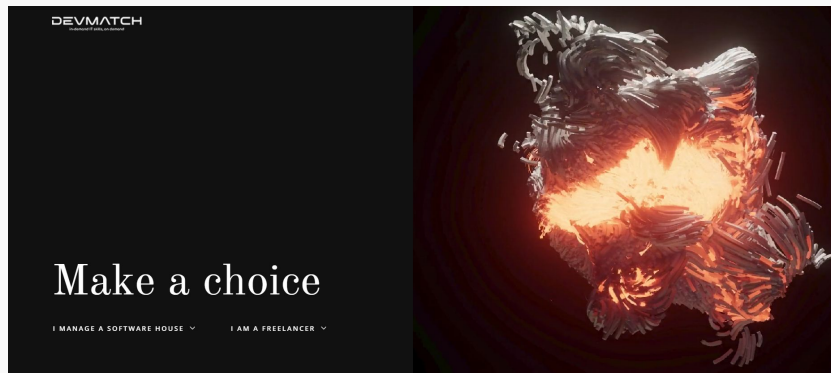
Example of subject-related memes

/ Creating a landing page

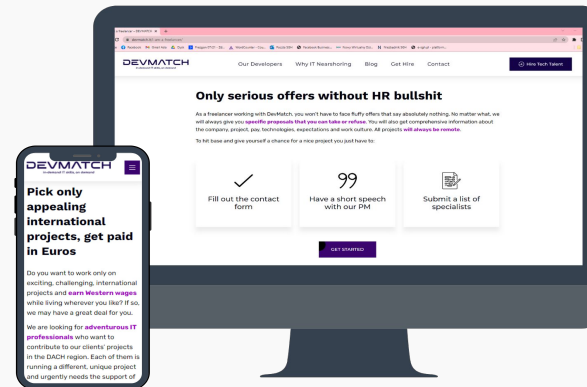
Before campaign kickoff, we had to prepare a landing page with an offer of partnership. This stage was completed in cooperation with DevMatch's Web Developer. Since we interviewed a couple of developers, **we were in charge of preparing general conception and writing copy** that resonates with expectations of our target group.

We decided to go for **a visually appealing start view that encourages interaction** and a **simple offer page that doesn't disturb the user from important actions**. Buttons on LP redirect the user straight to an interactive enrollment form with an interesting design - prepared in accordance with the best UX practices.

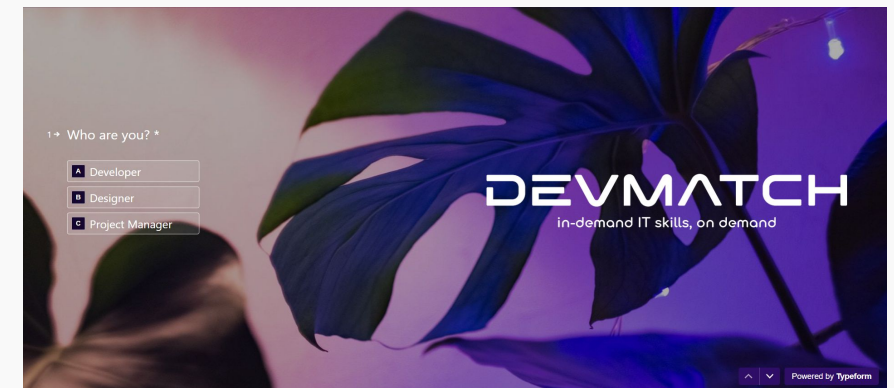
01. Start view



02. Offer page



03. Enrollment form



/ Example of keywords and campaigns

Sample Campaign	Sample Ad Group	Keywords	Negative Keywords
Brand [EN]	DevMatch	[devmatch]	
Developers [EN]	Frontend Developer Jobs	+frontend +developer +jobs, "frontend developer jobs", [frontend developer jobs]	"it office jobs " "stationary job" "praca stacjonarna" "praca w biurze"
IT Jobs [PL]	Praca Zdalna IT	+praca +zdalna +it, "praca zdalna it", [praca zdalna it]	
IT Jobs [EN]	IT Remote Jobs	+it +remote +jobs, "it remote jobs", [it remote jobs]	

We are going to create:

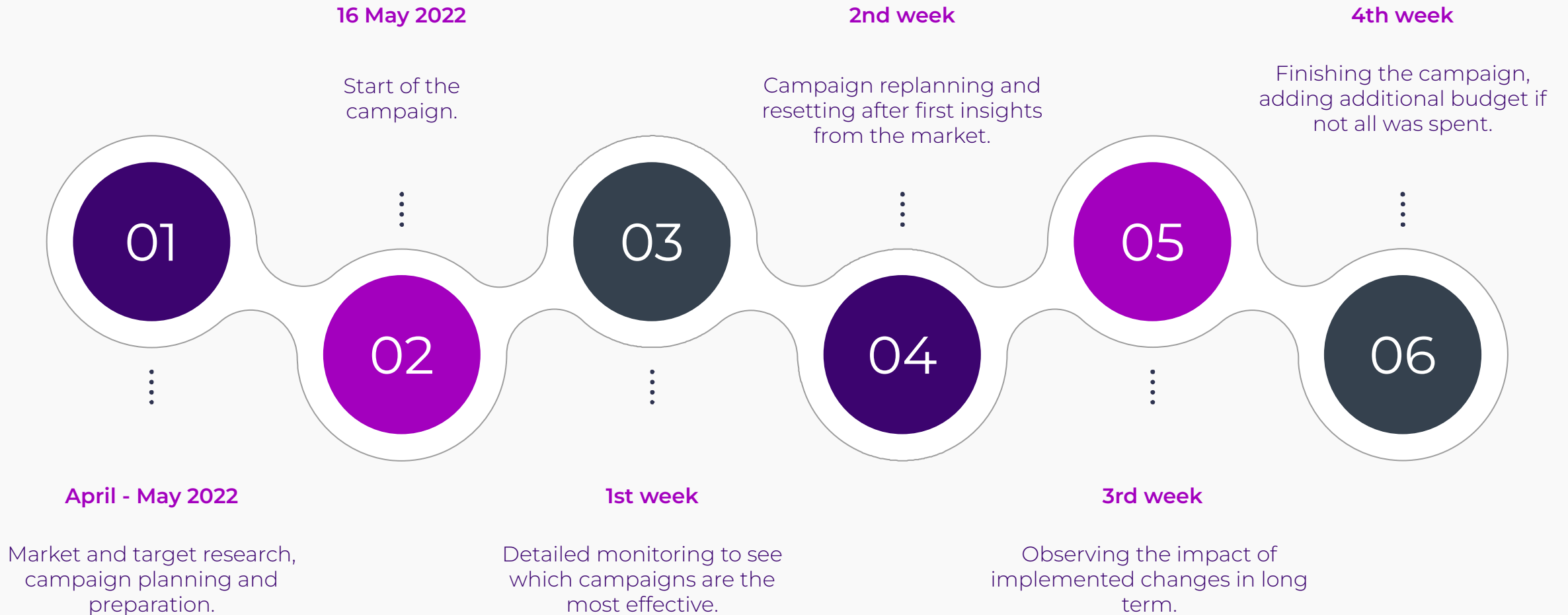
- 6 search campaigns (two in Polish and four in English)
- GDN Campaign
- Performance Max Campaign

We are also going to add:

- Sitelink extensions
- Callout extensions

In GDN campaign, in addition to targeting Google Ads audience segments, we will create custom segments including our most searched keywords.

/ Campaign timeline



/ Google Campaign goals

We are aware of weaknesses and challenges waiting for us on this project. For this reason, we decided to **focus on increasing domain traffic** to facilitate future remarketing efforts and increase brand recognition instead of chasing after leads. In case of DevMatch, **every filled out enrollment form will be a spike in growth**. However, a sizable budget for the campaign allows us to set ambitious goals, so we want to reach as high as possible.

