

Jenae Kaska

"Getting My Content Out There"



Case Study

Jenae Kaska,
Influencer Marketing
Manager,
SmartRecruiters

Website

<https://www.smartrecruiters.com/>

Industry

Computer Software

Employee Count

201-500

About SmartRecruiters

As a global leader in enterprise recruiting software, SmartRecruiters offers a cloud-based Talent Acquisition Suite that allows businesses to attract, select, and hire the best people. They pride themselves in providing cutting edge solutions designed to increase recruiter productivity, foster hiring team collaboration, and enhance the candidate experience from source to hire.

- Closed the largest first half of the year despite these difficult times
- Recently the first to market with a native SMS and Whatsapp texting function

About Jenae Kaska

As Influencer Marketing Manager, Jenae is responsible for posting on behalf of the SmartRecruiters brand, coordinating tech influencers and external press and news strategies.

As part of Jenae's role, she must ensure the company's content is shared by employees who are influential in their fields. Due to their reach potential, she requests company promotion via employees in their internal Slack platform.

"Our sales team love that we can prompt them and they can choose how they interact and if they want to share things... It cuts out the friction... if you can just click yes, no or update, it saves so much time"

Jenae Kaska

"Getting My Content Out There"

"I need the reach in being able to collaborate with our internal employees to get our message out from more channels than just our brand page"

- Jenae Kaska,
Influencer Marketing
Manager,
SmartRecruiters

Previous Company Challenges

Requests to share messages would frequently get lost by other more general Slack messages

Company promotions were not getting a good reach across socials

Employees are very influential and have large networks but they were not sharing company content

Too much time and effort to manually ask employees to post company content

SmartRecruiters occupy offices around the globe including: the US, UK, Poland, France and Germany. This increased Jenae's challenges of ensuring employees shared the posts that represented both the company and their employees professional brands.

Jenae previously utilised Sprout Social to pre-schedule social content for the SmartRecruiters company page. Her attempts to cascade the same social content to her sales teams were getting lost among other queries in Slack and Jenae was losing time which could be used more productively. She recognised the need for a simple tool to distribute company messages to the sales team without them having to take time out of their schedules to post.

A key issue for SmartRecruiters and Jenae is increasing productivity and reducing time.

Jenae Kaska

"Getting My Content Out There"

"I like to see feedback of who is choosing to update [the post] before sending it out, who is saying yes or no, that way I can see who is active but also is the information I am pushing out something that other people are willing to share, in which case I can adjust my posts"

- Jenae Kaska,
Influencer Marketing
Manager,
SmartRecruiters

Why Paiger?

Paiger allows Jenae to launch new products, prompt the sales team and broadcast posts to the right people across their international offices. Paiger increases her productivity and reduces her time spent on arranging social posts to promote the SmartRecruiters brand.

She is excited to continue using Paiger across the company's international locations due to:

- Her increased productivity by posting once and the content be seen across multiple channels
- The content can be seen by more people for the same amount of effort
- The ability to tie social media promotion through employees to overall company promotion
- Removing the friction between herself and employees as they can click yes, no or update rather than constant Slack messages



5x amount of website traffic



Turned predicted 500 clicks into 2500 clicks on article posted using Paiger

1. Paiger is responsible for increasing website traffic to the SmartRecruiters site 5x.
2. After posting an article via Paiger, their predicted 500 clicks was actually 2500 clicks to the website.