Hireclap
Hire from video profiles

Reach & Engage India's Largest Fresher Community

Run target campaigns to promote jobs, courses, internships, events and opportunities to millions of active freshers across India. Reach out to Hireclap's 3M+ active entry-level audience using targeted Email, SMS, RCS, and conversion-focused follow-ups.

TRUSTED BY 5,000+ COMPANIES

12,000+ COLLEGES REACH

Why Reaching Freshers Is Getting Harder

Marketing spend increases, but enrollments don't scale proportionally.

High Cost, Low Conversion

Paid Channels Saturation

Poor Program Fit

Low-Intent Leads

Why Hireclap Works for Fresher Capaigns

You reach learners already in career decision mode, not casual browsers.

3M+ Active Users

Job-seeking freshers focused on placements and outcomes

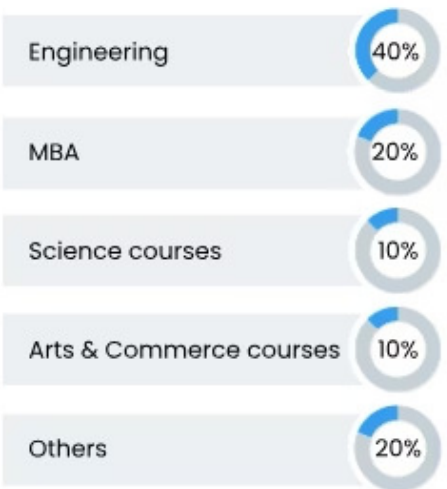
Profile Targeting

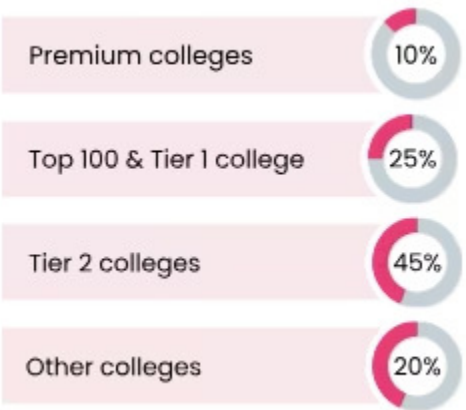
Not generic databases—precision matching by course, college, location, year of pass out

Pan-India Reach

Strong presence across Tier-1, Tier-2, and Tier-3 cities

Hireclap Demographics

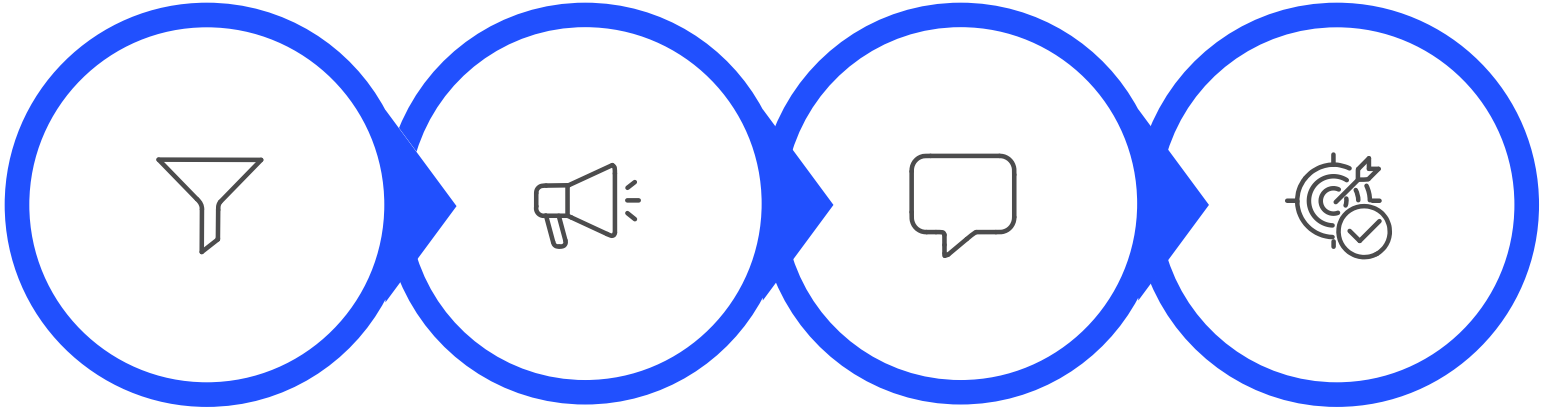




Demographics based on the last 3 months' active job seekers profile details. Candidates' highest qualification year of pass out ranging from 2018 to 2025

Hireclap Acquisition Framework

Built to preserve learner intent at every stage.



Segmentation | **Persuasive Messaging** | **Multi-touch Outreach** | **Retargeting**

Each step is designed to maintain high learner quality while maximizing conversion potential. Our framework ensures that only the most relevant prospects move through your funnel, reducing waste and improving counselor efficiency.

What to Achieve with Hireclap

Hireclap is designed for outcomes, not just reach. Our platform delivers measurable improvements across every stage of your enrollment funnel.

Higher-quality, relevant leads

Pre-qualified by career intent and eligibility

Better lead-to-enrollment conversion

Improved match quality drives decision speed

Lower cost per enrollment

Efficiency gains compound at scale

Faster learner decision cycles

High-intent prospects move quickly

Pricing Overview

₹0.18

Per Email

targeted email outreach

₹0.31

Per SMS

Direct SMS outreach

₹0.50

Per RCS

Rich message format

What's Included

- Audience segmentation and targeting
- Campaign execution and management
- Detailed performance reporting

Packages available for pilot, growth, and scale phases. Custom volumes and hybrid channel strategies supported.

Trusted by Leading Brands

Delivered higher engagement and improved lead quality for large-scale programs through targeted fresher outreach.

MANIPAL ACADEMY of HIGHER EDUCATION
(Institution of Eminence Deemed to be University)

Drove enrollment and candidate acquisition for a large-scale, job-linked program

upGrad

Improved high-intent learner engagement for multiple career-focused upskilling programs.

NIIT

Helped accelerate learner acquisition for professional programs through targeted fresher outreach.

Clients value Hireclap's relevant fresher audience and program-wise filtering for better-fit leads

Target Your Ideal Learner Profile

Precision Segmentation

Hireclap enables you to reach exactly the learners who match your program requirements. Our platform offers granular targeting capabilities that go far beyond basic demographics.

Filter by academic background, geographic location, career stage, and graduation timeline to ensure every rupee spent reaches a qualified prospect. This precision reduces wasted outreach and improves counselor conversion rates.

Course & Degree

Target by specific qualifications

College Tier

Focus on institution type

Location

City and tier-based targeting

Pass-out Year

Reach by graduation timeline

Multi-Channel Engagement Strategy

Reach learners where they're most responsive with coordinated Email, SMS, and RCS campaigns.

Email

Detailed program information and career benefits

SMS

Time-sensitive reminders and application deadlines

RCS

Rich media experiences with interactive elements

Smart Retargeting

Re-engage users who showed initial interest but haven't converted. Our optional retargeting layer focuses only on engaged prospects, ensuring you're not wasting resources on cold audiences.

Engagement Optimization

We continuously monitor response patterns and adjust timing, messaging, and channel mix to maximize learner engagement and conversion throughout the campaign lifecycle.

Email Campaign

Campaign Targeting

Reach 3M+ active job seekers with precision filters: location, course, college, graduation year, and career intent.

Technology & Delivery

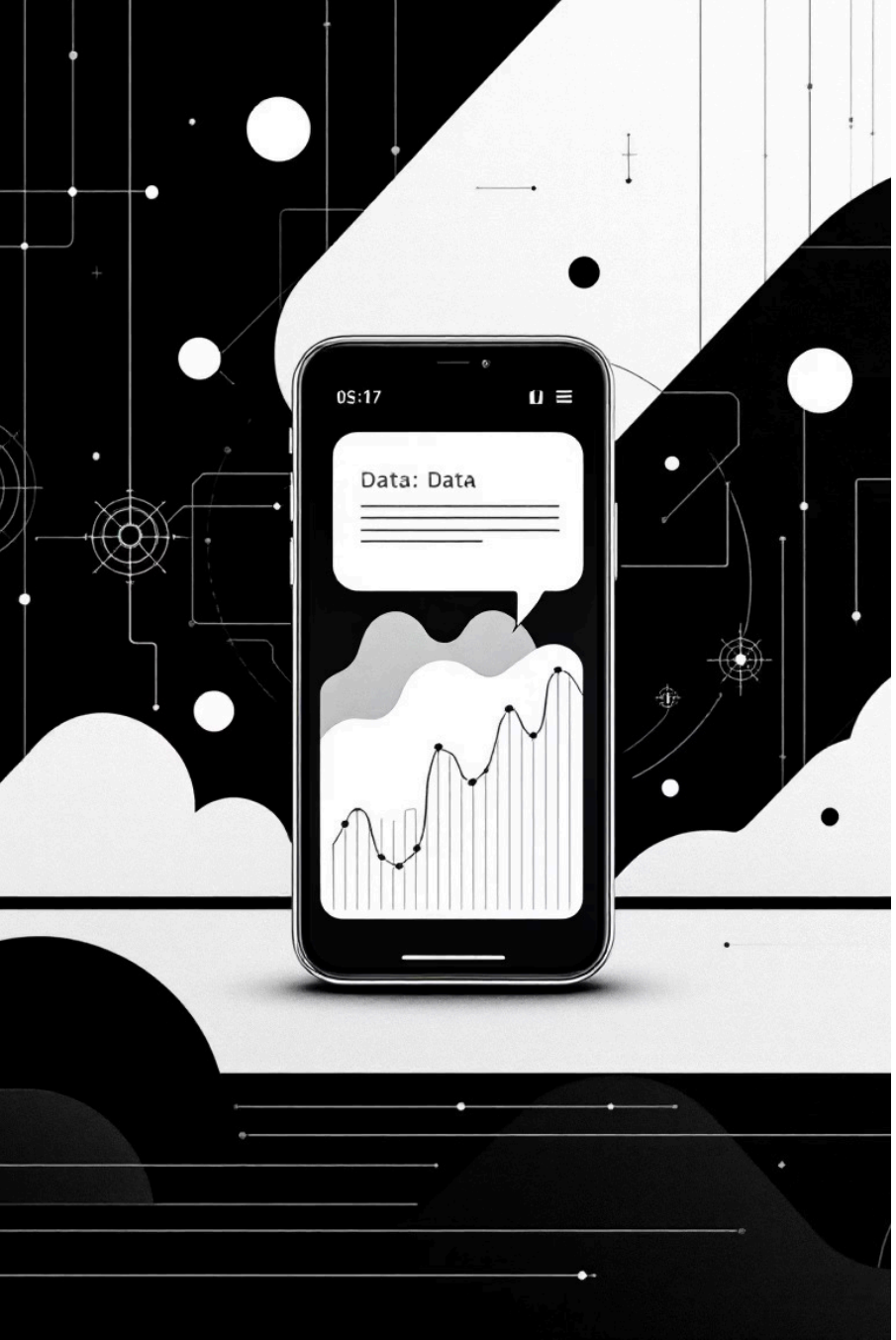
In-house platform 'Notify' ensures high inbox delivery rates and better open/click performance.

Campaign Reporting

Detailed reports with send, open, and click rates for each campaign.

Best for

Promoting program overview, eligibility details, brochure sharing, and long-form course communication.



SMS Campaign

Campaign Targeting

Reach relevant students and freshers via direct mobile outreach using segmentation

DLT Compliance

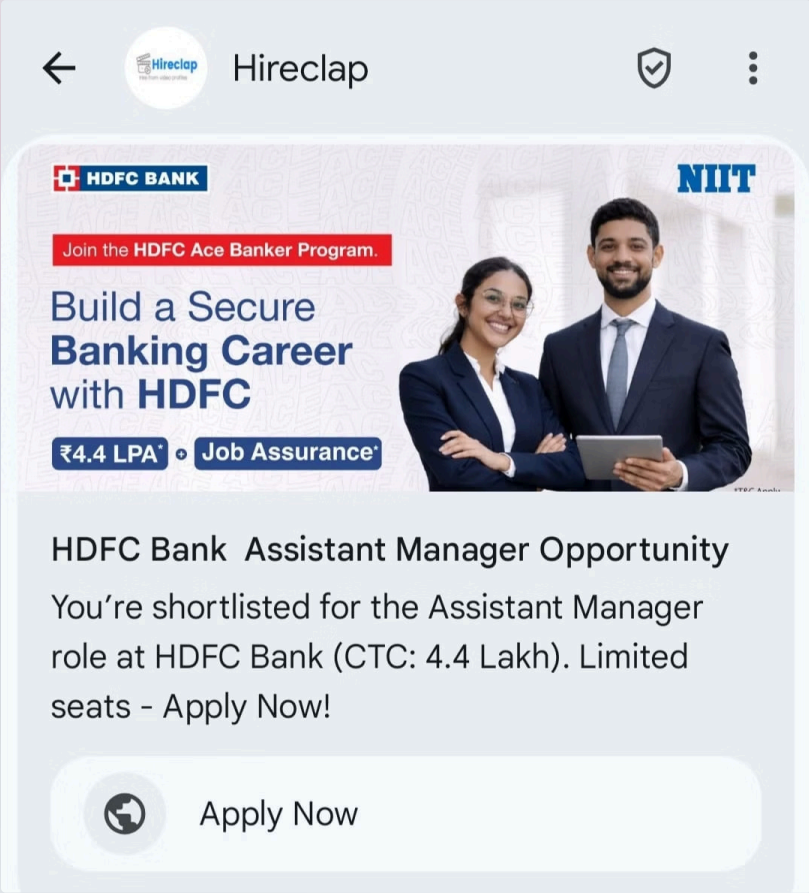
DLT-approved sender IDs and templates used. Performance may vary by programs.

Delivery & Performance

High delivery rates with time-sensitive messaging. Ideal for reminders, deadlines, and urgent updates.

Dedicated Support

Dedicated account manager & marketing team for campaign execution.



RCS Campaign

What is RCS

RCS (Rich Communication Service) combines the broad reach of SMS with rich media. Universal messaging platform with interactive elements and branding capabilities.

Key Benefits

Reduced time to market, optimal control with pre-approved templates, rich media and multi-lingual support, high reliability and scalability.

Rich Media Features

Supports emojis, videos, carousels, text, images, quick replies, suggested actions, location, and documents for engaging customer experiences.

Dedicated Support

Dedicated account manager & marketing team for campaign execution and optimization.

Let's Build Your Learner Acquisition Strategy

Share your course details and target learner profile. We'll provide a customized audience plan and channel recommendations within 24 hours.

Get in touch:

sreejith@hireclap.com

9037156256

01

Share Program Details

Tell us about your courses and ideal learner profile

02

Receive Strategy

Get audience plan and channel recommendations in 24 hours

03

Launch Pilot

Start with a focused campaign to prove ROI within 3 days

Hireclap
Hire from video profiles