

# Go-to-Market Strategy: Launching an AI-Powered Hiring Feature for Global Tech Teams

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Marketing Project Strategy | April 2025

## Table of Contents:

- [Task 1: Strategic Marketing & Coordination](#)
  1. [High-Level Marketing Strategy](#)
  2. [Target Audience](#)
  3. [Key Marketing Channels \(Prioritized & Vetted\)](#)
  4. [3-Week Launch Sprint Timeline](#)
  5. [Team Roles & Tools](#)
  6. [Optimization Strategy](#)
  7. [Estimated Budget & Resources](#)
  
- [Task 2: Newsletter Campaign – Thought Leadership](#)
  1. [Campaign Objective](#)
  2. [Audience](#)
  3. [Key Messaging](#)
  4. [Email Flow & Schedule](#)
    - a. [Example Brand Tone Draft](#)

## Task 1: Strategic Marketing & Coordination

## Context

This strategy outlines a 3-week GTM plan developed for a fast-growing B2B SaaS company operating in the HR tech space. The company was preparing to launch a new AI-powered talent-matching feature to support global, remote-first hiring.

## High-Level Marketing Strategy

### Objective

Position the new feature as a key differentiator in remote hiring, generate awareness among decision-makers, and drive demo bookings with high-intent leads.

## Target Audience

- Primary: Founders, CTOs, and Heads of People/HR at growing startups and mid-market tech companies (50–500 employees)
- Why US, Canada, and Western Europe

These are mature markets with:

- High SaaS startup density
- Strong demand for remote-first/global hiring
- Familiarity with talent marketplaces and AI solutions

We can later expand to emerging markets after collecting performance benchmarks and use cases.

*Remark: India, Southeast Asia, and LATAM are emerging markets worth considering post-launch. These regions:*

- *Have strong developer communities*
- *Offer cost-effective talent*
- *Are rapidly adopting remote work*

*However, due to differences in hiring culture, compliance laws, and payment infrastructure, it's strategic to first validate in mature markets where buyer intent and budgets align with our positioning.*

# Core Value Proposition

“Build your dream tech team—smarter, faster—with AI-driven talent matching built for global scale.”

## Key Marketing Channels (Prioritize with RICE)

### 1. LinkedIn Outreach (Primary in Phase 1)

- Why: Lower cost than paid ads; targeted, personalized engagement with decision-makers
- Execution: Daily outreach to HR/CTO personas with short message sequences
- Tooling: LinkedIn Sales Navigator + automated tools (e.g., Lemlist, Waalaxy)

### 2. Email Campaigns

- CRM-driven campaigns segmented by region, role, and industry
- Mix of educational + CTA-heavy emails

### 3. Content Marketing with Frequency & Timeline

#### Phase 1: Blog post + launch page + teaser

- Week 1: Teaser blog ("The Future of Remote Hiring with AI")
- Week 2: Launch blog ("Here's How Our New AI Matching Works")
- Week 3: Comparison piece ("AI vs Traditional Hiring: What You Should Know")

Maintain a 1-post-per-week cadence during launch. Post-launch, reduce to bi-weekly while ramping up gated content.

#### Phase 2 Lead Magnet

- Gated whitepaper: “AI in Hiring: Beyond the Buzz”
- Use for email capture and retargeting
- Promote via LinkedIn outreach and content

#### Phase 3 - Syndication

- Publish SEO articles on our blog + syndicate on:
  - Medium (USoftware publication)
  - HackerNoon
  - IndieHackers

- DEV.to

#### 4. Partnerships & Co-Marketing

- Podcasts? Time-intensive and passive ROI. Instead → focus on:
  - Webinars with HR tech communities (e.g., RemoteFirst, PeopleGeek, People People, HR Tech Weekly Slack, Remote How, Mind the Product (HR Edition))

#### Newsletter swaps:

- Remote OK
- Remotive
- Reforge (career edition)
- WorkTech (curated HR tech trends)

#### Guest posts (Estimated costs):

- HackerNoon: Free (editorial approval)
- TechCrunch (sponsored post): ~\$2,500
- BuiltIn (branded content): \$1,000–\$3,000

#### 5. Landing Page (Test First)

- One dedicated page featuring:
  - Explainer video
  - Product walkthrough
  - Embedded demo form (Calendly)
- A/B test with short vs long formats
- Use as the core conversion point for email + outreach

### 3-Week Launch Sprint Timeline

Week	Focus
Week 1	Internal alignment, content writing, landing page & outreach prep
Week 2	Launch outbound campaigns, release teaser blog, start demo tracking

Week 3	Publish thought leadership, deploy product launch email, ramp up retargeting & referrals
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## Team Roles & Tools

Role	Responsibility
PM (Me)	Strategy, sprint planning, review & QA
Content Writer	Messaging, emails, blogs, social
Designer	Landing page visuals, social creatives
Outreach Specialist	LinkedIn targeting + reporting
Sales	Demo calls, feedback loop, conversions

*Remark: QA includes ensuring messaging is aligned and typo-free, Testing links, tracking, landing page UX, Reviewing visual consistency and responsiveness (mobile/desktop).*

### Recommended Tools

- Slack or Asana: Daily standups & async check-ins
- ClickUp (or Notion): Sprint planning (ClickUp better for dependencies & deadlines)
- Figma → Or Canva Pro: Faster for MVP creatives & ad iterations
- Loom: Async updates + demo walkthroughs
- SurferSEO + Grammarly / Jasper or ChatGPT or Claude: Content quality + SEO

*Remark: If we're running multi-step workflows with email + SMS + sales CRM follow-up, GoHighLevel is great. But for lean teams:*

### Recommended stack:

- CRM: HubSpot or similar
- Automation: Zapier + Lemlist (for email sequences)
- Email Marketing: ActiveCampaign or ConvertKit or similar

## Optimization Strategy

- A/B test messaging, formats, CTAs
- Weekly check-ins for CPC (cost-per-click) and CPL (cost-per-lead)
  - Industry Benchmarks:
    - LinkedIn CPC: \$5–8 (high)
    - Cold email CPL: \$1–3 (low-risk)
- Pause underperforming channels, reinvest into LinkedIn outreach + high-performing content

### Remarks:

*Cadence: Run 1 new A/B test per week, focus on:*

- *Subject lines*
- *Landing page formats*
- *CTA button text*

*Sample Size: Min. 500 users per variant (for emails), 50–100 clicks per variant (landing pages)*

*Test Duration: 5–7 days per test to gather enough interaction data for statistical confidence*

## Estimated Budget & Resources (Global Average)

Item	Est. Cost (USD)
LinkedIn Automation Tools	\$200/month
Outreach Specialist (Freelance/Part-time)	\$600–1000/month
Content & Design	\$1,200 (freelancers or internal)
Paid Ads (Optional, Phase 2)	\$500–1,000/test
Landing Page Dev (Webflow or Framer)	\$300 (or internal)

Total

\$2,500–3,700

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## Task 2: Newsletter Campaign – Thought Leadership

### Campaign Objective

Position USoftware as the go-to partner for building efficient, global, AI-optimized tech teams.

### Audience

Tech leaders, People Ops, and HR decision-makers from scaling tech companies—especially those considering global or remote expansion.

### Key Messaging

- Challenge: Scaling teams remotely is inefficient, messy, and slow
- Solution: USoftware makes remote hiring smart, compliant, and lightning-fast
- CTA: Book a free consult or product demo

### Email Flow & Schedule

Day	Email	Focus
Day 1	“Is your hiring strategy built for 2025?”	Teaser + invite to explore more
Day 4	“AI Matching: Talent sourcing at 5x speed”	Value prop + feature walkthrough

Day 8	"How we helped [X Company] scale across 3 continents"	Social proof
Day 12	"Let's build your global dream team"	CTA-heavy + offer/demo invitation


Remark: *This pacing balances value delivery with engagement fatigue:*

- *Day 1: Opens the loop with intrigue*
- *Day 4: Builds urgency with solution reveal*
- *Day 8: Adds credibility via proof (case study)*
- *Day 12: Capitalizes on warmed leads with a strong CTA*

*The 3–4 day spacing ensures we maintain attention without being intrusive and gives room for retargeting or reply follow-ups in between.*

## Example Brand Tone Draft

### Subject:

 Why your next hire should be picked by AI

### Header:

You don't need 100 interviews. You need the right candidate.

### Body:

Hi [First Name],

Hiring globally isn't easy. Time zones, compliance, culture fit—it's a lot.

What if you could handpick from a shortlist of pre-vetted, high-fit talent matched by AI to your specific needs?

That's exactly what we're launching at USoftware.

Think less friction, more impact.

Want a peek at how it works?

 [Book a quick walkthrough]



Best,

**Aishwarya Selvan**

[LinkedIn or Portfolio]

Sample visual:

# TechCo

Hi Mike,

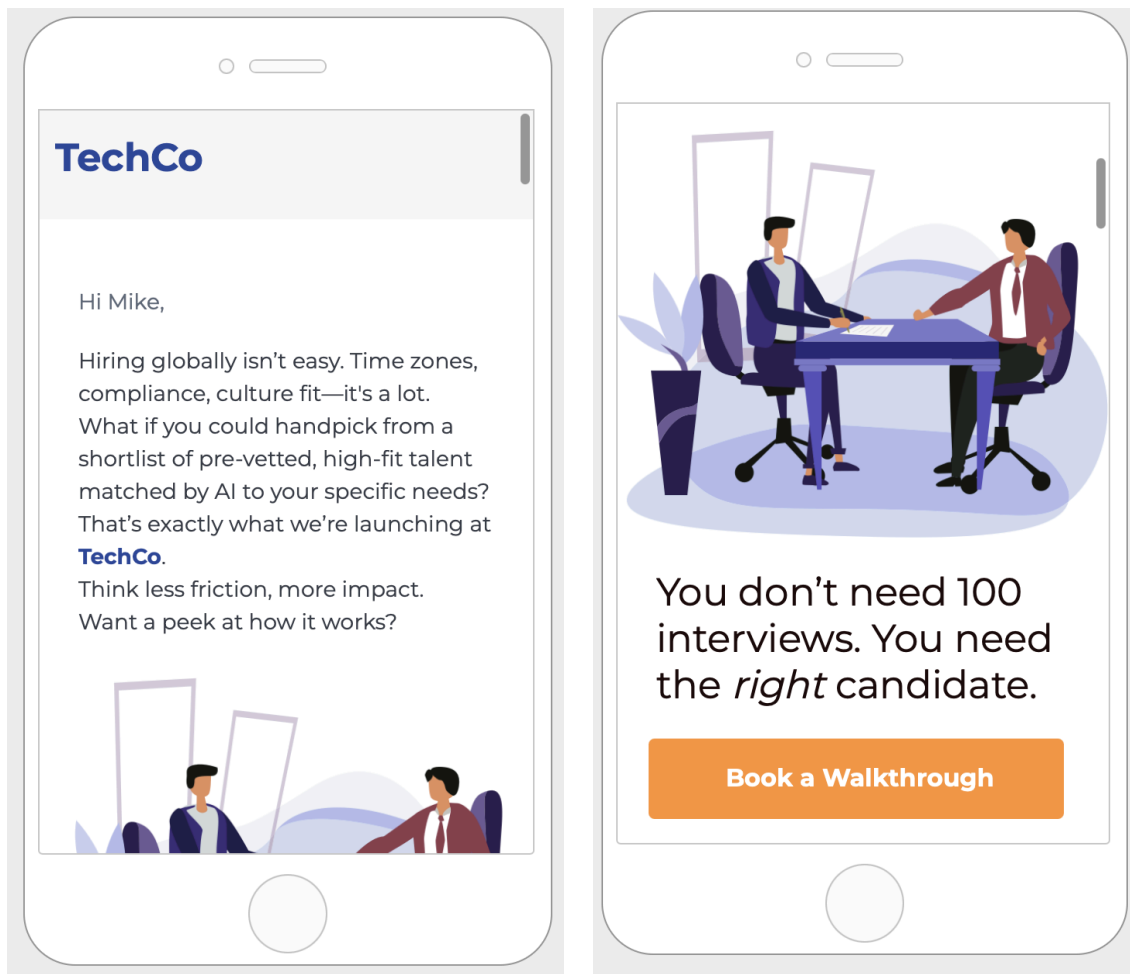
Hiring globally isn't easy. Time zones, compliance, culture fit—it's a lot. What if you could handpick from a shortlist of pre-vetted, high-fit talent matched by AI to your specific needs? That's exactly what we're launching at **TechCo**.

Think less friction, more impact.  
Want a peek at how it works?



You don't  
need 100  
interviews.  
You need  
the *right*  
candidate.

[Book a Walkthrough](#)



*Remark: If the list size or traffic is small, consider sequential testing or using heatmaps/session recordings instead of statistical A/B tests (which need larger samples to be meaningful).*

*End*