CASE STUDY · VELAI · RECRUITMENT · GERMANY / INDIA

From nearly zero to 80–90 candidate sign-ups in 30 days

Launching the marketing of a new job platform for Germany: positioning, content, Meta ads and a measured review.

AT A GLANCE · 3 OCT – 2 NOV 2026

80–90 candidate sign-ups in 30 days	**₹238** per sign-up, incl. GST (under €3)	**383,922** people reached by the ads	**11,520** website visits, bots excluded
1.03 M ad impressions	**21,834** ad link clicks	**₹0.78** per click, before GST	**75.5%** of Instagram views from reels

Client	Velai (velai.eu), a platform placing Indian IT professionals in jobs in Germany
Audience	IT professionals in Kerala, India, looking for work in Germany; German employers as the second audience
Period	3 October – 2 November 2026: the first full month of marketing
Budget	₹20,000 including 18% GST (₹16,949.15 Meta spend), ads from 16 October
Channels	Instagram, Facebook, LinkedIn, X, Meta ads, website waitlist
My role	Marketing strategy, Meta ad planning, content strategy and production, and the 30-day review

1. The challenge

Velai was new. It had almost no followers, no content system and no proof yet. The people it needed to reach (IT professionals in Kerala) have heard many promises about jobs abroad, and fake offers are common. So louder marketing would not work. The brand first had to be believable, then visible.

> **The question:** How do you get qualified candidates to sign up for a brand they have never heard of, in a market full of scams, with a small budget and in one month?

2. Strategy

Positioning: “Trust first, then reach.”

Instead of promising jobs, the channels explain the road in plain steps, show what a fake offer looks like, and describe what arriving in Germany is really like. The core line: **“Offer first. Visa second.”** A job offer comes before the visa, which separates Velai from agents who sell visas.

Four content pillars

Pillar	What it covers	Why
Move	Life in Germany: first days, letters, flats, winter	Makes the goal concrete and real
Read	CVs, offers, payslips, contracts	Practical help people save and come back to
Line	Spotting scams and red flags	Builds trust in a scam-heavy market
Door	How Velai works, plainly	Turns attention into a sign-up

Measuring what matters at this size

Every piece was written to be saved or sent to someone. For a small account, a save or a send says more than a like. Work runs in a monthly loop: **make → post → measure → keep what works → drop what does not.** These 30 days were the first full loop.

3. What I built

103
posts scheduled, 13–31 Oct

54
finished videos

16
illustrated posters

20
pages of German employer documents

Item	Detail
Content calendar	103 posts for 13–31 October: 36 Instagram (18 reels, 9 carousels, 9 posters), 16 LinkedIn, 51 X. Facebook mirrors Instagram.
Video	54 finished videos: 30 reels, 16 motion posters, 8 X videos. Painted scenes with one narrator voice, 9:16.
Design	16 illustrated posters and 13 carousels in one visual system.
Ads team kit	Brand pack (11 pages) and claims sheet (5 pages): what the brand may and may not say. Handed over 14 October.
Strategy work	Two hook studies, a launch strategy deck and a partner outreach playbook for Kerala.
Employer pack	9 documents in German (20 pages) and 7 in English: company profile, service overview, screening process, sample profile, fees, role brief form, offer template, arrival checklist.
Next cycle	Built ahead for 14 Nov – 13 Dec by 3 Nov: 12 of 15 carousels, 31 of 31 stories, 14 of 30 posters.

Timeline

Date	What happened
8 Oct	First nine Instagram posts go live
13 Oct	Daily calendar starts on Instagram, LinkedIn and X
14 Oct	X starts posting; pinned row on Instagram; ads team kit handed over
16 Oct	Ad 01 goes live on Meta
24 Oct	Ad 02 goes live with three ad sets
28 Oct	Employer pack in German completed
2–3 Nov	Every account and report read post by post; 30-day review delivered

4. The Meta ads

Objective: landing page views, sending people from the ad to the sign-up page. Audience: IT professionals in Kerala, split across four ad sets. Five static poster designs in English and Malayalam.

The funnel, ad to sign-up

Stage	Count	Rate
People reached	383,922	2.69 impressions per person
Impressions	1,033,511	
Link clicks	21,834	2.11% of impressions
Landing page views	10,385	47.6% of clicks
Sign-ups	84	0.81% of page views (1 in 124)

Spend and performance by ad set

Ad set	Spend (+GST)	Impressions	Clicks	CTR	CPC	Page views	Click → page
Ad 01 · set 01	₹6,888	447,860	8,291	1.85%	₹0.70	3,400	41%
Ad 02 · set 01	₹3,727	128,434	5,528	4.30%	₹0.57	1,694	31%
Ad 02 · set 02	₹5,001	269,909	4,395	1.63%	₹0.96	2,999	68%
Ad 02 · set 03	₹4,384	187,308	3,620	1.93%	₹1.03	2,292	63%
Total	₹20,000	1,033,511	21,834	2.11%	₹0.78	10,385	48%

CTR, CPC: before GST. **Reading it:** Ad 02 · set 02 was the cheapest way to a page view (₹1.41) and 68% of its clicks arrived. Ad 02 · set 01 had the best click rate (4.30%) but the fewest clicks reaching the page (31%), so a high CTR alone was not a good sign here.

5. Organic results

Instagram, 13–31 October

Format	Posts	Views	Views per post
Reels	9	2,276	252.9
Carousels	5	339	67.8
Single images	7	398	56.9

Reels were 43% of posts and earned 75.5% of views. The best reel, “Day one is four appointments”, reached 622 views. The top five posts were all reels on concrete, practical topics: arriving, the CV, the Blue Card, an annotated application.

Topic	Views per post
Life in Germany	351.0
CV and applying	202.0
Visa and Blue Card	183.3
Skills and market	91.0
Scam awareness	72.5
Offer and pay	44.3

Website traffic, 3 Oct – 2 Nov

Measure	Value
Visits (Cloudflare, bots excluded)	11,520
Went to the waitlist page	94.3% (10,860)
From Facebook (ads and page)	70.2% (8,090)
From India / on mobile	97.3% / 94.0%
Daily visits while both ads ran (25–29 Oct)	1,400 – 1,800 a day, up from 0–50 before ads

6. What did not work, and what changed

These were the real problems, found by checking every number against its source.

Problem	Fix
52.4% of ad clicks (11,449) never registered as a landing page view	Source tag on every link; faster page; stop the ad set with the lowest arrival rate until explained
Publishing slipped: 17 of 36 scheduled Instagram posts went live	One time slot a day per platform, every post checked on the platform within the hour
No cost-per-sign-up target, so ₹238 could not be judged good or poor	Set a target and decision rules before spending more
Sign-ups could not be traced to a source	Source tags on all ad, bio and post links
X had 0 followers and 1.6 views a post	Stop adding posts; build reach through replies and the right circles first

7. The plan I proposed for the next cycle

Phase	What	Done when
0 · Measure	Confirm exact sign-ups; tag every link; get sign-ups per ad set, placement, age and region	Every sign-up shows its source
1 · Test	Four equal test cells on the same audience, using the best organic reels and a scam-check poster as ads	7 days of data and at least 10 sign-ups per cell
2 · Scale	Move budget to the winner; add audiences by tech track (SAP, embedded, backend, cloud, data); retarget the ~10,300 page views without a sign-up	A cost per sign-up we can plan on

Decision rules: scale a test cell when it beats ₹238 per sign-up and 60% of its clicks reach the page; hold it when only one is met; stop it when under 35% of clicks arrive after 7 days, or no sign-up after ₹3,000.

8. Outcome

In its first month of marketing, Velai went from almost no audience to **80–90 candidates** actively seeking jobs through it, at **₹238 per sign-up**, with a content system and an employer pack ready for the next stage. Candidates from this pipeline are now in hiring processes with German employers.

My role

I led the marketing strategy, planned the Meta ads, built the content strategy and produced the content with AI-assisted workflows, and wrote the 30-day review that every figure in this case study comes from.

Sources: Meta ads report (16 Oct – 2 Nov), Instagram Content Insights and Facebook page insights (read 2 Nov), Cloudflare (3 Oct – 2 Nov, bots excluded), Velai's candidate count, content calendar. Tools I work with: Meta Ads Manager, Google Analytics, Apollo, Canva, Higgsfield, Claude Code and other AI tools.