

GO-TO-MARKET · AUDIENCE TARGETING

Who to target, where to find them, what to say.

Four distinct audiences, each with a different entry point, platform preference, and message that converts. Start with one segment, prove the motion, then expand.



IT Staffing Company Owners

Primary buyer · Highest LTV ·
Firmographic target

WHERE TO REACH THEM

LinkedIn (Company page followers)

StaffingTec conference

ASA (Staffing Association)

Local IT staffing WhatsApp groups

TechServe Alliance

LINKEDIN FILTERS (SALES NAVIGATOR)

Title: Owner, CEO, VP Operations

Industry: Staffing & Recruiting

Company size: 11–200

Keywords: "bench sales", "C2C", "H1B"

Resonating message: "Your bench sales team is leaving money on the table — not because they're bad at their jobs, but because they're drowning in vendor emails and manual matching. JobSeam automates that. Four hours per rep per day — run the numbers."



Bench Sales Consultants

Champion + influencer · Recommends
up to owner

WHERE TO REACH THEM

LinkedIn posts/hashtags

Facebook groups (C2C, H1B)

Reddit: r/ITCareerQuestions

WhatsApp bench sales groups

Discord tech staffing servers

HASHTAGS (LINKEDIN / TWITTER)

#benchsales

#c2c

#h1b

#itconsulting

#staffing

Resonating message: "What if you walked in every morning to a list of already-matched reqs with your consultants scored? No inbox triage. No guesswork. Just the 5 best submissions for today — ready to go."



Bench Sales Managers

Power user · Drives org-wide adoption

WHERE TO REACH THEM



IT Consultants on Bench

End beneficiary · Advocates who push
employers to buy

LinkedIn DM (Sales Navigator)

IT staffing Slack communities

Industry webinars

Referral from reps

LINKEDIN FILTERS

Title: Bench Sales Manager, Director

Industry: Staffing & Recruiting

Seniority: Manager+

Resonating message: "Do you actually know which of your reps sent an RTR today? Which consultants haven't been marketed in 2 weeks? JobSeam gives you real-time visibility into your bench pipeline — without chasing your team for status updates."

WHERE TO REACH THEM

LinkedIn job content

Reddit: r/cscareerquestions

YouTube: tech job content

Desi tech Facebook groups

H1B forums

HASHTAGS

#h1b

#opt

#javadeveloper

#jobsearch

#usjobs

Resonating message: "Your recruiter might be sending you on the wrong roles — not because they don't care, but because they're matching by title, not skills. Ask them if they're using AI matching. Your placement speed will thank you."



Universities & Training Institutes

Institutional buyer · Placement director or program manager

WHERE TO REACH THEM

LinkedIn: #HigherEd, #CareerServices

NACE (National Association of Colleges and Employers)

Coding bootcamp director communities

University career center conferences

IT training institute forums

LINKEDIN FILTERS (SALES NAVIGATOR)

Title: "Placement Director", "Career Services", "Program Director", "Director of Outcomes"

Industry: Higher Education, E-Learning, Vocational Training

Company size: 11–500



Individual Job Seekers

Self-serve user · Direct signup · No firm or institution required

WHERE TO REACH THEM

Reddit: r/cscareerquestions, r/jobs, r/datascience

LinkedIn: job search content audience

YouTube: "how to get a job in tech" search traffic

H1B / OPT forums and Facebook groups

Product Hunt launch audience

HASHTAGS

#jobsearch

#techjobs

#careeradvice

#resumetips

#h1b

#opt

#softwaredeveloper

Resonating message: "You're applying to 50 jobs and getting silence. JobSeam shows you your exact match % for every role you're targeting, which skills are

Resonating message: "Your placement team is trying to match dozens of students to hundreds of jobs — manually, in spreadsheets. JobSeam AI-scores every student against every live job and gives you a ranked placement-readiness dashboard. Know exactly who to focus on and which skills are holding your cohort back."

missing, and which resume changes actually improve your score. Stop guessing. Start closing gaps."

TARGETING TACTICS — CHANNEL BY CHANNEL



LinkedIn Organic

Post 3x/week. Mix: 1 insight post (industry pain), 1 product demo clip, 1 customer story or use case. Engage on #benchsales and #staffing posts daily. Comment with value, not promotion.

Builds authority and warm inbound



LinkedIn DM Outbound

Sales Navigator: target Owner/CEO/VP at IT staffing firms, 11–200 employees. 5-message sequence: empathy, insight, hook, social proof, ask. Never pitch in message 1.

Target: 20 demos per month



YouTube Content

2 videos/month. Tutorial: "How to run AI bench matching in 5 minutes." Pain: "Why bench sales reps miss 30% of reqs." SEO: "bench sales software," "staffing automation." Build subscriber list as warm prospects.

SEO rankings and warm demo requests



Community Groups

Join 10+ WhatsApp/Facebook groups for bench sales, H1B, C2C staffing. Be present for 4 weeks before any promotion. Share genuinely useful content. Build credibility before the ask.

High trust, high conversion



Partner Referrals

Target immigration attorneys, C2C facilitators, staffing consultants. They serve the same customers. Offer 20% MRR rev-share for 12 months per referred customer. Simple affiliate link.

Trusted referral, low acquisition cost



Industry Events

StaffingTec, ASA Staffing World, regional SHRM events. Sponsor a lunch roundtable (not a booth). Present a 20-min "AI in Bench Sales" talk. Follow up every attendee within 48 hrs.

High-quality enterprise leads



Education Sector Outreach

Target coding bootcamps, IT training institutes, and university career centers directly. Cold email placement directors with cohort-size-specific ROI framing. NACE conference presence. "AI placement dashboard" demo video gets strong engagement in this segment.

High-value, low-competition segment

Individual User Acquisition

Product Hunt launch (day-1 visibility). YouTube SEO: "how to see your job match score," "AI resume gap analysis." Reddit AMAs in r/cscareerquestions. Free individual tier drives organic growth — individuals become internal champions when they join firms later.

Viral loop and future enterprise pipeline

RECOMMENDED HASHTAG SET

#JobSeam

#BenchSales

#ITStaffing

#C2C

#H1B

#ArtificialIntelligence

#Staffing

#Recruiting

#TechStaffing

#ITRecruiting

#StaffingTech

#WorkforceTech

#HRTech

#AIRecruitment

#OPT

#ConsultantLife