



Case Study: CVolvePro

LinkedIn Growth Marketing Campaign (Initial Growth Phase)

CVolvePro is a career-tech platform helping professionals improve resumes, cover letters, ATS compatibility and interview preparation.

The objective of this campaign was to launch LinkedIn growth marketing during the initial phase and build awareness among job seekers and early-career professionals.

The strategy focused on educational career content that resonates with professionals navigating today's competitive hiring environment.

Growth Strategy

- LinkedIn Sponsored Content and Video Campaigns
- Targeting job seekers, early-career professionals and tech professionals
- Educational content around resume optimization and ATS compatibility
- Authority-driven messaging positioning CVolvePro as a complete career toolkit

Campaign Performance (Initial Phase)

Metric	Value
Ad Spend	₹41,010
Total Impressions	386,438
Professional Reach	222,630+
Total Clicks	8,752
Average CPC	₹4.69
CTR	2.26%

Key Results

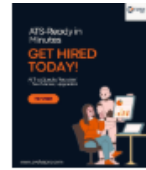
- Reached 220K+ professionals on LinkedIn
- Generated 8,700+ clicks from career-focused audiences
- Maintained very low CPC under ₹5 during testing phase
- Identified high-performing career education content themes

Campaign Creatives & Performance Screenshots



Most job seekers don't lose opportunities because they're unskilled. They lose them before a human ever sees their

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Here's a hiring truth nobody explains clearly: You can be qualified and still get zero callbacks. Not because

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Got rejected after the final round? You prepared well. You answered confidently. But still did not get the offer.

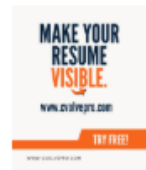
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If resumes worked the way people think, qualified candidates wouldn't be unemployed. But here's the reality:

Name: Ad_6_19Jan2026

ID: 1046483276 · Single Image





Resume Writing ≠ Resume Optimization [↗](#)

ID: 1068503516 · Video



Still Applying but Not Hearing Back? [↗](#)

ID: 1069003636 · Video



Hiring Has Changed. Has Your Resume? [↗](#)

ID: 1069982766 · Video



Your Resume Is Not ATS-Ready [↗](#)

ID: 1119282916 · Video



Your Resume Might Be Invisible to Recruiters. Fix It in 90 Seconds. [↗](#)

Name: disruptHR

ID: 1365550676 · Video



Spent ↕	Cost per result ↕	Impressions ↕	Clicks ↕	Average CTR ↕
₹41,010.00	-	386,438	8,752	2.26%
₹19,886.50	₹4.93	104,040	4,033	3.88%
₹8,003.50	₹4.85	115,313	1,650	1.43%
₹13,120.00	₹4.28	167,085	3,069	1.84%

Reach ▼

Clicks ▼

222.63K

8.75K

☐ Show spend (₹41.01K)

