



PROPOSAL

AI-Powered Organic Candidate Acquisition Funnel

Building a self-sustaining candidate pipeline through viral content, AI-driven job advice, and automated social media distribution across 13 industry verticals.

PREPARED FOR

InnovationsGlobal
Dubai, UAE | Global Operations

PREPARED BY

Kstych Pvt Ltd
Enterprise Software & AI Solutions | kstych.com

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01 Executive Summary

InnovationsGlobal operates across **13 industry verticals** and **7 global regions**, providing talent acquisition, staffing, and workforce solutions to enterprises worldwide. The current recruitment landscape is marked by rapidly escalating costs: the average cost per hire has risen to **\$4,700** globally, with specialized sectors like healthcare reaching **\$9,000-\$12,000 per hire**.

This proposal outlines the design and implementation of an **AI-Powered Organic Candidate Acquisition Funnel** — a system that generates a proprietary, self-sustaining candidate database through viral social media content and free AI-driven job advice. Instead of paying per click, per application, or per hire, InnovationsGlobal will own an organic content engine that compounds in value over time, reducing candidate acquisition costs by an estimated **60-80%** within 12 months of full deployment.

“Every piece of viral content becomes a permanent recruiter that works 24/7, across every timezone InnovationsGlobal operates in — at zero marginal cost.”

<p style="font-size: 2em; font-weight: bold;">13</p> <p>INDUSTRY VERTICALS</p>	<p style="font-size: 2em; font-weight: bold;">7</p> <p>GLOBAL REGIONS</p>	<p style="font-size: 2em; font-weight: bold;">60-80</p> <p style="font-size: 2em; font-weight: bold;">%</p> <p>PROJECTED COST REDUCTION</p>	<p style="font-size: 2em; font-weight: bold;">24/7</p> <p>AUTONOMOUS OPERATION</p>
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The system will be built in a **phased rollout**, starting with 2-3 pilot verticals to validate the approach before scaling across all industries. The chatbot will operate on **both WhatsApp and a dedicated web portal**, maximizing reach across mobile-first markets (India, GCC) and desktop audiences globally. Upon completion, full ownership and operational capability will be transferred to the InnovationsGlobal team.

02 The Problem: Rising Cost of Candidate Acquisition

The global recruitment industry faces a structural cost problem. Recruitment agencies and in-house talent teams are locked in an escalating war for candidate attention, driven by platform-dependent paid advertising models that offer diminishing returns.

The Numbers Tell the Story

Cost Factor	Current Reality	Industry Trend
Average Cost Per Hire	\$4,700	↑ Rising sharply in 2025
Tech Sector Cost Per Hire	\$6,000-\$8,000	↑ Talent shortage
Healthcare Cost Per Hire	\$9,000-\$12,000	↑ Most expensive to fill
Executive Roles	\$28,000+	↑ Specialized search required
Paid Social CPL	\$65/lead avg.	↑ Platform costs increasing
Digital Recruitment Budget	\$5K-\$20K/month	↑ Ongoing, non-compounding

The Core Challenges for InnovationsGlobal

- ▶ **Scale vs. Cost:** With 13 verticals across 7 regions, running targeted paid campaigns means managing 90+ ad campaigns simultaneously, each requiring budget, creative assets, and continuous optimization.
- ▶ **Platform Dependency:** Job boards like Indeed are shifting to pay-per-application models, further increasing costs while offering zero long-term asset accumulation.
- ▶ **No Compounding Value:** Every dollar spent on paid ads disappears the moment the campaign stops. There is no residual value, no brand equity, and no candidate pipeline beyond the active spend.
- ▶ **Candidate Quality:** Paid leads convert at significantly lower rates than organic leads. Research shows organic candidates convert 30-50% better and have higher retention rates.

03 The Solution: AI-Powered Organic Funnel

We propose building a fully automated organic candidate acquisition system that turns InnovationsGlobal's industry expertise into a **viral content machine** feeding into an **AI-powered job advice chatbot**, which organically collects candidate data into a proprietary recruitment database.

The Three Pillars

PILLAR	FUNCTION	OUTCOME
1. Content Engine	AI-generated viral content (text, infographics, meme videos) tailored to each industry vertical, auto-posted across all connected social platforms	Massive organic reach and brand visibility
2. AI Job Advice Bot	Free job advice chatbot on WhatsApp + Web that provides genuine career guidance, powered by industry-specific AI knowledge bases	Trust-based candidate engagement and data collection
3. Candidate Database	Structured candidate profiles with skills, experience, preferences, and career goals — collected organically through value-first interactions	Proprietary, ever-growing recruitment asset

04 How the Funnel Works

The funnel operates as a five-stage automated pipeline, from content creation to candidate recruitment. Each stage is designed to maximize value delivery to the candidate while organically building InnovationsGlobal's talent database.

STAGE 1: CONTENT GENERATION	AI generates industry-specific viral content — career tips, salary insights, interview hacks, industry trends, job market analysis — in multiple formats: text posts, infographic images, short-form meme videos, and carousels. Content is tailored per vertical (e.g., “5 Skills Every Aviation Engineer Needs in 2026”) and optimized for virality on each platform.
STAGE 2: MULTI-PLATFORM DISTRIBUTION	Content is automatically distributed across all social media platforms connected to each vertical — Instagram, Facebook, LinkedIn, Twitter/X, TikTok, and more. Each post is optimized for the platform's algorithm (hashtags, format, timing) and includes a compelling CTA link to the free job advice bot.
STAGE 3: CTA → JOB ADVICE BOT	Users who click the CTA are directed to the AI Job Advice Bot (WhatsApp or Web Portal). The bot detects which content brought the user in and uses that context to start a personalized conversation. For example, if a user clicked from an Aviation career tips post, the bot opens with aviation-specific job guidance.
STAGE 4: VALUE DELIVERY + DATA COLLECTION	The bot provides genuine, high-quality career advice — resume tips, interview preparation, salary negotiation guidance, skills gap analysis. During this value exchange, the bot naturally collects candidate data: name, experience, skills, desired role, location preference, salary expectations. All data is structured and stored in the candidate database.
STAGE 5: RECRUITMENT PITCH + BACK-OFFICE	After delivering free value, the bot introduces InnovationsGlobal's services: “Based on your profile, we have matching opportunities through InnovationsGlobal. Would you like our recruitment team to reach out?” Candidates who opt in are flagged in the back-office dashboard for the recruitment team to contact directly.

05 Technical Architecture

The system is built on a modern, scalable serverless architecture designed for reliability, performance, and cost efficiency.

System Components

Component	Technology	Purpose
API Server	Express.js / Node.js	Core application server handling all business logic, API endpoints, and bot interactions
Database	MongoDB	Persistent storage for candidate profiles, conversation history, content library, and analytics
Cache Layer	Redis	Session management, rate limiting, content scheduling queues, and real-time bot state
AI Engine	AWS Bedrock / Claude	Powers content generation, chatbot conversations, and candidate profiling intelligence
WhatsApp	WhatsApp Cloud API	WhatsApp chatbot channel for job advice delivery and candidate engagement
Web Portal	React.js + Next.js	Web-based chat interface, candidate portal, and back-office dashboard
Social Media Engine	Platform APIs + Scheduler	Automated content distribution across Instagram, Facebook, LinkedIn, Twitter/X, TikTok
Content Generation	AI Models + Templates	Text, infographic, and video content creation per vertical with CTA embedding
Process Manager	PM2 + Nginx	Application deployment, load balancing, and domain routing

Data Flow Architecture

Content Generation Engine → Scheduling Queue (Redis) → Social Media APIs → User Clicks CTA → WhatsApp/Web Bot → AI Conversation (Bedrock) → Candidate Profile (MongoDB) → Back-Office Dashboard → Recruitment Team Action

06 Industry Verticals & Social Media Strategy

Each of InnovationsGlobal's 13 industry verticals becomes an independent content channel with its own social media accounts, content strategy, and AI knowledge base. This ensures content relevance, audience targeting, and industry-specific expertise in every interaction.

Vertical Mapping

Vertical	Primary Platforms	Content Focus	Pilot
Agriculture	Facebook, YouTube, Instagram	Seasonal hiring, skills, agri-tech careers	
Aviation	LinkedIn, Instagram, YouTube	Pilot careers, ground staff, engineering roles	
BFSI	LinkedIn, Twitter/X, Instagram	Finance careers, banking trends, certifications	★
Construction	Facebook, YouTube, TikTok	Trade skills, safety certs, project management	
Fleet Management	Facebook, LinkedIn, YouTube	Logistics careers, CDL guidance, fleet tech	
Healthcare	LinkedIn, Facebook, Instagram	Nursing careers, medical certifications, wellbeing	★
Hospitality	Instagram, TikTok, Facebook	Hotel management, F&B; careers, travel industry	
IT & ITES	LinkedIn, Twitter/X, GitHub	Tech careers, coding tips, AI/ML trends	★
Manufacturing	Facebook, YouTube, LinkedIn	Factory roles, automation skills, safety	
Oil, Gas & Energy	LinkedIn, YouTube, Twitter/X	Energy careers, certifications, HSE roles	
Retail	Instagram, TikTok, Facebook	Retail management, seasonal hiring, e-commerce	
Shipping & Logistics	LinkedIn, Facebook, YouTube	Maritime careers, supply chain, customs	
Telecom	LinkedIn, Twitter/X, YouTube	Network engineering, 5G careers, tech roles	

★ = Recommended pilot verticals. BFSI, Healthcare, and IT & ITES are recommended as pilots due to high hiring volumes, strong social media engagement in these sectors, and the highest cost-per-hire savings potential.

Content Types Per Vertical

- ▶ **Text Posts:** Career tips, salary benchmarks, interview questions, industry news — optimized for LinkedIn, Twitter/X, and Facebook engagement.
- ▶ **Infographic Images:** Visual salary guides, career path maps, skills checklists, “Day in the Life” graphics — designed for Instagram, Pinterest, and LinkedIn carousels.
- ▶ **Meme Videos:** Short-form (15-60s) relatable job humor, “Expectation vs. Reality” clips, quick career hacks — optimized for TikTok, Instagram Reels, and YouTube Shorts.
- ▶ **Long-form Video:** Interview prep walkthroughs, industry deep-dives, expert panels — for YouTube and LinkedIn Video.

07 AI Job Advice Chatbot

The chatbot is the heart of the funnel — the conversion point where anonymous social media viewers become identified, profiled candidates in InnovationsGlobal's database. The bot operates on a **value-first principle**: it delivers genuine career guidance before introducing any recruitment pitch.

Dual-Channel Deployment

Feature	WhatsApp Bot	Web Portal
Reach	Mobile-first markets (India, GCC, Africa)	Global desktop + mobile users, SEO traffic
User Experience	Familiar chat interface, instant notifications	Rich UI, file uploads, visual career tools
Data Collection	Phone number auto-captured, conversational data	Email, detailed forms, resume upload
Engagement	High open rates (98%), persistent conversations	Longer sessions, deeper profiling
CTA Integration	wa.me links from social media posts	URL links with UTM tracking per vertical

Conversation Flow

- Context Detection:** Bot identifies which content/vertical brought the user in via UTM parameters or referral tracking, and opens with a relevant greeting.
- Free Value Delivery:** The bot provides actionable career advice tailored to the user's vertical: resume review tips, interview preparation, skills assessment, salary benchmarking, and career path mapping.
- Natural Data Collection:** Through the advisory conversation, the bot naturally gathers: full name, current role, experience level, desired industry, location preferences, salary expectations, key skills, and career goals.
- Soft Pitch:** After delivering substantial value, the bot introduces InnovationsGlobal: “Based on your profile, InnovationsGlobal has matching opportunities in [vertical]. Would you like our team to reach out with personalized options?”
- Opt-In & Handoff:** Candidates who express interest are flagged as “warm leads” in the back-office. Their complete profile is available for the recruitment team to review and contact.

08 Candidate Data Collection & Back-Office

Every interaction with the job advice bot produces structured candidate data that feeds into a centralized recruitment database. The back-office dashboard gives InnovationsGlobal's recruitment teams full visibility and control over the candidate pipeline.

Candidate Profile Schema

- ▶ **Personal Info:** Name, phone, email, location, nationality, language preferences
- ▶ **Professional Profile:** Current role, years of experience, industry, employer, education
- ▶ **Career Preferences:** Desired role, target industry, location preferences (region/country), salary range, contract type (permanent/contract)
- ▶ **Skills & Certifications:** Technical skills, soft skills, professional certifications, licenses
- ▶ **Engagement Data:** Source vertical, source content, source platform, conversation history, engagement score
- ▶ **Recruitment Status:** Lead status (new/warm/contacted/placed), assigned recruiter, notes, follow-up schedule

Back-Office Dashboard Features

- ▶ **Candidate Search & Filter:** Search by vertical, skills, location, experience level, lead status, or any profile attribute. Full-text search across conversation histories.
- ▶ **Pipeline View:** Visual Kanban board showing candidates across stages: New Lead → Bot Engaged → Warm Lead → Contacted → Interview → Placed.
- ▶ **Analytics Dashboard:** Real-time metrics per vertical: total leads, conversion rates, source platform performance, content performance, and cost-per-candidate trends.
- ▶ **Team Assignment:** Auto-assign or manually assign candidates to recruiters based on vertical specialization and workload balancing.
- ▶ **Communication Tools:** Send follow-up messages directly from the dashboard via WhatsApp or email. Track all touchpoints in the candidate timeline.
- ▶ **Export & Integration:** Export candidate data to CSV/Excel, or integrate with InnovationsGlobal's existing ATS and HRMS systems via API.

09 Organic vs. Paid: The Economic Case

This section presents the financial rationale for investing in an organic content funnel over traditional paid recruitment advertising. The data makes a compelling case for a paradigm shift in how InnovationsGlobal acquires candidates.

Head-to-Head Comparison

Metric	Paid Ads	Organic Funnel	Advantage
Cost Per Lead	\$65 average	Decreases over time	Organic
Lead-to-Hire Conversion	Lower (baseline)	30-50% higher	Organic
Candidate Retention	Standard	Higher retention rates	Organic
Asset Accumulation	Zero (spend = gone)	Content compounds forever	Organic
Speed to First Results	Immediate	2-4 weeks	Paid
Scalability	Linear (more spend = more leads)	Exponential (viral compounding)	Organic
Brand Authority	Minimal / ad fatigue	Builds thought leadership	Organic
Platform Dependency	100% dependent	Own your audience	Organic

The Compounding Effect

The most important economic difference between paid and organic is the **compounding nature** of content assets. With paid ads, InnovationsGlobal rents attention — the moment spending stops, lead flow stops. With the organic funnel, every piece of content published remains discoverable and continues generating leads indefinitely.

Consider a single vertical (e.g., Healthcare) publishing 3 pieces of content per day across 5 platforms. After 12 months, that is **5,475 pieces of evergreen content** working around the clock. If even 1% of content goes mildly viral (1,000+ impressions), that is 54 viral pieces driving continuous traffic to the job advice bot — all at zero ongoing cost. Multiply this across 13 verticals, and the candidate database becomes an extraordinarily valuable, proprietary asset.

*Paid ads are an expense. Organic content is an investment.
After 12 months, the organic funnel's effective cost per candidate
approaches near-zero while the database grows exponentially.*

10 Implementation Roadmap

The implementation follows a phased approach, starting with infrastructure and pilot verticals before scaling to the full 13-vertical deployment.

PHASE 1: FOUNDATION & INFRASTRUCTURE

Weeks 1-4

Set up the core technical infrastructure, database schemas, API server, Redis caching layer, WhatsApp Cloud API integration, and web portal foundation. Configure PM2 deployment pipeline and Nginx routing.

- ✓ Express.js API server deployed on PM2
- ✓ MongoDB schemas for candidates, content, analytics
- ✓ Redis cache layer for sessions and queues
- ✓ WhatsApp Cloud API integration
- ✓ Web portal skeleton (React/Next.js)
- ✓ CI/CD pipeline on GitHub

PHASE 2: AI ENGINE & CONTENT SYSTEM

Weeks 5-8

Build the AI content generation engine with vertical-specific knowledge bases. Develop content templates for text, infographic, and video formats. Implement the social media distribution pipeline with scheduling and CTA tracking.

- ✓ AI content generation engine (AWS Bedrock)
- ✓ 13 vertical knowledge bases
- ✓ Content templates (text, image, video)
- ✓ Social media API integrations
- ✓ Automated scheduling and posting system
- ✓ UTM/CTA tracking system

PHASE 3: CHATBOT & CANDIDATE PIPELINE

Weeks 9-12

Build the AI job advice chatbot for both WhatsApp and web, with context-aware conversation flows, natural data collection, and the recruitment pitch sequence. Implement the candidate database and back-office dashboard.

- ✓ WhatsApp job advice chatbot
- ✓ Web portal chatbot
- ✓ Context-aware conversation engine
- ✓ Candidate profiling system
- ✓ Back-office recruitment dashboard
- ✓ Pipeline management tools

PHASE 4: PILOT LAUNCH (2-3 VERTICALS)

Weeks 13-16

Launch the complete funnel for 2-3 pilot verticals (recommended: BFSI, Healthcare, IT & ITES). Monitor performance, optimize content strategy, fine-tune chatbot conversations, and validate the end-to-end candidate acquisition flow.

- ✓ Pilot verticals live with full content pipeline
- ✓ A/B testing on content formats
- ✓ Chatbot conversation optimization
- ✓ Weekly performance reviews
- ✓ Candidate quality assessment
- ✓ ROI tracking vs. paid benchmarks

PHASE 5: SCALE & KNOWLEDGE TRANSFER

Weeks 17-24

Scale the system to remaining verticals based on pilot learnings. Conduct comprehensive training for InnovationsGlobal's team on system operation, content management, chatbot maintenance, and analytics interpretation. Full ownership transfer.

- ✓ Remaining verticals onboarded
- ✓ Comprehensive team training (5-10 sessions)
- ✓ Operations manual and documentation
- ✓ Admin access and credentials transfer
- ✓ 30-day post-handover support
- ✓ System fully owned by InnovationsGlobal

11 Technology Stack

Layer	Technology	Rationale
Backend	Node.js + Express.js	High-performance, event-driven, ideal for real-time chat and API workloads
Frontend	React.js + Next.js	SEO-friendly SSR for web portal, component-based UI for dashboard
Database	MongoDB Atlas	Flexible document model perfect for varied candidate profiles, scalable
Cache / Queue	Redis	Sub-millisecond latency for bot sessions, content scheduling queues
AI / LLM	AWS Bedrock (Claude)	Enterprise-grade AI with content generation and conversational capabilities
WhatsApp	WhatsApp Cloud API	Official Meta API for business messaging, reliable at scale
Social APIs	Meta, LinkedIn, X, TikTok	Native APIs for authenticated posting, scheduling, and analytics
Image Gen	AI Image Models	Infographic and visual content generation per vertical
Video Gen	Template + AI Overlay	Short-form meme video generation with text overlays
Deployment	PM2 + Nginx	Process management, zero-downtime deploys, reverse proxy
Version Control	Git + GitHub	Source control, CI/CD integration, team collaboration
Monitoring	PM2 Monitoring + Custom	Application health, error tracking, performance metrics

12 Training & Knowledge Transfer

A critical component of this engagement is ensuring InnovationsGlobal's team can independently operate, maintain, and evolve the system after handover. The training program covers every layer of the platform.

Training Module	Audience	Coverage	Duration
Content Management	Marketing / Social Team	Content creation, scheduling, performance monitoring, A/B testing	2 sessions
Chatbot Operations	Recruitment Team	Conversation monitoring, escalation handling, knowledge base updates	2 sessions
Back-Office Dashboard	Recruiters + Managers	Candidate pipeline management, search, filtering, team assignment, exports	2 sessions
Analytics & Reporting	Management	KPI tracking, ROI analysis, vertical performance comparison, strategic optimization	1 session
Technical Operations	IT / DevOps Team	Server management, PM2 operations, database maintenance, API key management, troubleshooting	2 sessions
New Vertical Onboarding	All Teams	Step-by-step process for adding new verticals, social accounts, and knowledge bases	1 session

Deliverables

- ▶ Comprehensive Operations Manual (digital + PDF)
- ▶ Video recordings of all training sessions
- ▶ Technical documentation with architecture diagrams
- ▶ API documentation for all system endpoints
- ▶ Runbook for common operational tasks and troubleshooting
- ▶ 30-day post-handover support via dedicated communication channel

13 Success Metrics & KPIs

Clear, measurable success criteria ensure both parties can objectively evaluate the system's performance and ROI at every stage of the rollout.

Primary KPIs

KPI	Pilot Target (4 mo)	Scale Target (12 mo)	Measurement
Content Published	500+ pieces	15,000+ pieces	Auto-tracked per vertical
Social Media Reach	500K impressions	10M+ impressions	Platform analytics aggregated
Bot Conversations	1,000+ conversations	25,000+ conversations	Bot analytics dashboard
Candidate Profiles	500+ profiled	15,000+ profiled	Database count + quality score
Warm Leads (Opt-In)	150+ opt-ins	5,000+ opt-ins	Opt-in rate tracking
Placements from Funnel	10+ placements	500+ placements	CRM integration tracking
Cost Per Candidate	< \$10	< \$3	Total cost / candidates acquired

*Target: Reduce effective cost-per-candidate from \$65 (paid average) to under \$3 within 12 months of full deployment — a **95% reduction** in candidate acquisition costs.*

14 Next Steps

To move this proposal forward, we recommend the following immediate actions:

- 1 Discovery Workshop (1-2 days):** Deep-dive session with InnovationsGlobal's recruitment leadership and IT team to map current candidate acquisition processes, identify data integration points, and finalize pilot vertical selection.
- 2 Pilot Vertical Selection:** Confirm 2-3 pilot verticals based on hiring volume, existing social media presence, and potential ROI. Our recommendation: BFSI, Healthcare, and IT & ITES.
- 3 Social Media Audit:** Review InnovationsGlobal's existing social media accounts and content across all verticals to identify quick wins and integration opportunities.
- 4 Technical Scoping:** Detailed technical requirements gathering including ATS/HRMS integration specifications, data privacy compliance requirements (GDPR, UAE data protection), and infrastructure preferences.
- 5 Statement of Work:** Based on the discovery phase, we will deliver a detailed SOW with precise timelines, milestones, deliverables, and commercial terms.

PREPARED BY

Kstych Pvt Ltd

Enterprise Software & AI Solutions

kstych.com | info@kstych.com

We look forward to building the future of organic recruitment with InnovationsGlobal.