



42%

Less costly than sponsored ads

59%

Savings in Cost per Click

4x

More relevant engagement

4min

Avg. Time to Design & Publish

## A Cliquify success story

### How Career Karma Scaled its Hiring Across Social Channels with Cliquify to Fuel its Hypergrowth

Career Karma, a YC-backed career prep startup recently raised \$10m in Series A funding.

#### Needs

A tool to help create a visually appealing job description and publish across social media

#### Challenge

Career Karma needed to scale fast following their recent round of capital funding. They needed to hire several key roles within days to quickly fuel their growth strategy. They typically published their job ads to major job boards but didn't see the ROI or traction and needed to try something unique and different to stand out in the crowd.

*“One of the things that really sold me on Cliquify was the ease of which I could make these things so I don't have to bother our graphic designer every time we need some visual element.”*

## Solution

1. Unique templates that make it easy to plug-in top key skills and qualifications of the job description
2. An intuitive interface allows non-designers to create visually appealing job cards from the job descriptions.
3. A way to easily input their branding into each card with the Brand Kit.

## Results

**Better:** Career Karma received 277 clicks and 14 relevant applicants per post

**Faster:** Avg time to build and publish is less than 4 minutes

**Cheaper:** 42% less costly than sponsored ads and 59% in cost per click

*What I liked most is how the product made it easy to see how effective our postings were (or weren't) on social channels. 4 days after sharing our first message we recorded 320 clicks, and a total of 18 applicants, 4 of which we've interviewed for our product manager openings. Hard data in a short amount of time.*



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Social recruiting powered by



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