Headhunting Digital Talents and Clients in Marketing's Perspective in Binar Academy

Della Suwarno Putri[1], Istyakara Muslichah[2]
[1,2]*Faculty of Business and Economics, Universitas Islam Indonesia*
della.sp13@gmail.com, istyakara@uii.ac.id

Abstract

This study examined headhunting digital talents and clients in marketing's perspective in Binar Academy. Binar Academy is the pioneer of digital talent factory and one step solution for digital transformation and talent development in Indonesia. This study used a qualitative method by interviewing 5 employees in the Job Connect team. This study explained the challenges of inbound and outbound marketing strategies. This study also described the way of the Job Connect team in engaging customers. The results of this study showed that the challenges of inbound marketing are familiarity, the quality of content, and the target market. While the challenges of outbound marketing are brand awareness, the persuasiveness of mass messages, and communication skill. Last, the way to engage customers that used in Job Connect teams are keeping the client in loop, making engagement sessions, and making an attractive content & sharing insight.

I. Introduction

Organizations have made talent a strategic emphasis in recent years (Guthridge et *al*., 2008). The "talent war" is at the forefront of the business agenda as companies compete for the best leaders to lead them (Faulconbridge et *al*., 2009). This statement is supported by the Minister of Communication and Informatics' that in 15 years, Indonesia would require nine million digital talents, or 600,000 every year on average. From those points, the companies have to compete to find the digital talents, while the digital talents are limited (Faulconbridge et *al*., 2009). Therefore, the company uses the third agency which is the head-hunter company. Head-hunters have to find the right candidate from the client's perspective, and this candidate accepts the job offers (Finlay and Coverdill, 2002).

Binar Academy is the pioneer of digital talent factory and one step solution for digital transformation and talent development in Indonesia. One product that Binar Academy offers is Job Connect. Binar Academy can process a lot of digital talents. To find the clients, the Job Connect team uses two strategies which are Inbound Marketing and Outbound Marketing. First, inbound marketing is focused on a specific goal, such as increasing readership or revenue, and it is applicable to any marketing plan (Lehnert et *al*., 2021). Second, outbound marketing, often known as conventional marketing, is a tactic used by businesses to reach out to a large audience in the hopes of receiving feedback (Dakouan & Benabdelouahed, 2019). Furthermore, in B2B organizations to build marketing strategies based on the customer engagement process and effectively analyze the return on marketing investments, they must first understand the antecedents and results of customer engagement (Pansari & Kumar, 2017). Customer engagement is a psychological process that drives customers to buy a service or product again and again (Bowden, 2009). Therefore, Job Connect teams keep a good relationship with customers. This study

examined the challenges in inbound marketing and outbound marketing. This study also described the way to engage customers.

II. Review of Literature

2.1 Inbound Marketing

Inbound marketing is the methodology of business which explains strategy to attract customers by providing relevant information of business material and experiences (Hubspot, n.d.). Thus, Inbound marketing is a marketing style which requires a thorough audience selection and audiences' behavior of communication through a high quality marketing content (Patruti, 2016). Inbound marketing was explained for the first time by Halligan & Shah (2012), that a long time ago, marketers used traditional marketing which spent a lot of money to advertise the products or services on television to reach large audiences. Also, the marketers sent mass messages to approach the clients. Thus, people are annoyed by mass messages. In the development of time, there is the development of technology which makes it easier to communicate. People used the internet in many aspects such as to find information, to shop, and more. Therefore, marketers need to adapt. Moreover, Halligan & Shah (2012) explains that inbound marketing can be used to grow the prospects of products and services in the market by generating leads.

Inbound marketing is focused on a specific goal, such as increasing readership or revenue, and it is applicable to any marketing plan. The creation of a functional and realistic buyer persona is the first stage in establishing an inbound marketing strategy. Companies aiming at a bigger audience may need to create multiple personas to be able to differentiate between the various personalities and viewpoints of their target audience. The buyer persona, a fictional portrayal of the target audience, is critical in connecting with them. It's a buyer persona that resembles the firm's most likely clients in terms of personality and interests. The buyer persona tries to figure out what matters to them, how they receive their information, and what obstacles they experience in reaching their objectives (either personally or strategically) (Lehnert et *al*., 2021).

The characteristics of inbound marketing such as the content of marketing strategy is interactive, targeted to potential customers, and more. Thus, customers come to the company because the content is interesting for the customers (Mandevska, 2018).

Furthermore, in explaining the marketing funnels, there are two models that relate with this research paper. The first one is the McKinsey Model, the model is called customer decision journey. This model describes the journey of the customers in considering their decisions before purchasing the product or service. In this model, the marketing funnel such as awareness, familiarity, consideration, purchase, and loyalty. The first thing to do, marketers should spread brand awareness toward the customers. It will gain attention from the customers. Then, the customers will become familiar with the brand. Thus, the customers take the brand as their consideration when buying the product or service. In addition, customers become loyal to the brand when the customers are satisfied with the product or service. Therefore, the marketers should make a strategy to gain awareness in the first step. The way to gain awareness, the marketers could do is by making interesting content, advertising, communicating with persuasive messages, and etcetera (Sellers, A., 2021). Then, the second model is the AIDA model. The AIDA model is almost the same as the McKinsey Model, but the difference is the marketing funnel. Marketing funnel in AIDA models such as Attention, Interest, Desire, and Action. In theory, the customers would pass through each stage of the marketing funnel. During the journey through these marketing funnels, the customers develop their feelings toward the

brand whether the customers like or dislike. These feelings are the emotion of them to show to act the brands that influence the customers in making purchase decisions (Court, et al., 2009). However, the marketing channel also took part in marketing strategy. One of the channels is social media. Social media is an example of a relatively recent development of information technology (Marbun *et al*, 2020). The social media role as a marketing channel has benefit toward the company, whether building the relationship with customers, increasing purchase intention, or etcetera. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019). For instance, based on this previous research on Instagram, the bigger Instagram's role in online marketing, the higher consumer trust, and vice versa. Thus, the larger the consumer perception of Instagram's utility in online marketing, the higher consumer purchase intention, and vice versa (Astuti & Putri, 2018). In addition, Based on the previous research, the finding describes the more frequent and greater consumer participation in social media marketing of the brand, the more likely a customer is to have purchase intention toward the product or service. Therefore, social network marketing played an important role in spreading brand awareness to the customers (Saputro & Hidayat, 2020).

2.2 Outbound Marketing

Outbound marketing is a traditional marketing strategy to seek potential customers by pushing mass messaging to potential customers. Outbound marketing activities such as trade shows, cold calling, and more (Hubspot, n.d).

According to Halligan & Shah (2012), the important task of marketers is to get the word out about giving the information of the product or service in order to attract customers to buy the product or service. Therefore, a long time ago, marketers needed to use traditional marketing (outbound marketing) to approach the customers. Outbound marketing aims to start a dialogue about a product or service by quickly disseminating information about it through a range of classic marketing techniques. Outbound marketing seeks to reach customers through broad media advertising and in-person interactions (Marketing Schools, 2020).

The outbound marketing techniques such as email blast, direct mail, advertising, and more. The characteristics of outbound marketing are expensive costs, large target audience, and more (Mandeveska, 2018). However, the technique might be very broad (TV advertising), very intimate (face-to-face encounters), or "impersonally personal" (depending on the location) (cold-calling or blanket emails). Sales leads are created through each outbound approach and then followed up on by internal sales staff (Marketing Schools, 2020).

2.3 Customer Engagement

In a B2B environment, customer engagement refers to company engagement. For B2B organizations to build marketing strategies based on the customer engagement process and effectively analyze the return on marketing investments, they must first understand the antecedents and results of customer engagement (Pansari & Kumar, 2017). Customer engagement is a psychological process that drives customers to buy a service or product again and again (Bowden, 2009).

In this research paper, customer engagement is related to inbound marketing and outbound marketing. First, Inbound marketing is focused on a specific goal, such as increasing readership or revenue, and it is applicable to any marketing plan (Lehnert *et al*., 2021). Inbound materials will automatically be more engaging to an audience that has

become accustomed to the interactive content of the Internet. Inbound marketing connects a target audience by connecting them with relevant content via natural channels such as search engines and social media sharing (Marketing Schools, 2020). Communication and negotiation with leads is an important key instrument to engage with the customers to build long-term relationships with the companies. The engagement will ensure that all transactions result in mutually advantageous agreements for both clients and the company. In other words, the company delivers value to your best clients (Hubspot, n.d.). Second, Outbound marketing involves sending a message to a large number of people in the goal of converting them into customers. Traditional marketing methods such as direct mail, events, billboards, cold phoning, newspapers, and radio are generally connected with outbound marketing. Outbound marketing, on the other hand, can be used with more modern technology such as pay-per-click advertising and spam emails (Marketo.com, 2020). Outbound marketing is interruption-based marketing, which is defined as the traditional paradigm of product promotion in which individuals are required to stop what they are doing in order to pay attention to the marketing message or deal with it in some other way (Rancati et al., 2015). Outbound marketing is a strategy in which a company advertises its products and services by providing information to customers even if they are not looking for them (Goodwin, 2013). Many Internet users find forms of "outbound marketing" such as advertisements and embedded videos to be more unpleasant than interesting, as demonstrated by the Ars Technica experiment. This is due to the fact that these are all examples of content that the user does not select (Marketing Schools, 2020).

2.4 Client Intention

Business to Business marketing (B2B Marketing) refers to the products or services marketing to other companies or organizations. In general, B2B marketing has content which tends to be more informative and simple than B2C marketing. On the other hand, in the development of era, B2B marketers B2B marketers frequently sell to purchasing committees that include a variety of critical stakeholders. Thus, the capacity of B2B marketers to map out committees and reach out to buyers with relevant, targeted information has improved dramatically. Any person who has power or influence over purchase decisions is the target of B2B marketing initiatives (Kearns, 2022).

Moreover, this research paper will explain Client Intention in the term of B2B marketing. Client Intention refers to the client intention to purchase the services. According to Keller (2001), Purchase intention is a customer's desire to purchase a product or services after evaluating the product or service. Purchase intention can be measured by the plan that has been prepared by the customer for a product or service that is likely to be purchased (Till & Busler, 2000).

In terms of B2B, brands can be useful instruments for establishing and maintaining client relationships such as managing business flow to control customers in generating repeat sales, which boosts future revenue inflows and lower cash-flow risk (Guenther & Guenther, 2019). For B2B organizations to build marketing strategies based on the customer engagement process and effectively analyze the return on marketing investments, they must first understand the antecedents and results of customer engagement (Panasri, A. & Kumar, V., 2016).

In addition, in this context, there is inbound and outbound marketing that affect client intention to purchase the services. First, Inbound marketing can be used effectively to attract customers and improve sales, it must be thoroughly planned (Lehnert et al., 2021). The advantage of Inbound marketing is that it reaches consumers who have already taken the first step toward making a purchase (Hubspot, n.d.). Inbound marketing methods that

delight customers ensure that they are pleased, satisfied, and supported even after they make a purchase. These techniques entail your employees acting as consultants and specialists who can help clients at any time. When it comes to pleasing customers, social media listening is another crucial strategy. Followers on social media may leave feedback, ask questions, or share their experiences with products or services through one of their profiles. Respond to these encounters with information that assists, supports, and encourages followers, demonstrating that you are paying attention and caring about them (Hubspot, n.d.). Second, Outbound marketing, often known as conventional marketing, is a tactic used by businesses to reach out to a large audience in the hopes of receiving feedback. In order to receive an effective response and generate more sales and incomes, an outbound strategy is used, which is mostly centered on the dissemination of the message and publicity, without researching the target. (Dakouan & Benabdelouahed, 2019).

According to Vernuccio & Ceccotti (2015), Outbound marketing tactics emphasize high conversion rates, the importance of programs and newsletters in increasing brand awareness, and the integration of web presence into print advertisement. When using Outbound marketing, People who are interested in your products and services are more likely to respond to your adverts and make a purchase (Marketo.com, 2020). Outbound marketing's purpose is lead creation, therefore it's crucial for companies trying to grow their customer base. Outbound marketing has also been shown to be particularly effective in B2B marketing and/or transactions involving higher-end products (Marketing School, 2020).

III. Research Method

This study used a qualitative method by observing during an internship program and interviewing 5 employees of Binar Academy. Interview sessions (approximately 2 hours) were conducted using an online media platform such as Google Meet and Slack. Observation is an essential data collection method in the research process, especially the research process with a qualitative approach (Poerwandari, 1998). During the internship program, the researcher had work practice in the Business Development division. The researcher observes and works in the field of Business Development. The activities include business flow, managing databases, helping other divisions, do the research, Linkedin Outbound, marketing inbound content, and more. It aims for the researcher to have the opportunity to deepen observation and experience firsthand the techniques carried out in the work field, especially Job Connect services. Then, the interview sessions were conducted from September until December 2021. The respondents' details are listed in Table 1.

Table 1. Respondent's Data

No	Name	Code	Position	Reason	Additional Information
1	Haris Pranoto	H1	Product Owner	The job description of product owners is monitoring all of the activities in Job Connect Services.	

2	Citta Pramono	C2	Business Development Lead	The leader of the business development division which has responsibility to manage all activities including outbound marketing, finding the client, holding discussion accross the division, and more.	Citta Pramono is also the person responsible for being the writer's mentor during the internship in Binar Academy.
3	Rais Ramdhany	R3	Business Development Member	Partner with Citta Pramono in running business development activities.	
4	Shaffa Tasyani	S4	Marketing	Shaffa handles the marketing division. Shaffa helps Citta and others to make copywriting, marketing content, inbound marketing, and more that are related to Job Connect Services.	
5	Amalia Ramadhani	A5	Talent Acquisition	Amalia is responsible for finding digital talent, interviewing the digital talent's candidate, building relationships with digital talent, and more.	Those activities are related with this research to discuss the topic of digital talent's perspectives.

Source: Primary Data, 2022

Moreover, this research used descriptive analysis and content analysis to explain in more detail about this research focus topic. Descriptive analysis is a method to examine a human group status, a subjek, a set of conditions, a system of thought, and a phenomena. It aims to describe a picture or painting systemically as well as the relationship between the phenomena being investigated (Nazir, 2011). While, content analysis is a research technique to make inferences which can be replicated and shahih by taking into account the context of data (Krippendorf, 2004).

IV. Results and Discussion

4.1 Results
a. Inbound Marketing

Most respondents stated that the familiarity with Job Connect Services is an important way to attract potential customers to come to Job Connect teams. The respondents mentioned the following.

C2: Our Inbound Marketing mostly comes to our services from WhatsApp, the customers come from Binar's website. Then, Binar's Customer Service will forward it to me. Thus, Inbound Marketing is the most effective way because they will come to us by themselves which means they really need our services. Then, maybe they are more familiar with our services, so they trust us.

S4: More precisely in Inbound Marketing to get awareness and get potential leads. So far, the Marketing B2B team has leveraged LinkedIn as a publication channel, whether it

is organic or advertisement. The reason is because in Binar Academy, the Instagram platform the audience tends to B2C.

R3: In my perspective, Inbound Marketing is useful to increase brand awareness.

In addition, the Quality of Contents in Inbound Marketing is also another way to attract potential customers. The more interesting and valuable contents, the more potential customers who come to Job Connect Services by themselves. The following is the respondent's feedback.

H1: From my experience in Inbound Marketing, the more valuable content in Inbound Marketing, the more leads will come to the services. For instance, we can make whitepaper (research). The more educational the contents, the more companies will come to your services.

S4: One thing that needs to be considered in Inbound Marketing is the relevance between the problem and the solution. For instance, we raise the content of how pandemic Covid-19 affects the companies that suffered losses, then we offer training for companies to develop their employees in more advanced ways. Doesn't it connect? The answer is no, right? Therefore, the biggest challenge in B2B Marketing is that the result is not instantaneous. We need patience. To make interesting content we need to work our brain out on how to make content, not only the interesting one but also the relevant one.

Inbound Marketing can be used as the tools to approach the specific target market. So, the respondents mentioned the following.

R3: Inbound Marketing is quite influential for those who have not been reached in outbound, especially in Job Connect Services, because in Inbound Marketing we can target specifically based on our criteria or research before taking an action.

A5: We used inbound or outbound marketing from a digital talent's perspective, it depends on the position. If we need a senior position, we use outbound marketing to approach them directly. In contrast, if we need a junior position for fresh graduates, we can use social media, job platforms, and LinkedIn. However, in Binar Academy, we need junior positions the most, so we mostly use the inbound marketing the most.

b. Outbound Marketing

The most respondents stated that the persuasiveness of mass messages is the challenge in approaching clients in outbound marketing. The following is the respondent's feedback.

C2: For a long time, actually outbound didn't have many clients, but right now, we can see the clients from outbound marketing since there are dedicated PIC (Person in Charge) which manage LinkedIn Outbound that were quite successful.

S4: In Outbound Marketing, Business Development teams approach potential clients directly. The data of clients is obtained from the advertisement results based on industry background, position, and more. Normally, I as a content specialist help to make copywriting for them. So, the Business Development team can approach potential clients using copywriting.

R3: As far, Outbound Marketing performance is better than last month. The point of Outbound Marketing is to use copywriting to make the messages clear and point, so the client will directly understand the messages.

A5: In finding digital talents, Talent Acquisition used both inbound and outbound marketing. If we need a senior position, we approach them directly.

In Outbound Marketing, the Job Connect team needs communication skills such as presentation skills, negotiation skills, background knowledge skills, and more. The respondents mentioned the following.

S4: If you say it is effective to the stage of becoming a customer only using inbound marketing, I think it might be possible but it will take a long time. Because actually in the process of getting clients to become our customers, there are many hands in making this work. For example, the Business Development team approaches the clients. They had negotiations with the clients. Therefore, Inbound and Outbound Marketing are run side by side because actually in the process of getting clients to become our customers, there are many hands in making this work. For example, the Business Development team approaches the clients. They had negotiations with the clients. Therefore, Inbound and Outbound Marketing are run side by side.

H1: To approach clients, we need communication skills such as presentation skills, and persuasif clients too. Also, we have to have a strong background knowledge, it might be about the law of labor in Indonesia, also the ethics that are applied in Indonesia which will affect the client's trustworthiness toward Binar Academy.

In addition, Awareness is the challenge in Outbound Marketing too. The respondents mentioned the following.

H1: In Outbound Marketing, the amount of leads is not too much, because all of it depends on awareness. Actually, it is easy to use outbound marketing. We can use websites to get the database and emails of clients. Those datas helped us to approach one by one. To get those data, we can pay around one million or more. But, the quality of leads sometimes is not too good from Outbound Marketing.

The interviewees pointed out that familiarity, the quality of contents, and also defining specific target customers are the challenges in Inbound Marketing. While, the persuasiveness of mass messages, awareness, and communication skills are the challenges in Outbound Marketing. Table 2 summarizes the content analysis based on the interviews.

Table 2. Content Analysis of the Challenges in Inbound Marketing and Outbound Marketing

Variables	Description	Respondents					Total
		H1	C2	R3	S4	A5	
Inbound Marketing	Familiarity		v	v	v		3
	The Quality of Content	v			v		2
	Define Specific Target Customer			v		v	2
Outbound Marketing	Brand Awareness	v					1
	The Persuasiveness of Mass Messages		v	v	v	v	4
	Communication Skills	v			v		2

Source: Primary Data, 2022

c. Customer Engagement

Most respondents stated that keeping the client in loop is the great way to build a good relationship with the clients. The respondents mentioned the following.

S4: There is always the chance of retention. For that, we should build a good relationship with the clients and keep them in loop. So, whenever we have interesting news, we can contact them. Thus, they feel a part of us.

R3: Of course, It is very influential. Therefore, maintaining a good relationship with the clients by treating them politely and chatting or speaking with them professionally.

A5: In the perspective of digital talents, the relationship between talent acquisition and digital talents more likely says no more. It likes giving information about Binar's free event to digital talents. Sometimes the digital talents ask about Binar's event. I think the more frequently we get in contact with digital talent, it is more than enough to keep the relationship with digital talents.

In Binar Academy, the Job Connect team often makes engagement sessions with the clients. The purpose is to make reports and keep the relationship with the clients.

C2: It is very influential to have a good relationship with clients to make them repurchase our services. We run the engagement session in routine. We had experienced many times when running the engagement session, the clients told us that they have new needs which we can help them with.

H1: We run various ways to do customer engagement sessions, before Covid-19 such as visiting client's companies to have the report about the performance of digital talents. Sometimes we meet at a meeting point to build a relationship. Then, every month, we have to report to the clients to minimize if the talent's performance is not in good conditions. If that happens, we discuss together and figure out the solutions.

Another way to engage the customer is to make an attractive content & share insight. The respondents mentioned the following.

C2: Other ways to engage clients that we can make interesting content, share insight, make an event, and more. This way creates the value proposition that other companies didn't have. it will make them consider purchasing the product or services in Binar Academy rather than other companies.

S4: Another way to make clients have interest to our services is understanding their problems. Starting from their problems, we could figure out what they needed. We try to provide what they need. Also, we are always up to date with the trend in the workplace to make us up to date with the solution that we can offer to clients.

The interviewees pointed out that there are various ways to engage customers. Building good relationships with the customers will make the customers repurchase the Job Connect Services. Furthermore, keeping the client in loop, making engagement sessions, and making an attractive content also sharing insight are also effective ways to engage customers. Table 3 summarizes the content analysis based on the interviews.

Table 3. Content Analysis of the Way to Engage Customers

Variables	Description	Respondent					Total
		H1	C2	R3	S4	A5	
Customer Engagement	Keeping the Client in Loop			v	v	v	3
	Making Engagement Session	v	v				2
	Making an Attractive Content & Share Insight		v		v		2

Source: Primary Data, 2022

4.2 Discussion

This paper examines the challenges in Inbound Marketing and Outbound Marketing. Inbound marketing is the methodology of business which explains strategy to attract customers by providing relevant information of business material and experiences (Hubspot, n.d.). Thus, Inbound marketing is a marketing style which requires a thorough audience selection and audiences' behavior of communication through a high quality marketing content (Patruti, 2016). This statement supports the results of interviews from two (2) respondents that the quality of content is influential to attract clients to use Job Connect Services. The more interesting and valuable contents, the more potential customers come to Job Connect Services by themselves. Furthermore, Inbound marketing is focused on a specific goal, such as increasing readership or revenue, and it is applicable to any marketing plan. Companies aiming at a bigger audience may need to create multiple personas to be able to differentiate between the various personalities and viewpoints of their target audience (Lehnert et *al*., 2021). From the results, defining the potential target customers is the challenge in Inbound Marketing both in finding digital talent's perspective and finding new clients. Before approaching the digital talent or clients, the team has to deeply dive the research to make sure the Job Connect team approaches the potential clients. The characteristics of inbound marketing such as the content of marketing strategy is interactive, targeted to potential customers, and more. Thus, customers come to the company because the content is interesting for the customers (Mandevska, 2018).

In contrast, Outbound marketing is a traditional marketing strategy to seek potential customers by pushing mass messaging to potential customers (Hubspot, n.d). The interview results stated that the challenges in outbound marketing are the persuasiveness of mass messages, communication skills, and awareness. Most respondents stated that the persuasiveness of mass messages is very influential in attracting potential customers and leading potential customers to purchase Job Connect services. The Job Connect team, especially Business Development, used outbound marketing by approaching clients on LinkedIn. The team used copywriting which was made by the Marketing division, then the business development team sent the mass messages with copywriting to many potential clients. Besides that, communication skills are needed to persuade potential clients to purchase Job Connect services. The Business Development team negotiates until the potential client signs the contract. The previous studies agreed that sales leads are created through each outbound approach and then followed up on by internal sales staff (Marketing Schools, 2020). In addition, communication and negotiation with leads is an important key instrument to engage with the customers to build long-term relationships with the companies (Hubspot, n.d.). Next, Outbound marketing tactics emphasize high

conversion rates, the importance of programs and newsletters in increasing brand awareness and the integration of web presence into print advertisement. When using Outbound marketing, people who are interested in your products and services are more likely to respond to your adverts and make a purchase (Marketo.com, 2020). This statement supports the interview result that stated clients' awareness affects customer purchase intention in Job Connect Service.

In the end, for business to business organization, marketing strategies need to engage customers effectively (Pansari & Kumar, 2017). This research studies found three ways to engage customers, they are making engagement sessions, keeping the client in loop, and making an attractive content & sharing insight. The previous studies mentioned that in terms of B2B, brands can be useful instruments for establishing and maintaining client relationships such as managing business flow to control customers in generating repeat sales, which boosts future revenue inflows and lower cash-flow risk (Guenther & Guenther, 2019). In addition, the combination of inbound marketing and outbound marketing runs well and effectively to engage more audiences (Dakouan & Benabdelouahed, 2019). Thus, Job Connect teams keep the relationship with clients by having engagement sessions every month.

V. Conclusion

This research study examines several findings from three categories such as the challenges in inbound marketing, the challenges in outbound marketing, and the way to engage customers.
First, the challenges in inbound marketing are the followings:
a. Familiarity
b. The quality of content
c. Define the specific target market

Second, the challenges in outbound marketing are the followings:
1. Brand awareness
2. The persuasiveness of mass messages
3. Communication skill

Third, the way to engage customers in Job Connect team are the followings:
a) Keeping the client in loop
b) Making engagement session
c) Making an attractive content & Sharing insight

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