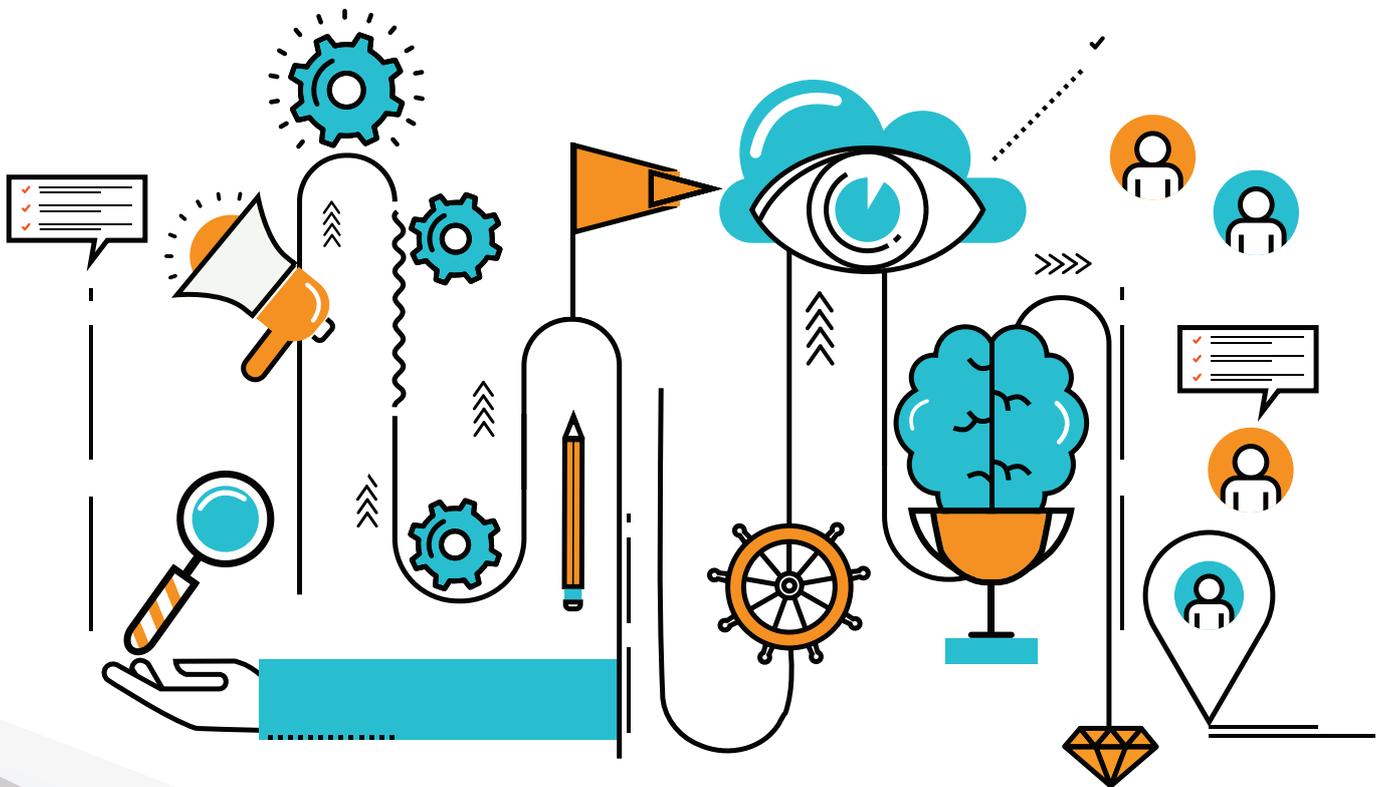




kulea.ma

A BETTER WAY OF  
**RECRUITING**





We should have known that when recruiters got their hands on kulea, interesting things would start to happen

We'll happily hold our hands up. When we first sold a Kulea subscription to an award winning London legal recruiter, we had no idea how far or how fast they were going to run with our easy to use marketing automation solution.

You see, we rather naively thought that they would be using Kulea's powerful suite of tools to market their services to candidates and clients, but their marketing manager had other ideas.



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## A new type of Recruitment Service...

You see, he had a brain wave.

- Clients want to make their roles stand out amongst a cacophony of job board background noise
- Clients want their candidates to feel special, and not just another CV on a conveyor belt
- Clients want the best, most engaged candidates, and they want them moved to the front of the queue to save time and money

A solution that does all of the above. Well, that's a solution clients would be willing to pay a premium for. Clients like..



If only they had a solution like that available to them ... oh, hang on!



# A model for success

Kulea's powerful automation, personalisation and acquisition toolkit gave our client everything he needed to create premium candidate recruitment services. And their clients can't get enough of them!



Candidates pulled from internal CRM and third party sources are directed to a fully personalised client specific landing page that recognises, scores and responds to them in real time



Candidate completes a JD request form and is emailed a JD download link. Kulea automatically follows up prospects that visit the landing page, but don't sign up for the JD, or who sign up, but don't download the JD



Candidates are entered into an automated nurturing journey to keep them enthused and engaged throughout the recruitment process



Consultants receive automated alerts throughout the recruitment journey as candidates engage with digital assets, so they can engage with the right candidate, at the right time, with the right message





# But does it work?



**Well, we'd be a bit daft using it as a case study if it didn't.  
But don't just take our word for it...**

*"DMJ has been using Kulea for nearly 5 months now and we have not only been impressed with how it lets us take more control of our advertising and responses, but also the ease of use. They are quick to respond to queries and are very helpful when needed, however, the system is so very user-friendly this is rarely required."*

*"So far we have had a 100% successful fill rate with clients who have purchased Kulea marketing through DMJ. We have also noted a 4-6 day reduction in the time to produce a shortlist, a direct result of DMJ being able to track and contact candidates interacting with a job's microsite."*

*"Kulea certainly has a very high potential to be the future of job advertising. In short, we are very impressed!"*

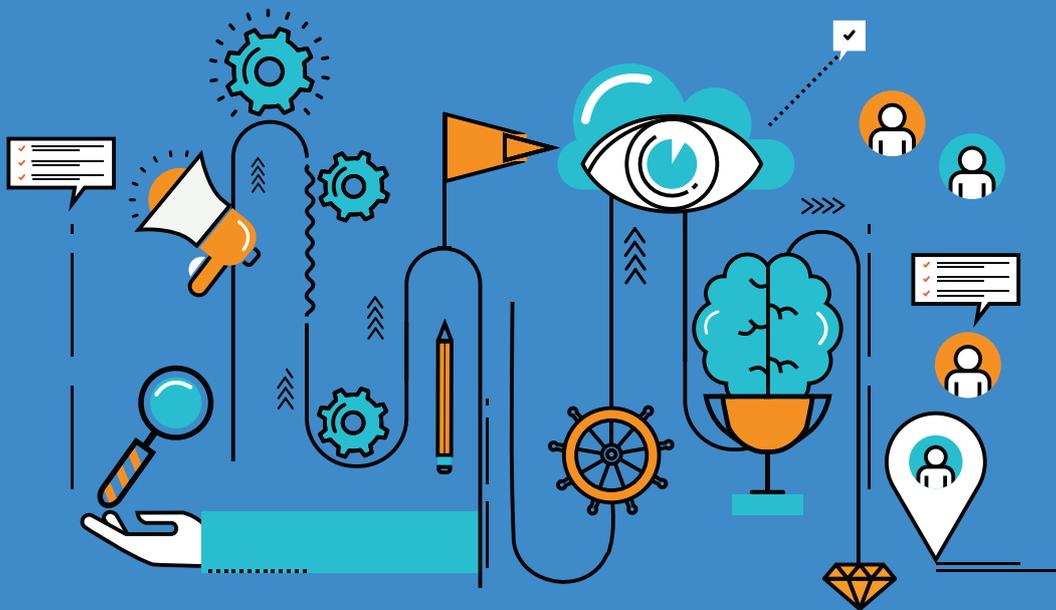
**- Rory Strong, Associate Director**

*"Kulea has given us the ability to truly track candidate intent and make the right call at the right time. By having the job description as a download, we are finding candidates who we would've never contacted."*

*"Our application rate for Kulea job ads is three times the industry average (we had 102 applicants on our last job in a sector we don't specialise in and aren't known for). In terms of ROI, one placement covers the cost of the yearly licence and is also our best performing channel over job boards, our main site and LinkedIn recruiter packages."*

*"It's affordable, it's simple to use and it works."*

**- Zinzan Clements, Marketing Manager**



Fancy joining the awesome  
recruitment businesses that are  
using Kulea to increase candidate  
placement?

Contact us at:

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Loved by recruiters

