

# WEN

---

CASE STUDY

# WEN: WOMEN ENTREPRENEUR NETWORK

1. WEN is one of the largest growing marketplaces that provides job opportunities to anyone interested in beginning or restarting their entrepreneurial/recruitment journey.
2. The WEN network seamlessly connects small and medium-sized businesses with the market access that they seek. WEN's team has a reputation for providing high-quality consulting services to a diverse range of clients.
3. Additionally, WEN provides several certificate courses for those who wish to update their recruitment skills or advance their careers in the recruitment industry.
4. WEN's target audience ranges from WENpreneurs, who they hire for their own company, to WENcademy, who enroll in their courses, and corporate clients, to whom they provide individual applicants/potential employees.



## SOCIOLOCA: OUR STRATEGY

To overcome the challenges, we carefully planned our strategy and executed it in three phases.

### First: Focused on Brand Identity and Awareness

We reconstructed their brand identity by recreating their brand recognition, here we used a specific color palette to give the business a sense of identification.

To enhance their social media presence, we elaborated and focused on their core aim which was to make women economically independent.

We planned and strategized these steps for two months, taking into account individual aspects they wished to achieve. Such as, for WENpreneurs they wanted employees for their company, for WENcademy they wanted people to join their course.



## Second: Focused on Reach and Engagement Ads

Here we conquered the brand awareness and reach phase, by sharing great and relevant content consistently across all channels including LinkedIn, Facebook, and Instagram.

The Initial target audience was carefully selected, here potential candidates, women looking for a job shift, women targeting financial independence, etc were the various aspects targeted to reach our audience. We met our goal of broadening the audience base, increasing website traffic, building brand affinity within 30 days. Here in a very small period of time we could see a sudden increase in job inquiries, women looking to connect with the brand “WEN”, people searching for the HR course of upskilling, etc.



### Third: Focused on Lead generation ads

The client aimed to attract new leads by focusing on specific targets for each platform (WENpreneurs, WENcademy, and corporate clients). Here we focussed on Consideration and Conversion ads. Lead Generation, Traffic, Engagement, conversion were the various aspects we targeted.

### Socioloca's achievements

1. For WENcademy we got them 80 leads in three weeks
2. For WENpreneurs we got them 200-250 leads in two weeks
3. For the Client ads we got them 30 leads in 3 weeks
4. For their network ads we got them 300 leads in 40 days



## A FEW EXAMPLES OF THE ADS WHICH WE RAN FOR THEM:-

### Caption:

At WEN, we need someone with strong facilitation and communication skills. A strategic thinker who can implement and execute plans on any project at hand.

Spread the word!

WEN is looking for a candidate with prior experience in D&I, Gender Diversity hiring, and someone who designs and presents a solution to the client's need.

If you think you fit the role?

Whether you're freelancing or looking for a full-time position, this opportunity might be just for you!

Directly apply on: <https://forms.gle/gdyUzCL8wwHP2tsG9>

**Target** - Generate leads for Diversity hiring

**Objective** - Generate 20 to 30 leads to fill the vacant positions

**Duration** - 1 week

**Results obtained** - We generated 70 leads in the given duration.

**Reach** - 2,048

**Impressions** - 2,444

**CPR** - ₹11.25



The advertisement features a hand placing a wooden block with a purple icon of a woman on a stack of three rows of wooden blocks. The top row has three blocks with icons of a man, a woman, and a woman. The middle row has three blocks with icons of a woman, a man, and a man. The bottom row has three blocks with icons of a man, a woman, and a woman. The text 'WEN is HIRING' is prominently displayed, followed by the question 'Do you have an experience in Diversity Hiring?'. A call to action button at the bottom says 'If yes, then give us a call!'. The WEN logo is in the top left corner.

**WEN**  
WOMEN ENTREPRENEUR NETWORK  
CREATING OPPORTUNITIES

### WEN is HIRING

Do you have an experience in Diversity Hiring?

If yes, then give us a call!

## Caption:

Want to learn the art of recruitment from scratch?

Join WENcademy, and learn the perfect skills required.

These courses at WENcademy, are specifically designed to help every individual who wishes to excel in the recruiting field.

Take this opportunity to enroll in our exciting new programs focused on:

1. Client Management and
2. The Process of Recruitment

Fill out the form to join WENcademy -

<https://docs.google.com/forms/d/e/1FAIpQLSdALVctQe1T9iZ4DuFfmX5bz2nzhlp-MOeh4T3CgN2zIOKmJw/viewform>

**Target** - Applicants looking to upskill themselves with an online course on recruitment

**Objective** - Promote their recruitment course with a major emphasis on people looking for a career swop, showcasing their recruitment modules and giving a subtle gist of what the course offerings are.

**Duration** - 1 week

**Results obtained** - We got 30 leads after running this ad for the specified duration.

Here a few leads also joined their marketing network of WENpreneurs which played as a plus point.

**Reach** - 1,811

**Impressions** - 1,892

**CPR** - ₹97.83



**WEN**  
WOMEN ENTREPRENEUR NETWORK

**Uncertain on how to upgrade your recruiting skills?**

Join **WENcademy**,

A platform that provides end-to-end recruiting courses

HIRING COURSES

## Caption:

Starting out without proper guidance can be detrimental to your recruiting career.

Don't make this grave mistake!

Join WENcademy and take part in mentor-led courses that offer you certifications alongside extensive practical modules on the recruiting process. Learn the skills of recruiting from the experts themselves!

Visit our page to know more about us: <https://wen-jobs.com/join-us.php>

**Target** - Fresh applicants who have recently joint recruiting as a career, targeted mainly towards people with no prior knowledge/ experience in the field of recruitment/ hiring.

**Objective** - Generate leads by highlighting the course offerings - The basics about the recruitment industry, how one can ace in the field with limited knowledge about the field, here guidance from professionals was a highlight which was very carefully targeted via our creative and caption.

**Duration** - 10 days

**Results obtained** - We got 40 leads after running this ad for the specified duration.

**Reach** - 3,176

**Impressions** - 5,533

**CPR** - ₹172





## Caption:

Do you wish to restart your career after taking a sabbatical?

But don't know where to start from, don't worry!!

We have got you covered.

Choose your preferred career path from the multiple opportunities that we have to offer you!

Join WEN and seize your dream job without any hassle.

Visit our page to know more about us: <https://wen-jobs.com/join-us.php>

**Target** - Women looking to restart their career after a sabbatical

**Objective** - Highlight how WEN can assist women in restarting their career irrespective of a fresh start, a sabbatical taken from work or a career swop into recruitment.


**Duration** - 1 week

**Results obtained** - We got 200 leads after running this ad for the specified duration. The leads were really effective as we targeted our audience with a very specific set of keywords.


**Reach** - 9,832

**Impressions** - 16,786

**CPR** - ₹17.40



**Had a long break?**  
Do you wish to restart your career  
& explore new career paths?



Grab the opportunity and  
join our growing network!  
Join WEN, a community  
that supports YOU!

## Caption:

Do you wish to learn and excel in the end-to-end hiring process?

But don't know where to start?

Join WENcademy, a platform that provides you with certification programs through extensive modules on the recruiting process.

Enroll in our program on 28th March and 4th April to learn the skills of recruiting from the experts themselves!

**Target** - Targeted to individuals who wish to learn the entire end to end process of hiring.

**Objective** - Promote a specific course offered by WENcademy.

**Duration** - 1 week

**Results obtained** - We got 50 leads after running this ad for the specified duration. We subtly targeted the sales, finance and advertising industry in specific to generate leads.

**Reach** - 986

**Impressions** - 1,099

**CPR** - ₹0.38



The advertisement is a vertical rectangular graphic with a light grey background and a thin purple border. In the top left corner, there is a circular logo with a network of nodes and lines, followed by the text 'WEN WOMEN ENTREPRENEUR NETWORK' and a decorative line of small squares. Below this, the text 'Do you,' is written in a large, bold, dark red font. Underneath, there is a bulleted list of three questions: 'Wish to kick start your recruiting career?', 'Need to upgrade your recruiting skills?', and 'Wish to have a fresh start in recruiting?'. A horizontal red line is positioned below the list. On the right side of the ad, there is a circular cutout showing a woman in a black business suit and a long red cape, standing with her hands on her hips. In the bottom left corner, there is a logo consisting of two vertical bars of different heights, followed by the text 'WENcademy' and 'A Learning Community An initiative by WEN'.

**WEN**  
WOMEN ENTREPRENEUR NETWORK

Do you,

- Wish to **kick start** your **recruiting** career?
- Need to **upgrade** your **recruiting** skills?
- Wish to have a **fresh start** in **recruiting**?

Join **WENcademy**,  
And stop your quest for these questions!

**WENcademy**  
A Learning Community  
An initiative by WEN

## Caption:

The journey from being a rookie to a professional recruiter can be tedious!

However, with the right guidance and a proper learning structure, you can crack the key to success in recruiting in no time.

Join WENcademy and take part in mentor-led courses that offer you certifications alongside extensive practical modules on the recruiting process. Learn the skills of recruiting from the experts themselves!

Fill the form to join WENcademy -

<https://docs.google.com/forms/d/e/1FAIpQLSdALVctQe1T9iZ4DuFfmX5bz2nzHlp-MOeh4T3CgN2zIOKmJw/viewform>

**Target** - Targeted to people looking to upskill themselves mainly. A specific practical based course was promoted here.

**Objective** - To generate leads and get applicants to join and register themselves for this course.

**Duration** - 1 week

**Results obtained** - This was an ad run on LinkedIn.

Here we got 70 leads with a very specific target market mainly focused on a few pointers - certified course, practical experience involved, a one week course with an extensive one on one learning etc.

**Reach** - 17,985

**Impressions** - 20,818

**CPR** - ₹388



The advertisement features the WEN logo (Women Entrepreneur Network) at the top left. The main headline reads "Go from being a beginner to a professional in recruiting" in a mix of red and black text. Below this, it says "With WENcademy's certification programs". A "Sign Up Today" button is positioned below the text. The bottom half of the graphic shows an illustration of a woman in a purple top and black pants holding a large magnifying glass over a group of four people (two men and two women) in business attire. The background is light gray with red and purple circular accents.

socio loca  
WHO'S TELLING YOUR STORY?



+91 8080 237 140



[www.socioloca.com](http://www.socioloca.com)



[contactus@socioloca.com](mailto:contactus@socioloca.com)



SocioLoca



@SocioLoca



@socio\_loca