

CALL DETAILS

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Host: Nick Livingston <nick@honeit.com>

TAGS

automation

branding

facebook

growth marketing

marketing

HIGHLIGHTS

Keywords tagged during this call will be highlighted in the transcript

★ Talk about growth marketing and user acquisition at Tuango?

Time: 13:06 - 15:00

Rating: n/a

Sentiment *:

Notes: n/a

Transcript: was started and that was just first marketing higher over there. And so everything was... you know, I was a six employees. So I would think has to be billed. From scratch. And the core business of the company is leave the data database. Every day, you know, people receive an email And in the email you have discounts on service and products. So first us at that time that was really the most people we can reach with the emails, the better is gonna be and the the... And we're gonna increase the chances to actually people buy our products and services. So all my energy as a marketer was really focused on acquisition. And what I did to acquire a lot of people with lot of adwords I was really my main budget was really on on Adwords and Facebook ads. So S in general a lot of companies campaigns of Cpa because the volume of transactions and more than transactions of volume. Traffic on the website was so high that we were able to actually negotiate some some customer acquisition campaigns with media agencies, which was kind of wow, you know usually they more about And Cp. So that was Good horace. I was working a lot as well on email marketing, because you know, like I said, it was really the core. Of the business. So it means working on email marketing means optimizing all the time the emails in terms of subject line in terms of content, design time, you send them you, days you send them the kind of things and of course, all the landing pages. So we have thousands of landing pages of ...

★ What's your biggest accomplishment?

Time: 14:50 - 15:23

Rating: n/a

Sentiment *:

Notes: n/a

Transcript: time you send them, days you send them that kind of things and, of course, all the landing pages. So we are thousand of landing pages, of course, automated, but for the adwords and at the same time for the for the campaign campaigns. So it optimizing the landing pages as well. And then there was a social media specs of it working and using Facebook. I think

phase was actually as a really of customer support because we're overwhelmed and overflows ...

★ How did you encourage user adoption at Shop.co?

Time: 18:58 - 23:54

Rating: 

Sentiment *:

Notes: n/a

Transcript: Sub is an amazing product. And when I look at my carrier and all the companies that worked for There was every time there was some kind of disruption, know those products were disrupting the market in one way or another and She was really one of them. And And so the fact that you can shop and that is powered by Ai at the same time, it's like something new, You know, everybody talks about Ai right now. And and yeah, that was an amazing product and quickly, I realized that the team wasn't amazing as well. So that wasn't that was a, you know, an sensor to work with them. And there purpose over there was to really work on the retention and engagement of the company, which is something that I do because what I do in in a in addition acquisition like I was doing at Sq, I I work a lot on the cycle of the customer in, you know, working on the different touch points of the customer and that shop code when I began to work with them. They they did they they were, you know, they were watching a lot of acquisition before So we are the customers. And I remember the board was all about.. Okay, guys, That's nice. You have customers, but do they actually use your product and do they come back? So that was my focus. So for that, retention engagement where all about improving the tool yet So one thing was Okay. We have the dashboard. So s that code just as a side note is a chrome extension so you download it and then know every time you put a product in your in your cart when you check out, then you have a pop up from from shop coast do you want to check out and then you are to with the extension. So after that, you know, you have all the history although the... I mean, it's so easy to keep track up everything you bought and everything and well, that's sounds of. And so the dashboard and the onboarding process was professionals. So that's what I did. I worked with the Ux designer and we improved the boarding And just by doing that from sign up to actual purchase of using a shop code we increase the number of converted users by fifty percent. So that was a huge huge thing for Shop code. And after that by working on actually the downs themselves because I realized quite quickly, because She was using mailchimp, you know, like a lot of companies. The capability of the emails were kind of bad. And by searching about what I found that actually mailchimp is the worst. And he you don't imagine that, because, you know, it's everywhere. And so yeah, it's a worst in terms of diversity because most of the people received them the email in the promotional tab instead of the primary term, which means that the priorities that you actually opened the and read is very low. And so our funding rate was low like fifteen percent when we were lucky. And so I tried to find another tool and I found another one Active campaign and Active company super powerful because it's not only email, of course, but, you know, it's kind of a Crm, so you can you can segments or database, you can... I mean yeah do a lot of things with your earlier database. Also additional. So that's what I did. You know we changed the tool and just by changing the tool we had an opening rate of like thirty percent sixty percent when we were even lucky and the sticky of the click rate was amazing to. So by doing that, And by doing the segmentation of the data database meaning talking to a certain type of people at the sit time during the day for certain, you, type of information and that kind of things, and I I was able to have a good and rate and a good retention rate for the registered users. So that was a mission and it worked perfectly.

What is your experience with web analytics?

Time: 24:52 - 26:47

Rating: 

Sentiment *:

Notes: n/a

Transcript: So whether it is, Shop code won't go, or even the other, the company I worked for... That was you know, they were a small to medium company and that's something i like. So italy in my next role, gonna be the same size of company. I'd like to be close to my teams and I like to... Yeah. I like to know the names of my of my team members, which is something that it's not easy to do when you are three thousand for example. And I like as well the startups. I working two startups with Two and Shop, so I would be very open to work with another one. Like the energy, the fact that you know that's it can change every day that you know, I tend to be a bit impatient sometimes. So I like to add... I like that the things have to be fast and that's what she look for and that's what you have in a startup. So yes, that's pretty much what I look for for for my next role. In terms of industry, I don't have any specific industry. It's more... The products that I look at. So you know, if the product is disrupting the market, it's amazing. But It's a combination of the product is interesting? Does it have a

future, I have to believe in it to work on it. And it is a team a good fit as well. You know do we go all in the same way, you know, trying to do our best for the projects and the company? And still adding firm because it's always important when you work a lot especially for startups. So yeah, it's a combination of all those things. Excellent. Okay. Well, ...

Why are you interested in this role?

Time: 31:07 - 32:56

Rating: n/a

Sentiment *:

Notes: n/a

Transcript: down here. And as I asked you questions, I could just click start recording. Right? And I could take some notes. I could rate your answer while you're talking and then once you wind down your answer i can clip it I was also up here. Mute? Got to... But I forgot to unmute, you know sometimes. Yeah. And then, you know, when you brought up really interesting things about Seo, I could add that and tag that moment in time. Right? So imagine. A week later a month later, I could jump back to that point in the call because what I didn't show you is that you know, imagine I talked to a candidate named Jill last month. I could click into Jill record. I could click into my interview with jill. And not only do I have the call recorded, You know, we automatically transcribe it. Right? So I could search it for keywords. You know? We we've got those those audio highlights that I captured specific answers to those technical questions or specialized questions and we have interview guys built in. So I can go from, junior recruiter can now ask three technical java questions or three qa automation questions or three you know, paid advertising questions if they're interviewing method. And then the idea is like, this is what this is the interview data I get after the call, and I can search it. I can search my notes, but more importantly, I can click the submit button, pick the two answers that I think best represent jill and and share that via email or by creating a link, with somebody else. So it's like... Well, ...

CALL NOTES

Salary: 180,000 USD

Timing: 2 weeks notice

Work Authorization: Yes

Bilingual, French and English

growth marketing and user acquisition experience

@Tuango

Hyper-growth startup in Canada

First marketing hire,

6th employee

1000's of landing pages for adwords and email campaigns

influencer marketing with bloggers, etc.

billboards.

30,000 subscribers to 1.3 million
after 3 years,

1.3 million

active campaign

Bay area, north bay ideally.

CALL TRANSCRIPT

Keywords tagged during this call will be highlighted in the transcript

00:00 - Hey, Shawn.

00:02 - Hey, Nick.

00:02 - Hey.

00:04 - How are you?

00:04 - Good.

00:04 - Yeah.

00:04 - Good.

00:04 - Good.

00:07 - I'm so sorry.

00:08 - I'm late.

00:08 - I I hope I hope you...

00:10 - I hope you got my Linkedin message just saying I was running I was running now on another call.

00:15 - So sorry about that.

00:16 - Oh, no.

00:17 - I didn't..

00:18 - I didn't then check it.

00:19 - But it's okay.

00:20 - Don't probably yeah I I knew that you were on on on another call.

00:24 - Oh, okay.

00:25 - Well, hey.

00:25 - Yeah.

00:25 - I was I was actually talking I was trying to talk to the lrs, just like, trying to get an update on our taxes and they put you on hold for, like, I was on hold like, hour twenty minutes.

00:36 - And so then once they finally...

00:38 - Not joined.

00:39 - I didn't.

00:39 - I couldn't I couldn't hang up.

00:41 - So sorry about that.

00:42 - No I'm sorry.

00:42 - Okay.

00:44 - Well, hey.

00:44 - Yeah.

00:46 - I thought I thought maybe we could just do kind of another quick interview.

00:50 - I know I when I originally you know, had a conversation with you.

00:54 - I really loved everything you said, and I thought your background really resonated with what shop dot c is looking for at the time.

01:00 - And I think one of the one of the challenges between kind of recruiters who might have a great phone interview and then a hiring team is that only only one person usually hears the great interview answers.

01:13 - And then it's the onus is on the recruiter to try to articulate to somebody why this person's good versus great.

01:20 - You know what I mean?

01:20 - And...

01:20 - Yeah.

01:22 - So I think with in my case with with Kim, I was able to share a few highlights from our original conversation.

01:28 - She could quickly hear you know the work you did at the the the e commerce site and all that and and just you kinda know it when you hear it, and and that helps accelerate next steps.

01:28 - Yeah.

01:40 - It's probably the beauty of your of your tool.

01:43 - You know, like when everyone will have the same it's gonna be easier, Yeah.

01:50 - Well, I we hope so.

01:51 - That's what we're working on.

01:52 - We're getting more customers and more recruiters using the system each day.

01:56 - So, yeah, the goal is to to remove all the bias and the scribble interview notes and the subjective opinions from interview conversations, and let's just share some some data and the insight from our our conversations.

01:56 - Yeah.

02:09 - In in my case, it's a bit weird because, you know, Well, I am you know, people not interested my profile.

02:15 - So, okay.

02:16 - I don't talk to them.

02:17 - And then I have the other category where I'm a bit on the edge So, you know, they take a chance, as I took a chance to send my resume, so...

02:26 - But obviously, it doesn't work.

02:26 - Mh.

02:28 - And then I...

02:29 - I never add that many interviews in my old life.

02:33 - You know I I don't know maybe fifty interviews, since I started to look for something after she, And and it's like, you know, sometimes, it goes well.

02:45 - Like, you know, last week, I I was in the final round.

02:48 - I'm finally they didn't me because the company was really focused on the students and I had no experience in the students you know, campus and everything.

02:59 - So so finally, they chose someone else.

03:01 - But, you know, I want to maybe the two last ones.

03:06 - So I was still good.

03:07 - It's just like know.

03:09 - I still have some really good.

03:11 - He's like...

03:12 - And and for of, I'm really surprised I'm trying to...

03:14 - I I guess it's the the the location know the fact to be in the bay to have access to some very amazing people.

03:22 - Like for example paul, I had interview with the creator of second life.

03:27 - Do you remember second life?

03:27 - Yeah.

03:27 - Yeah.

03:29 - That's not

03:29 - Yeah.

03:29 - Yeah.

03:30 - So this guy created another thing same kind of things, but another one, and and I sent my of interview and if Did like my resume may, I didn't even talk to him because I was sick unfortunately, And finally, this guy forwarded the resume directly to the ceo.

03:47 - So I talked to this guy, the interview was amazing, like, emerging like, in terms of very interesting, you know.

03:54 - And but so reason that I don't know well, maybe you fit or whatever because, you know, when you, in my mind when you land, so the interview with the Ceo, it's more a question of fit than really skills, you know, Right

03:54 - Right

04:09 - And for the time you get to that point, you know, other people have maybe su out your skills and abilities then the final interview is more just kind of, can you work with this person?

04:18 - Do you can you you click, that kind of thing?

04:18 - Yeah.

04:18 - Exactly.

04:22 - So maybe, you know, well.

04:24 - I don't know i don't why what it didn't like, but it's didn't work.

04:27 - And then last week, the job I was talking about was for the ceo was next president of yahoo you know.

04:36 - So I mean, that amazing person, like with amazing carriers.

04:42 - And so, you know, in a sense Time like in a, way, I'm like, okay.

04:47 - That's good.

04:48 - You know, I have some I profile people interest in my profile.

04:53 - But I think the other way, it's, like...

04:53 - Okay.

04:55 - But I don't have any job.

04:57 - I don't know oh my gosh.

04:59 - Well, gosh, they always...

05:01 - you know, I I and I agree that the job search is a job in itself.

05:05 - I mean, it's almost like, you put as much time into finding the job as as you do doing that next job.

05:05 - Right?

05:11 - Just in terms of the the the the research the research and the applications, and exactly.

05:17 - So well, I'm hoping I'm hoping this will help.

05:20 - And what I was thinking is we could just have kind of a mock interview today.

05:24 - I'll probably ask you some of the same questions I might have asked you.

05:28 - When we first spoke, you know tell me about your experience doing this.

05:30 - And how did you scale it from a small company know?

05:33 - I think you were asking me what what were some of those things that jumped out about your profile to me when I was looking for someone for per shop dot com.

05:42 - And I you know, looking at your profile again, it was that, you know, you had some international experience, which we were an international company in Germany and S, but we were growing internationally.

05:52 - And so the fact that you have worked in different countries that that was appealing to me.

05:52 - Mh.

05:59 - At Lingo, you know, I did a little research on that

06:02 - I saw it was a very kind of b c, but then there's also a b b component, right, which was which was unique and and kind of it similar to where shop dot code was going where we needed to get, you know, users to sign up, but then there's also, you know,

we're gonna be doing partnerships and things like that, that we're gonna need to be B b marketing.

06:20 - And so that check the box.

06:21 - And then I think the growth you saw Twang Tango was also very kind of interesting.

06:27 - We wanted someone who wasn't just a director of marketing at a big company.

06:32 - Know, we wanted someone who had seen that the kind of the growth from small to to through growth.

06:37 - So that was the other thing that the checkbox that you had on your background that not everybody has.

06:42 - A lot of people work at startups and maybe they're the first marketer, but they haven't scaled any of those companies or there's also a lot of people who just have comfortable marketing jobs at big stable companies that existing brands and like you know, that's a very different role too than trying to introduce something new.

06:58 - You know what I mean?

06:58 - So...

06:58 - Yeah.

07:01 - You had kind of you had seen and and I think maybe the the term that you might wanna add to your profile, if you haven't already done it is this idea of growth marketing.

07:10 - And I actually now Now I do see it on your your profile under your summary, but maybe put that a little higher up.

07:16 - And and this idea of growth marketing is this unique challenge.

07:21 - Every startup needs it, every small to midsize company who's just taking on some funding needs somebody who knows how to introduce something different, stand out, filter among the noise, right, and get more users, whatever whatever the case might be.

07:21 - Yeah.

07:39 - There if is something I try to I try to push like, a very...

07:44 - You know, yeah, I can focus on your marketing, but my strength is ready to be able to do both.

07:50 - You know, like, not on the pure marketing, but being working on the goals too.

07:50 - Yeah.

07:55 - And and I think they're they're might...

07:57 - I see the word growth on your profile and stuff like that

07:59 - I even see it in your headline, but but but, you know, the other term you you might...

08:06 - For example, small startups might be scared of the word executive.

08:06 - Right?

08:10 - Because there's like, in Os swan super expensive or we couldn't Afford swan.

08:13 - She's an executive.

08:14 - So, know, if you're if you...

08:16 - If you're leaning more towards startups, you might want us not say marketing executive you might wanna say growth marketing.

08:23 - You know, director, growth marketing.

08:26 - Know, it's it's a little less intimidating a small company, who Might just stay oh, we can't afford one.

08:32 - Or if you are targeting large organizations and you want more of like a Vp level role at a big company, you know, you might wanna use those terms.

08:41 - I guess it just depends on.

08:43 - Who you know, you think of, like, recruiters, they're searching for people like you.

08:48 - When they read your headline and when read the first most recent job title, you know, what does that say?

08:54 - You know?

08:54 - And I think mh.

08:57 - You know, when you're Vp of marketing at a shop dot code, I can say, oh, she was probably the most senior

marketing person at a small company.

09:03 - That's great

09:03 - Okay.

09:03 - Yeah.

09:04 - Let's scroll down.

09:05 - Oh, director of marketing to Twin.

09:07 - And and here, I would wanna see, you know, scaled Twang from, you know, five thousand users to one point three million users.

09:07 - Right?

09:18 - Like, they you do wanna see the change in in user counter or subscriber count based on your work.

09:25 - Like that's the number.

09:26 - So I would I would maybe...

09:28 - Because could you say it has over one point three million subscribers, but I think adding that entry point to when you joined, that would be that Bullet point that really says, oh, wow, Swan took this company from nothing to a real business.

09:28 - Yeah.

09:28 - Okay.

09:28 - Yeah.

09:46 - Sounds good.

09:47 - And that's that's pretty much all of all just a recruiter.

09:50 - Is gonna look at before they're gonna say, oh, I'm gonna reach out this one.

09:50 - Yeah.

09:54 - Was like, yeah.

09:55 - It's like she's worked at small companies and scale small companies to real businesses.

10:00 - But she's also, you know, lead teams, and she she she could be that..

10:04 - you know, because with shop, we wanted someone that could be hands on in the short term, but could be that Vp of marketing than people manager in, you know, six months, which you you did, you know, The the other thing you might wanna kind of showcase on your profile is that did you did you get hired of the Vp of marketing right away?

10:26 - Or did you get promoted to Vp of marketing after a few months?

10:32 - You mean?

10:33 - Yeah Chap taco.

10:33 - Yeah.

10:33 - No.

10:36 - That was that was right away.

10:38 - I remember know that kim said we were looking...

10:42 - We we were mentioning head of marketing instead of glitch of marketing because we wanted people more hands on Right

10:50 - When you put Vp, you have a lot of corporate people, and and and she said that..

10:56 - But your role is is a Vp position.

10:56 - Okay.

11:00 - Got it

11:00 - I was just gonna say if you did start maybe as the head of marketing, then maybe you could you could distinct add the distinction there and then that would show well.

11:08 - you got hired as of the director, but you were quickly promoted the Vp.

11:11 - That might be another interesting story to tell.

11:13 - But but if you started at the Vp of marketing, that's That's fine.

11:17 - But in the same time, i should put just head of marketing to not care people.

11:17 - Yeah.

11:23 - I think that might be another...

11:24 - If if you wanna work for small small companies to Series a series b companies, maybe head up marketing, it's a bit looser and then they would have to inquire, they might be more inclined to call you and talk about what what is head of marketing there versus just assuming you might be hands off or something.

11:24 - Yeah.

11:24 - Yeah.

11:24 - Okay.

11:42 - So then I just some just quick kind of profile feedback that I that I wanted to share with you, but I thought you know, for this call, let me you know, we could go through a few questions.

11:50 - I'll I'll just kind of, hey, tell me about your your growth marketing experience at twin and kind tell me about, how what you did to kind of scale the one point three million users and then, you know, tell me the store.

11:50 - Right?

12:01 - Give me a quick overview and help me the story there.

12:04 - And then I could ask you tell me tell me little about shop dot c.

12:08 - You know, it sounds like an interesting Ai company.

12:10 - Can you kinda tell me what Shop go was doing and and describe your role?

12:13 - And again, these are pretty lightweight questions, but these are, you know, great audio answers then that we can attach to a link.

12:21 - You could then put it on your resume or I can then and distribute to my network and say, hey, you, just spoke with a great head of marketing swan.

12:29 - You know, here's her resume and a few highlights you know, I'm...

12:33 - you know, for you to quickly hear her domain knowledge, experience, personality, etcetera.

12:33 - Right?

12:38 - And then anybody could then reach out to you directly.

12:38 - Yeah.

12:42 - That's great

12:42 - Thank you so much.

12:42 - Okay.

12:44 - Well, cool.

12:45 - Well, let's let's dive in.

12:49 - So let just see.

12:52 - So swan, I mean, I see you had a really great run is the head of head of marketing at at Twain.

12:57 - Can you tell me a little bit more about that story that growth that growth story and what you were working on there?

12:57 - Yeah.

12:57 - Absolutely.

13:04 - So you was started and that was just first marketing higher over there.

13:10 - And so everything was, you, I was a six employees.

13:13 - So I would think has to be built from scratch.

13:17 - And the core business of the company is related the data database every day, people receive an email And in the email

you have discounts on service and products.

13:28 - So first us at that time that was really the most people we can reach with emails, the better is gonna be and the and we're going increase the chances to actually people buy our products and services.

13:43 - So all my energy as a marketer was really focus on acquisition.

13:51 - And what I did to require a lot of people was lot of adwords i was really my main budget was really on on Adwords and Facebook ads.

14:04 - So S in general a lot of companies campaigns of Cpa because the volume of transactions and more than transactions of volume of some traffic on the website was so high that we were able to actually negotiate some some customer acquisition campaigns with media agencies, which was kind of wow, you know usually, they more about Cpm and Cp.

14:31 - So that was good for.

14:33 - I was working a lot as well on email marketing, because you know, like I said, it was really the core.

14:38 - Of the business.

14:39 - So it means working on email marketing means optimizing all the time the emails in terms of subject line in terms of content, design time you send them days you send them that kind of things and of course, all the landing pages.

14:57 - So we have thousands of landing pages of course automated, but you, for the adwords and at the same time for the for the email campaign campaigns.

15:08 - So it optimizing the landing pages as well.

15:11 - And then there was a social media specs of it working and using Facebook.

15:17 - I you think they would actually has a really of customer support because we overwhelmed and overflow via calls for customer support as it was a very new product, so people were asking a lot of questions.

15:29 - And so, yes, so I used the social media for that and it works...

15:34 - I mean, it worked really well.

15:36 - And as well in social media and influencers, I was working with blow other one, trying know to the purpose to work with those was to actually I people using the products and being able to talk about it, which was for the same reason than than the rest, you know like it's new.

15:58 - So we want people to use it and then being able stock.

15:58 - And...

15:58 - Yeah.

16:03 - So that's work for the online aspect

16:07 - And I added a bit of offline as well because you know, everything was of course the acquisition, but the same time was also building the brand.

16:17 - And by building the brands, i using the keyboards boards in the in the city.

16:23 - And I remember go I bought all the biggest billboards balls in town just to be sure to create sitting of oh, long is a big company, you know, because they buy the big b, which is kind of funny when you think about this, but it's actually out people find work, you know so by creating this interest, know, I add more people being interested in my company and then being able to land on my website and realize how good the service was.

16:55 - And everything combined make that

16:59 - Yeah, we went from three hundred people when I started thirty thousand quickly in the next week because we had you know, an exchange of email marketing with another company.

17:11 - So, you know, in few weeks huge growth but it was still nothing.

17:15 - And then after three years, with all the activities that I was talking about, we went to one point million and that's much when I left the company.

17:25 - So that was kind of specific success.

17:25 - Hello?

17:37 - Oh, sorry about that

17:38 - So sean I was on mute.

17:42 - I wanted to make sure I'm not getting background noise on your answer.

17:45 - But yeah.

17:45 - So I captured that answer.

17:46 - That's gonna be a on this like, great sound bite, right?

17:49 - That that one here.

17:52 - So it's almost like accelerating the first phone screen.

17:52 - Right?

17:55 - Or someone a recruiter could maybe hear that and just be like, wow.

17:58 - That's the same question I was gonna ask.

18:01 - But now I don't need to ask it

18:02 - Swan awesome.

18:02 - Cool.

18:07 - So no, that's a great answer.

18:08 - I think...

18:08 - And then on the...

18:09 - Maybe i'll i'll next question I'll ask you a little bit more about your Shop c experience.

18:13 - You know, I think U.

18:14 - The thing the thing there would be to re emphasize it's a very small company.

18:18 - It was doing very interesting Ai and automation around e commerce.

18:21 - So just kinda explain the business and then, you know, talk a little bit about why you were hired and and what you did there.

18:27 - And then Mh the next question we'll talk a little bit more about, like, what's next for you, Swan like, what would be your ideal next role and maybe you can articulate kind of what you're looking for and that'll help people figure out if, you know, the role they have is is would be interesting to you.

18:27 - So...

18:27 - Okay.

18:27 - Okay.

18:44 - So on, I mean, in terms of your shop c experience, sounds very interesting, Ai and e commerce and machine learning, all this good stuff.

18:53 - Kinda what was your role?

18:54 - And why did they bring you into the organization when they did?

18:58 - Well, Some Is an amazing product And, you know, when I look at my carrier and all the companies I worked for, there was...

19:06 - Every time there was some kind of you know, those products were disrupting the market in one way or another and She was really one of them.

19:14 - And And so the fact that you can shop and that is powered by Ai at the same time, it's like something new, everybody talks about Ai right now.

19:26 - And yes, that was an amazing product

19:29 - And quickly, I realized that the team wasn't amazing as well.

19:33 - So that wasn't that was, you, an sensor to work with them.

19:38 - And there purpose over there was to really work on the retention and engagement of the company, which is something that I do because what I do in in addition acquisition like I was doing at T, i I work a lot on the cycle of the customer in, you working on the different touch points of the customer and that shop code when I began to work with them.

20:07 - They they did they were, you know, they were working a lot of acquisition before So we have the customers.

20:14 - And I remember the board was all about, okay, guys, that's nice.

20:19 - You have customers, but do they actually use...

20:23 - Your product and do they come back.

20:25 - So that was my focus.

20:28 - So for that, retention engagement where all about improving the tool.

20:37 - So one thing was Okay.

20:39 - We have the dashboard.

20:40 - So s code just as a side note is a chrome extension, so you download it and then you, every time you put a product in your in your cart when you check out, then you have a pop up from shop closing do you want to check out and then you are to product with the extension.

21:01 - So after that, you know, you have all the although the...

21:04 - I mean, it's so easy to keep track everything you bought and everything and well that's sounds of.

21:09 - And and so the dashboard and the onboarding process was.

21:16 - So that's what I did.

21:17 - I worked with the Ux designer and we improved the boarding And just by doing that, you know, from sign up to actual purchase of of using a shop code we increase the number of converted users by fifty percent

21:38 - So that was a huge huge.

21:41 - Thing for Shop code.

21:43 - And after that by working on actually yeah, the email downs themselves because I realized quite quickly because She was using mailchimp, you know, like a lot of companies.

22:00 - The visibility of the emails were kind of bad.

22:04 - And by searching about what I found that actually mailchimp is the worst

22:10 - And he you don't imagine that because you know, it's everywhere.

22:13 - And so yeah, it's a worst in terms of the diversity because most of the people received them the email in the promotional tab instead of the primary tab, which means that the that you actually opened the email and it is very low.

22:30 - And so our operating rate was low like fifteen percent when we were lucky.

22:34 - And so I tried to find another tool, and I found another one Active campaign and Actually company is super powerful because not only email, of course, but, you know, it's kind of a Crm, so you can you can segments database.

22:51 - You can...

22:53 - I mean yeah, do a lot of things with your earlier data database.

22:53 - Additional.

22:58 - So that's what I did, you know, we changed the tool and just by sending the tool we had an opening rate of like thirty percent fifty percent when we were even lucky, and the sticky of the fixed rate was amazing too.

23:15 - So by doing that, And by doing the segmentation of the data database meaning talking to a certain type of people at the sit time during the day or certain, you know, type of information and that kind of thing, and I I was able to have a good and rate and a good retention rate for the registered users.

23:40 - So that was a mission and it worked perfectly.

24:15 - Oh, I'm sorry.

24:16 - Hey I had you on mute again to make sure the call quality was good.

24:20 - I keep forgetting i unmute myself.

24:23 - So that was a great answer, and I and I captured that as well.

24:26 - I guess what I guess for the next question, you've worked in small companies, you work kind of scale companies.

24:35 - You've led teams In terms of your next role, can you paying a little bit of a picture in terms of what the role could be what the industry might be kind of what your responsibilities could could entail.

24:47 - Can you pay a little picture on on what would be next for swan?

24:47 - Yeah.

24:52 - So whether it is, shop code won't go or even the other company I worked for that was...

24:59 - you know, they they were a small to medium company, and that's something I like.

25:04 - So italy in my neck role it's gonna to be the same size of company.

25:08 - I like to be close to my teams and I like to...

25:08 - Yeah.

25:13 - I like to know the names of my of my team members, which is something that it's not easy to do when you are three thousand.

25:22 - For example, And I like as well the startups, I already working in two startups with and shop go.

25:29 - So I would be very open to work with another one like the energy, the fact that you know, That's it can change every day that, you know, I tend to be a bit impatient sometimes.

25:45 - So I like to add the...

25:46 - I like that the things have be fast and that's what you look for and that's what you have in a startup.

25:53 - So yes, that's pretty much what I look for for the for my next roll.

25:57 - In terms of industry, I don't have any specific industry.

26:01 - It's more the products that I look at So you know, if the product is disrupting the market, it's amazing.

26:12 - But it's a combination of the product is interesting?

26:16 - Does it have a feature, you know I have to be believe in it to work on it

26:20 - And and it is a team a good seat as well.

26:24 - I know do we go all in the same way?

26:28 - You trying to do our best for the products and the company and still having fun because it's always important when you work a lot especially for product

26:38 - So, yeah, it's a combination of of of all those things.

26:38 - Excellent

26:38 - Okay.

26:47 - Well, great

26:47 - I got I've got three really great kind of sound bites that I think can we can share and package and present you very well.

26:54 - And again, If you wanna send me your your updated resume, that would be great

26:59 - I could attach it to the link and then people can know how to get a all of you with your contact information there.

27:05 - And I think hopefully, this will be a win win swan.

27:08 - Like, we're always looking for examples of how hone works.

27:12 - And so, you know, if if you don't mind, I'd love to be able to showcase your link and profile with my network.

27:19 - And I think people when they hear those great answers, they kinda quickly realize that, you know, you don't necessarily have to have four separate phone interviews until you invite somebody on site.

27:30 - You you can have one person performing the initial phone interview if they share a few of those great answers they heard with the hiring manager, like, let's get her on site.

27:39 - We don't need to have, you know, three weeks and three calls before we invite top talent

27:45 - You to visit the...

27:45 - Yeah.

27:45 - Absolutely.

27:45 - Yeah.

27:48 - Especially, especially those last month, I noticed just that people tend to to ask for more phone interviews before asking you to go on outside.

27:57 - Is it true?

27:57 - Yeah.

27:59 - I mean, lot of times it's some junior recruiter who has the first thirty minute call.

28:03 - And and again, they're just trying to kinda gauge your communication style.

28:03 - Right?

28:07 - They're not even asking that yeah.

28:08 - That technical of question.

28:10 - And so they...

28:10 - And what they're doing is just sc notes, Right?

28:13 - And trying to write everything down.

28:15 - And then they turn to the client or the hiring managers say, hey.

28:18 - I just got off the phone with Swan, you know, you should talk to her.

28:21 - And it's like none of the the insight from conversation one, you know, leads into conversation two or three.

28:21 - Right?

28:31 - And so the idea is Yeah.

28:33 - Actually, Swan, I would love...

28:35 - Do you have a few more minutes?

28:35 - Yes.

28:35 - Sure.

28:39 - I would love to share my screen with you and just show you the product.

28:39 - And...

28:39 - Yeah.

28:44 - Maybe just get your...

28:45 - You've got a great product and marketing brain in mind.

28:49 - And, you know, I was wondering if maybe you could just give me some pointers or thoughts about how we could mark even hone it in terms of you know, articulating what what the technology does.

29:00 - Which you be.

29:00 - Okay.

29:02 - You wanna you wanna open up a tab in your browser and go to join dot me.

29:02 - Okay.

29:02 - So...

29:10 - And I can share my share my screen with you.

29:15 - Where do you want me to do?

29:17 - I open it up and and.

29:19 - Go to join dot me.

29:21 - It's a Url.

29:21 - Okay.

29:21 - Join.

29:24 - That's me.

29:24 - Okay.

29:27 - Awesome Yep.

29:28 - And and then I it there should be a button there that says join meeting, and I can read off a code and you'll be able to see my screen.

29:28 - Okay.

29:36 - Join meeting.

29:36 - Yeah.

29:36 - I'm.

29:38 - It's four five nine four five nine.

29:42 - Nine seven seven.

29:45 - Nine seven seven.

29:46 - Five three seven.

29:46 - Okay.

29:46 - Cool.

29:58 - Looks like you're in.

29:58 - Yep.

29:58 - Okay.

30:03 - So again, just kind of just general, like, marketing one zero one.

30:07 - I've never...

30:07 - I've never had so much respect for, like, marketing messaging in my life until I started on it to try to understand like what do we call this thing.

30:17 - You know what I mean?

30:18 - Is it digital phone interview technology?

30:20 - Is it interview data?

30:23 - Is it talent insights?

30:23 - Right?

30:25 - Anyway, But let me just let me just log in.

30:29 - And here you can see, like, when I shared my scheduling link with you, it was just a matter of me pasting my skeleton scheduling, like, kinda of like a cal link into my emails or my message templates.

30:42 - And then your request came in over here.

30:44 - I confirmed it with a click and then you and I both got calendar invites.

30:49 - You know basically, that's yeah.

30:51 - How it works there.

30:52 - And then here, at the time of the interview at one Pm eastern, I...

30:56 - There was a joint interview button here that I clicked and that basically took me into the interview dashboard.

30:56 - Right?

31:02 - And so this is what I was looking at when I was talking to you, I had my questions down here And as I asked you questions, I could just click start recording.

31:02 - Right?

31:12 - And I can take some notes.

31:14 - I could rate your answer while you're talking.

31:16 - And then once you wind down your answer, I can clip it.

31:19 - I was also up here.

31:19 - Mute?

31:19 - Got..

31:28 - What I forgot to unmute, you know, sometimes.

31:28 - Yeah.

31:31 - And then, you know, when you brought up really interesting things about Seo, I could add that and tag that moment in time.

31:31 - Right?

31:39 - So imagine Yeah.

31:40 - A week later a month later, I could jump back to that point of the call because What I didn't show you is that, you know, imagine I talked to a candidate named Jill last month.

31:53 - I could click into Jill record.

31:55 - I could click into my interview with Jill.

31:58 - And not only do I have the call recorded?

32:01 - You know, we automatically transcribe it.

32:01 - Right?

32:05 - So I could search it for keywords.

32:08 - You know?

32:08 - I'm we've got those audio highlights that I captured of of specific answers to those technical questions or specialized questions and we have interview guys built in.

32:20 - So I can go from, you know, a junior recruiter can now ask three technical java questions or three Qa automation

questions or three paid advertising questions if they're interviewing marketers.

32:33 - And then the idea is like This is what this is the interview data I get after the call, and I can search it

32:38 - I can search my notes, but more importantly, I can click this submit button.

32:43 - Pick the two answers that I think best represent Jill and and share that via email or by creating a link, with somebody else.

32:54 - So it's like...

32:55 - Well hey, I just hung up with Jill.

32:58 - I think she's great here's why.

33:01 - And it's no longer my scribble notes and it's no longer my subjective interpretation.

33:07 - You know, even of what I candidate said, a how many manager can just..

33:11 - My favorite.

33:13 - You know, stuff.

33:14 - You know what I mean?

33:15 - And so this is what we can do with the conversation you and I just had, I can put your LinkedIn profile your resume and those two or three great answers along with Wi bio and share this link, you know, on linkedin and say, hey, talk this swan.

33:30 - You what i mean?

33:30 - Yeah.

33:32 - I know.

33:32 - I mean, your product is amazing.

33:34 - I I can believe that no one thought about it before.

33:38 - You you...

33:39 - I mean, it's the best for for always the ones based on on inside, you know?

33:44 - And yield is obviously based on that

33:47 - And I mean, I wish really that you compare the world without it's amazing.

33:55 - Well, we're just trying to kind of again, remove all this...

33:58 - He said she said from Hiring, I just look at any yourself, You know, you talk to a junior recruiter who may or may not be that knowledgeable you know, in terms of what they're actually looking for.

34:08 - And then even if they hang up the phone with you and are excited about you, the challenge is like, how you convince a hiring manager that the candidates worth it with just a resume scribble notes even when the resin may not may not look like a nine out of ten.

34:22 - You know what I mean?

34:22 - Yeah.

34:24 - Yeah yeah.

34:24 - So I guess yeah.

34:26 - I just wanted to show you the product and and it really we're focused on three steps it's schedule screen submit

34:33 - Right That are just part of every interview flow.

34:38 - You know, we've got scheduling built in and you can connect your Google or out the calendars.

34:45 - We've got those interview guides or I can, have my product manager screen, right, where I ask my product questions or my sales questions, depending on who I'm interviewing.

34:45 - Okay.

34:56 - And then you know, the idea be like you could hang up the phone and flick a share toggle and share this interview with your team.

34:56 - Right?

35:03 - Even for a second a opinion, know or so you know that..

35:09 - And I noticed that now you...

35:11 - I mean, I'm not sure I add that one you to interview me the first time, but you have a lot of reminders.

35:17 - I will received a reminder by email an hour before and then a reminder by text as well mh.

35:24 - So that's cool too, you know.

35:24 - Yeah.

35:26 - That really has has reduced the drop off rates.

35:28 - We have some customers who know, they interview light industrial or warehouse worker or students who don't live off their calendar or smartphones And so those text messages for for them are really great

35:39 - Just say y.

35:39 - Yeah.

35:40 - Call in.

35:43 - So So, yeah.

35:44 - I I think I just wanted to show you the product and and again, I know you've got a great marketing mine.

35:49 - I'm doing a little bit of...

35:52 - Exploration with, like, Linkedin ads and Facebook ads.

35:55 - I mean, even like, five or ten dollars a day just to try to, you know, understand if..

36:02 - You know, but I don't know that we're I'm not able to really understand if if my ads are working, and I'm not really that clear on you know, if that's leading the demo requests.

36:02 - Right?

36:02 - Yeah.

36:17 - Or so so the app that you post on linkedin everything are really targeted it for people to try your product?

36:25 - I don't I don't know.

36:26 - I mean, we're really just trying to introduce this idea of digital phone interviews or phone interview technology, which is something that's totally new to recruiting and higher end.

36:37 - I don't think anybody knows about phone view technology.

36:40 - And I think we're one of the only companies focused on just the natural phone conversations that happy every day.

36:46 - There are other companies who have been around for five or ten years that are focused on maybe one way video interviews.

36:52 - I don't know if you've ever had to do one of those with your job applications.

36:56 - But basically, it's like Basically, it's like you apply online.

37:02 - Basically like you apply online and then you get an email saying, thanks for replying record yourself answering these four questions and maybe we'll talk to you, which is a pretty terrible.

37:11 - It's a pretty terrible experience for the candidate.

37:14 - You know?

37:14 - Yeah.

37:17 - What I recently was sitting up questions in a form And then after that talking to three different people on the phone.

37:17 - Mh.

37:27 - If I...

37:28 - If I have thirty it to those three, I would have seated with the we just ceo.

37:34 - Got it

37:34 - Yeah.

37:35 - But there you go.

37:36 - Three three separate conversations with genesis just takes so much time and redundancy, it's like gosh one great phone call.

37:36 - Boom.

37:46 - Go on site.

37:46 - Right?

37:46 - Share.

37:46 - Yeah.

37:49 - Anyway, so...

37:49 - Yeah.

37:49 - Not

37:53 - I remember that with those three people, you know, our was saying to myself.

37:53 - Okay.

37:57 - Try to not read the same thing with all those three, you know, try to show them everything that I'm able to do.

38:05 - But after that, you don't..

38:06 - You you don't know what what what the, you know, what they keep it kept in mind, you know.

38:10 - So with your system that really works.

38:12 - I mean, I like it..

38:14 - I noticed that your tool is super user friendly.

38:19 - Mh very easy to use and everything.

38:21 - So that's really a good point

38:24 - Regarding the ads on [facebook](#) I used some myself.

38:28 - So I actually painting because I sent on the site, and So I I do some and I'm not really good in copyright writing.

38:39 - So I've asked you if you actually use a cookie writer?

38:39 - No.

38:45 - I don't

38:45 - It's just me right now kind of experimenting and and trying to do my best to kind of update our Twitter bio, update our homepage, update some of these ads to try to start to understand like, what's working.

38:57 - Unfortunately, we are putting much money into it

39:00 - You're not getting, like, enough volume to really do kind of optimize type, you know, ab b testing And that

39:00 - Yeah.

39:09 - So And where do you target geographically?

39:13 - So with Facebook, I don't know why this isn't loading, but they used to let you on Facebook target job titles.

39:19 - And in that case, it was pretty easy to target like, recruiting managers or heads of staffing companies or you know, now they've Facebook has limited the ability to target by job title, so I've been trying.

39:30 - You know, just..

39:30 - Yeah.

39:31 - There's there's maybe, like, recruiting blogs, which maybe have six thousand people following recruiting blogs.

39:37 - And so if you attach yourself with a you know, a Facebook page out there that might be relevant

39:44 - I've tried that

39:46 - And then Linkedin still, you can you could do targeting based on just job titles and stuff.

39:51 - So that's actually quite specific.

39:56 - But have you yeah.

39:58 - Twitter, I'm trying to do Twitter stuff like just with hashtags that people would would follow and things like that

40:03 - So we're trying to do as much kind of growth hacking free stuff.

40:07 - But I don't know.

40:08 - I'm I'm wondering if know, we're getting the point where we really need someone who knows [marketing](#) they'll like be able to help structure set up the structure and know, figure out what's working or what not working.

40:20 - But do do you I mean, right now, if you compare all the channels, are you able to tell which one works best?

40:29 - So not really.

40:30 - Like, even if I, like, the homepage at our web page, our [marketing](#) webpage, honda dot com is built on wordpress.

40:37 - And I've got, like, Google Analytics plugin in and such.

40:40 - So I can I do see some visibility you know, in terms of, like, where things are coming from, but I just don't even know if that's correct or I don't even know how to, like, read it to be honest.

40:55 - Like, you know, in terms of...

40:58 - We're here we've got these stats, you know what I mean.

40:58 - Yeah.

41:03 - But I I don't I don't really know what kinda to interpret all this stuff.

41:08 - Well, if she tell me that you try to do a lot of different things, that may be too much like, two too too many at the same time.

41:20 - But I don't know how much time you do that, but maybe try one channel put oil energy.

41:28 - For a certain amount of time, then mh.

41:30 - Check the results.

41:31 - And based on that you know, I don't know increase your amount or know increase the number of people you want to reach retail account things.

41:40 - And then if it doesn't work then try another channel, but Since you are at the beginning to that kind of thing, if you do all the channels at the same time, I'm not sure you're you're gonna have the answers on which woman works best And then you know, it's like you're losing money, losing energy and then you don't see results, so then you don't know where to go, you know by.

41:40 - Yeah.

42:01 - That's a great point.

42:02 - You're saying, like, either like, tweet for a week and really like, push Twitter and then maybe the next week, you know, do some Facebook ads and really kind of engage there and then the third week...

42:02 - Yeah.

42:02 - Exactly.

42:16 - Interest then.

42:16 - Yeah.

42:17 - I i've been trying to do a.

42:17 - But

42:19 - But even one week, I'm not sure it's enough okay to deal something.

42:25 - I'm not crazy about..

42:27 - When you say that you do you do some stuff on twitter is it advertising or is it just posting?

42:32 - It's just kinda posting.

42:32 - Yeah.

42:33 - It's just posting and i'm trying to play around that.

42:33 - Okay.

42:33 - Yeah.

42:38 - What I don't find with Twitter is that it's like, you know, I compare it to shouting and screaming alone in the desert dessert, like, nobody can hear you, you know.

42:48 - Because there are so much noise on Twitter that is very difficult to have some actual conversion.

42:55 - So if you have to choose between your three channels.

42:58 - I would put twitter really, you know, on the lower size.

42:58 - Okay.

43:02 - And maybe I didn't do any for me, personally somebody.

43:08 - I didn't not do any ads.

43:10 - So I don't know if they are you know, very good for you, but I guess that would be the first channel that I would try it's really LinkedIn.

43:10 - Okay.

43:20 - And and then focus on the copy writing, because if it doesn't work, it's not that obviously, your product is not good.

43:29 - Product is good.

43:30 - It's just like you didn't find maybe yet the right way to see it with the right way to promote it.

43:38 - So Have you tried, for example to go Google and just do a simple thing is like, you know, you type the keywords related to your activity and you try...

43:49 - And and you look at all the perform.

43:53 - Based on?

43:53 - Yeah.

43:53 - Yeah.

43:55 - So based on that, you're gonna see out how people look for you, you know, i'll people look for your kind of tools, and then you can use the same words when you do the yard.

43:55 - Yeah.

43:55 - That..

44:09 - What what tool were you use to...

44:11 - Is that like, keyword research tools?

44:11 - Or...

44:11 - Yeah.

44:14 - The account the exchange recently the name.

44:16 - So I have to find it, exactly but I'm gonna send it to you.

44:16 - Okay.

44:21 - Well, thank you.

44:22 - Well I..

44:22 - Yeah.

44:22 - I thought, you know, you would be a great person to talk to just about kind of what we could be doing to improve.

44:28 - But but, yeah, I would love to use To try to get you some more visibility.

44:32 - And and if you don't mind, we could we I'll create a link.

44:35 - I'll share it with you and let me know if you think it looks okay, and then we could even, you know, you know, shout it out as an example.

44:42 - And I think I think maybe it'll help get you some exposure, and then it also help to kind of articulate the power of opponent it at the same time.

44:42 - Yeah.

44:51 - So let's see And just a quick thing about the words you're using.

44:56 - I mean, for me, but I'm not the, so I'm not so target, but..

45:00 - Interview technology tool, Or what kind of things doesn't sound...

45:03 - I mean, I don't know what you're talking about

45:05 - Mh So most of the time you when it's your own product and you work so much on it and you know, you really have the head this your product

45:16 - So you don't see what people actually see, you know?

45:21 - And So it can be useful if you ask around you, I guess you have some print records, maybe.

45:27 - How i be gonna i would be gonna, you know, qualify what words they're gonna use to actually talk about the products and and use those words.

45:38 - Because interview technology, it doesn't work for me.

45:42 - I mean, if I see something more like you know, I remember the the thing you told me the other day more...

45:51 - You don't want to lose...

45:53 - You you want to be sure to to share the right information or you know, to not lose the context or not the right words.

46:00 - I don't remember i say that, but the fact that It's the right words and the right answers who's gonna it's gonna go to the ari manager, no no information of the words.

46:16 - I will maybe focus on that

46:16 - Mh.

46:16 - Yeah.

46:16 - Because...

46:20 - Because the other thing we've seen is that this this platform we're getting interest from, like market research teams and from journalists and from, you know, other industries even that, you know, do phone interviews to try to capture insights.

46:20 - Insurance.

46:20 - Yeah.

46:34 - Oh, yeah.

46:34 - That's true.

46:34 - Yeah.

46:35 - Beyond just kind of recruiting hire.

46:36 - So I always go back and forth like, do we do we keep the messaging here on the homepage flexible enough to just..

46:43 - you know, anybody who does conducts phone interviews and doesn't that's necessarily have to be with recruiting hiring, to be interested in oh, wow automatically record transcribe and search conversations.

46:55 - It's more function based than like value based.

46:58 - I go back and forth between, like, does our messaging need to be value based in terms of reduced steps, save time, you know, make better hiring decisions or if it's more like feature or functionality based where it's like record, search or calls, fair sound bites, you know, that kind of thing...

47:18 - Well, yeah.

47:18 - No.

47:19 - It's even better.

47:20 - You have multiple markets, of opportunities, so that's good.

47:24 - You could actually have different ads with different landing pages mh.

47:28 - So, you know, on LinkedIn for example if you want to target, there were then you going to have instead of landing them on your home page or on your website.

47:39 - You could create a page just to talk about the product, but very, you know, key points really bullet points and...

47:39 - Yeah.

47:39 - Yeah.

47:47 - I've got is that's...

47:47 - Yeah.

47:50 - I well I tried, but I I don't think I put much time into these other landing pages.

47:50 - Like...

47:57 - You know, I've done a little bit of...

48:00 - You know, I I I again, I think we just need a.

48:01 - I need other eyes looking at this too because it's just me right now.

48:05 - That's just..

48:06 - So did you did you create the planning pages for the other or for Seo purpose?

48:12 - Seo purposes originally, we haven't really put any money behind, you know, ads to these other pages yet

48:12 - Okay.

48:20 - When you went..

48:21 - So so that's could be on you know, if you have different markets, then you can have different landing pages with different ads.

48:27 - So you push people where you want them to be.

48:30 - And so So that's another way as well to see which market works better and then develop know, the one that doesn't work yet

48:41 - And the other way, the other thing I was thinking is, like, it..

48:44 - You mentioned that you were spending five to ten dollars, is it by channel and by day?

48:49 - Or Yeah.

48:52 - Like, Facebook, Facebook, I think I had like...

48:57 - I don't know why it's not loading.

48:59 - But yeah, I spent like, twenty five dollars over five days.

49:02 - So five bucks a day on Facebook.

49:02 - Okay.

49:07 - And did you have any conversions?

49:07 - Yeah.

49:10 - I mean, we got, like, sixty likes and, like, several shares and actually, it seems pretty good on Facebook.

49:18 - I don't know if they're the right people, but we got a lot of...

49:22 - I feel like we've got a lot of activity for those It was like, thirty cents an engagement

49:22 - Okay.

49:31 - That's good.

49:31 - Yeah.

49:32 - It was like that like...

49:32 - Okay.

49:33 - So what was your purpose of conversion?

49:36 - Was it to have some light or to have some people lending on your page?

49:41 - I think it was more homepage.

49:43 - Like we just want..

49:44 - I really want people to come here on my home homepage and go, you know, let's talk.

49:50 - Which is our demo and do a demo request

49:50 - Okay.

49:55 - So if you want that, I would do a create landing page which is your stock page.

50:03 - So you know, it's one ad or one set of ads, one add one purpose one landing page.

50:13 - But if you ask you, if your ad lens them on the page and then you expect them to click on let's talk, the properties is hourly low.

50:26 - So so if your is less talk, so create an landing page where you can have very, you know, like like you show me with the little logos and infographics, you know??

50:26 - Okay.

50:40 - What is the product?

50:42 - Yeah okay.

50:42 - But what is the product?

50:44 - And maybe...

50:45 - And then after that, just after that very quickly, you have a call to action with with the form to feel to contact you.

50:45 - Okay.

50:53 - And either Eagerly, if you can do like, you know, most of the people they don't do...

50:59 - They don't go after the...

51:03 - You know, they don't scroll down.

51:03 - Yeah.

51:06 - So multiple...

51:07 - Below the fold is kind of useless.

51:08 - It's really just..

51:09 - We need a button here or like, a a form.

51:09 - Yeah.

51:13 - Yeah yeah Yeah.

51:13 - Exactly.

51:15 - So I a big bottom green thing.

51:18 - Let's talk just below your three logos.

51:22 - Or even better you can have your explanation about your product on the left and then your form on the right and then if you can do that Easily maybe have two.

51:31 - You know, like.

51:34 - You want to testing.

51:35 - So you can have what we say, you know, logo go on the top and then your big button of let's talk and then i another page could be, you know, side by side.

51:45 - And if, you know, it takes a lot of time.

51:48 - That's good.

51:49 - Now these are great things to think about yeah.

51:51 - That's exactly what I was hoping from you just to get some fresh ears and eyes on this and hear from an expert, like, something things that we could maybe be doing Or just..

51:58 - And I think what I'm also hearing is just simplify it, like, simplify the channel limit the channel potentially to try to understand what's working or not and then simplify even the the the number of clicks to get here.

51:58 - Okay.

51:58 - Yeah.

52:13 - And I noticed with Facebook, I guess LinkedIn is the same.

52:17 - I noticed that when you launch a new campaign, it takes few days to like really works.

52:26 - And how can I say that?

52:27 - It not works, but it's like, you know, in the like warming up?

52:27 - Yeah.

52:34 - One o'clock.

52:34 - Yeah.

52:34 - Yeah.

52:37 - And then at the beginning, it was, like, it works, but not that much and then it his creases and account of thing.

52:43 - Oh, here it is.

52:44 - So you can see I spent, like, twenty three bucks.

52:46 - I got sixty five engagements.

52:46 - Okay.

52:52 - And that's with this kind of carousel where it's like, I wanna try just say simple as a phone conversation and then interview data.

53:00 - You know what I mean like, natural conversations, interview data.

53:00 - Okay.

53:07 - So it's...

53:08 - Your add is is two things.

53:10 - It's two slice.

53:12 - It's kinda like two pictures within a single ad.

53:12 - Yeah.

53:12 - Okay.

53:19 - Maybe I would keep the...

53:21 - The data falling in.

53:25 - Because it's more professional thing, and I will take more the picture.

53:30 - I will keep the picture for Facebook where people go more for entertainment.

53:30 - Okay.

53:35 - And and keep the data in, but once again, you have to taste it..

53:39 - I know, I tell you that like that, but I don't have any proof you know.

53:39 - Okay.

53:44 - But this seems to be, like, pretty good spin versus, like link clicks and likes.

53:51 - You know what i mean?

53:51 - Yeah.

53:51 - That's.

53:51 - Yeah.

53:53 - Just don't okay.

53:54 - That seems like a pretty good response.

53:56 - I think, yeah.

53:56 - To your point, maybe we just try a few different ad versions in Facebook for a couple weeks and and all the stuff tweeting and I'll stop, you know, the linkedin stuff, because this seems to be a pretty engaging...

54:08 - I don't know.

54:09 - I could...

54:09 - I could focus on, four countries and and basically, you know, all of these, like, recruiting related topics and job titles.

54:09 - Yeah.

54:09 - Nice.

54:09 - Alright

54:20 - And did just try a woman as well?

54:20 - Yeah.

54:23 - Try a female photo.

54:23 - Yeah.

54:24 - I can do that too.

54:24 - Yeah.

54:24 - Yeah.

54:27 - Because most female home facebook we've done then.

54:27 - Yeah.

54:32 - I I actually used most women on my ads and photos and stuff I thought I'd try a guy here, but but..

54:32 - Yeah.

54:38 - Oh, yeah.

54:38 - Okay.

54:40 - I'm trying to just..

54:40 - Yeah.

54:41 - But I I think you're right

54:42 - Like, I could create another one and test them and Okay.

54:47 - Well, cool.

54:48 - Well, let me...

54:49 - Once I hang up the phone here once I end our call, I'll have these clips, and I'll create the link and I'll share that with you.

54:55 - And then...

54:55 - Yeah.

54:57 - Let me know i.

54:57 - Yeah.

54:57 - Yeah.

54:59 - I'm gonna send you my resume.

54:59 - Okay.

54:59 - Yeah.

55:02 - Send me that.

55:03 - I'll attach it to the link.

55:04 - And then once I get your verbal and maybe even just an email confirmation saying, hey, Nick it's okay to share this.

55:09 - I just wanna you know, document that it's okay...

55:12 - Because usually, usually, these submit links are private.

55:12 - Right?

55:15 - Like, we...

55:16 - Someone would share privately and that publicly way.

55:19 - But if you're okay with it, I'd be happy to share this publicly and and hopefully that..

55:23 - You know, everybody, I know needs a good growth **marketing** manager.

55:27 - So her director.

55:27 - Yeah.

55:27 - Cool.

55:30 - I have a question for you.

55:31 - Do you do only **marketing** people?

55:33 - Or do you do more software and technical or roofing?

55:33 - Yeah.

55:38 - I mean, we've got we've got customers who do executive search.

55:42 - They're interviewing executives through the system.

55:44 - We've got customers doing you know, tech recruiting, it really works for whatever.

55:49 - Really, just anybody who does phone interviews, it just..

55:52 - They have different interview guides loaded that with different questions and different skill tags and things loaded into these interview guys based on who you're talking to.

56:00 - So now you work on and developing that too, or you're still working as a work recruiter too?

56:06 - So I do...

56:08 - We're bootstrapping hone.

56:10 - Know what I mean, which is why we aren't spending a lot of money on advertising, and I'm doing consulting with some with some clients as well.

56:16 - And so, yeah.

56:17 - Happy to also happy to also keep you in mind if if I have any wreck that I'm working on.

56:23 - The last..

56:23 - Yeah.

56:24 - Company other working on with was in Helsinki Finland.

56:27 - So kind of a unique location.

56:30 - But now I have a new client in San Francisco.

56:34 - We're talking to someone in i guess yeah.

56:36 - Where where would you be are you looking for just San Francisco?

56:38 - Or would you be open and moving?

56:43 - Well, no.

56:43 - It's pretty much just the bay.

56:45 - You know So I'm living in San rafael sales, so it's in Marion county, you know, in the north of the bay.

56:45 - Okay.

56:50 - So but there are not lot of opportunities here.

56:53 - So it's mainly san francisco go.

56:55 - And if the job is really good then the south of the day.

56:55 - Okay.

56:58 - Because the the the permitting thing would be kind of difficult if it's the south of the baby, but you know, it's a drug worst it and fine, you know.

57:07 - But actually, I was I was asking that from my husband because his company has a lot of needs in recruiting right now.

57:15 - And I talked to him about your tool and everything and it was kind of amazed.

57:22 - So so I was wondering if she would be interested for me to give give your your info.

57:28 - That would be that would be wonderful, Swan.

57:28 - Yeah.

57:30 - I've been doing some consulting you know, several days a week or, you know, depending on what clients need, you know, to, I guess pay the bills while we're continuing to to scale on it, But but, yeah, Love the intro.

57:40 - That'd be great.

57:40 - Okay.

57:40 - Okay.

57:40 - Okay.

57:42 - So I'll connect you with mai his name is registered.

57:42 - Okay.

57:42 - Fantastic.

57:48 - Well, we'll swan, I so great to to reconnect, and and I'm hoping that, you know, this can help you get you some inbound leads and then maybe help hone it as well.

57:57 - And and yeah, we'll see where it goes.

57:57 - Yeah.

57:57 - Absolutely.

58:00 - And seems we to to ask me any questions if you need, you know, like about more the marketing aspect aspects of on it

58:00 - Yeah.

58:07 - I would love to.

58:07 - I would love to.

58:08 - I mean, this has been helpful already.

58:09 - And I just..

58:10 - Yeah, I think a focus and simplify what I've been doing.

58:13 - And Yeah.

58:15 - Great great advice so far, But would love to pick your brain more.

58:15 - Okay.

58:20 - Pleasure it

58:20 - Thanks.

58:20 - Have.

58:22 - Thank you.

58:22 - So much, Nick.

58:22 - Yeah.

58:24 - Thank you.

58:25 - Bye bye.

58:25 - Bye.

*Sentiment analysis is offered only as a helpful guide to understanding the overall emotional tone of a highlight. Results can be subjective and are not meant to replace one's own opinion of the overall sentiment within a highlight.