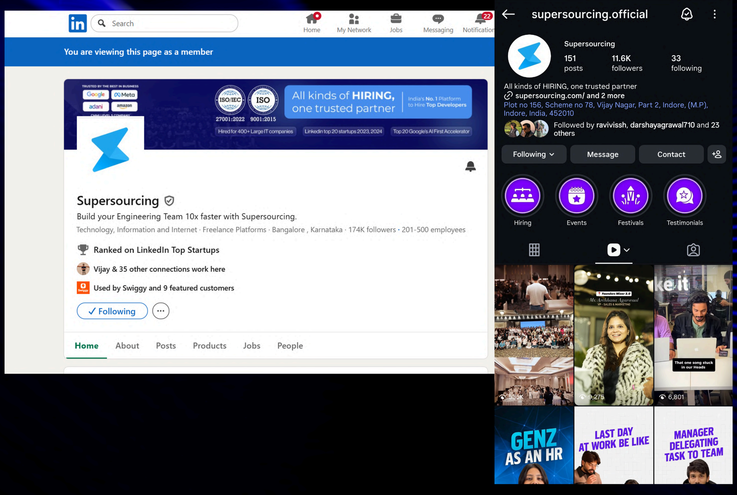
Serious B2B Brands | *Portfolio*

SUPERSOURCING

CONTENT & BRAND POSITIONING STRATEGY

Supersourcing experienced growth in followers
From 95k to 174k during my tenure



At Supersourcing, the challenge was never just "posting content."

The real challenge was balancing both sides of the business at the same time:

→ Building authority among enterprise clients looking to hire
→ Building trust and engagement with the developer/talent community

And both audiences required completely different communication styles.

So instead of creating random generic recruitment content, the strategy was divided very intentionally across platforms and audience psychology.

STRATEGY + CONTENT IPS

Content Planning

S.No.	%age	SS	Founders	Leaders	Talent first
1	60%	Developers focused	Staffing, hiring, tech focused	Niche expertise	**Workforce matters**
2	20%	TA focused	Business, growth. story telling	Staffing, hiring, tech focused	Workforce 2.0
3	20%	Clients Focused	About supersourcing and trends	About Supersourcing	The CXO Table

Content IP Details

1	**Talent Matters**	Finding Top Talent	We can cover Strategies, tools, and insights to hire the best.
		Building great teams	Tips on fostering collaboration, hire beyond borders, GenZs in workforce.
		Work Culture and vales	Highlighting values like transparency, accountability, and creativity. mentorship
		Success Stories	Real-world examples of how talent drives business growth, SS Success.
		Future of Work	Trends in remote work, AI in hiring, and gig economy shifts
		Future Workforce	how talent, technology, and trends will shape the workforce of tomorrow.
2	**Tech Matters**	Tech Trends	What's hot in tech today and what businesses should prepare for.
		Emerging Technologies	AI, Blockchain, IoT, Cloud Computing, and their applications.
		Tech Solution for Biz of coming decade	Tailored IT solutions for different industries like healthcare, e-commerce, and fintech.
		AI and it's impact	Tools and tech stacks for streamlining workflows.
		Custome Development Hacks	Importance of custom-built software over off-the-shelf solutions.
		Case Studies	Highlight succes projects, their tech stack, SS successful projects
3	**Job Matters**	In Demand Skills and trends	Emerging technologies senior developers should master including soft skills.
		A Job in Depth	Complete job analysit, includding past, present anf future, package and growth.
		Identify Right Employer	Identifying companies with developer growth centric and offers lot of benefits.
		Developer Success Stories	Highlight senior developers Supersourcing has placed in impactful roles.
		Interview Preparation for Senior Ro	Tackling advanced technical interviews, negotiating salaries, perks
		Career Growth	Insights on transitioning into leadership roles like tech lead, CTO, or personal branding

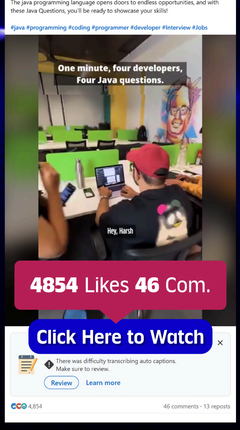
PODCAST FOR AUTHORITY

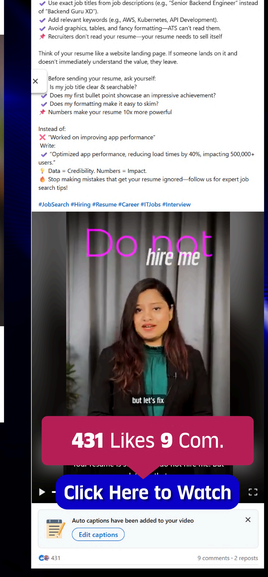
		Broad Category	Topic Direction
4	**Podcast (Senior Leaders, HRs, and CXOs)**	Hiring Hacks	Hiring Hacks from the C-Suite
		Everything Talent	The Talent Equation: Building Teams That Scale
		Staffing as Industry	Staffing Secrets: The Art of Finding the Right Fit
		Future of work	Future-Proofing Your Workforce
		Unicorn CXO stories around talent	Lessons from Unicorn Founders on Scaling Teams
		Building Empires in talent industry	How to build, scale and face challenges while building business in this industry.

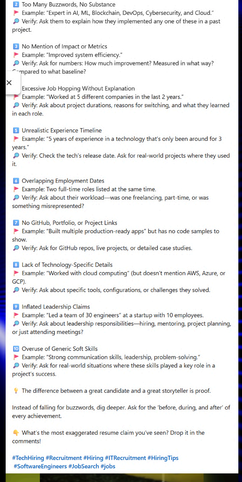
COMMUNITY BUILDING + ONLINE AND OFFLINE EVENTS

		Speaker Target	Event Type	Frequency	Probable Speakers
4	**Events (Senior Leaders, HRs, and CXOs)**	Staffing Industry Leaders	Big Event	5 events in second half of the year	
		Head HRs of tech companies	Big Event		
		Head TAs of tech companies	Big Event		
		Head TAs, HRs IT companies Roundtables	Community	1 in 2 months	
		Founders of tech startups (Tier 2)	Community	Once	
		CTOs of startups, Tech co. (Tier 2)	Community	Once	
		Conclave	Biggest	Once	
5	**Community**	One C-Suite Community Pan India	One	Probably podcast speakers	
		TAs, HRs and heads of staffing com	Multiple Cities	To discuss, learn, & collaborate on talent strategies and workforce innovation.	
		Founders Community in tier 2 city	Indore	To discuss hiring challenges and trends	
		Deus community in collaboration	Indore	To enable them to grab good jobs in future and establish SS name among deus	

1. LINKEDIN → AUTHORITY & DEMAND GENERATION
(ENTERPRISE / HIRING SIDE)

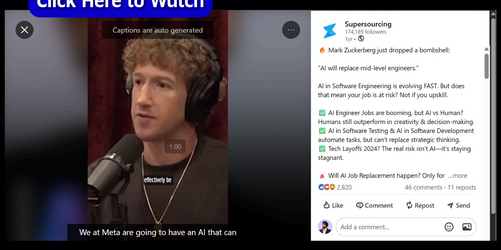






2820 Likes 46 Com.

Click Here to Watch



The goal was simple:
Position Supersourcing as a serious hiring ecosystem brand instead of "just another staffing company."

2. INSTAGRAM → TALENT COMMUNITY & EMPLOYER BRANDING (TALENT SIDE)

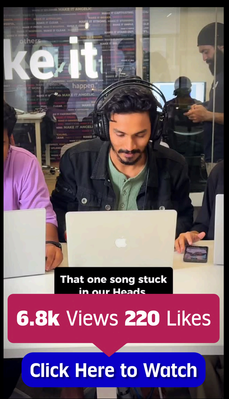
60% Serious
Educational Content



20% Fun
Relatable Content



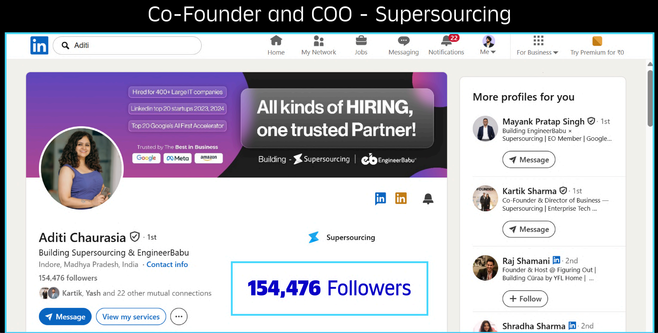
20% Cultural
Internal Branding



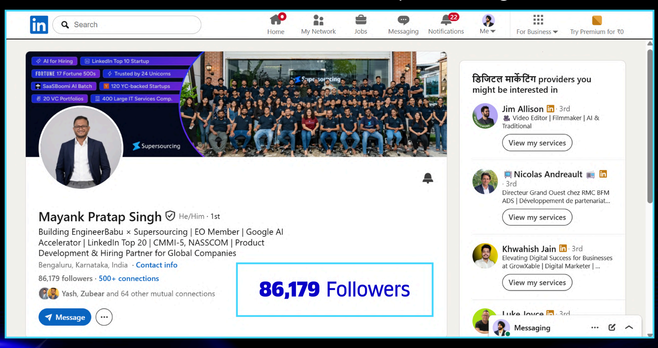
And together, all three helped strengthen both:
→ talent-side engagement
→ overall employer brand perception

3. FOUNDER-LED PERSONAL BRANDING CONTRIBUTION

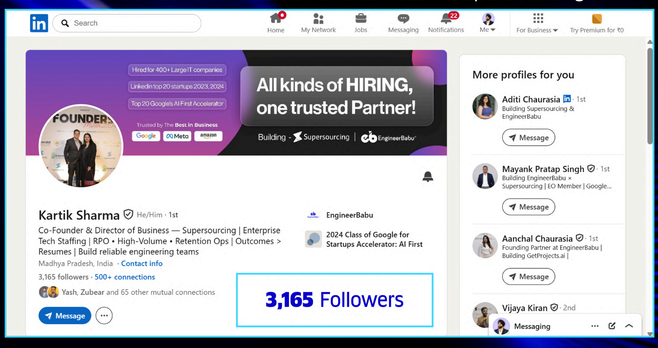
Co-Founder and COO - Supersourcing



Co-Founder and CEO - Supersourcing



Co-Founder and Director of Business - Supersourcing



One of the biggest growth drivers for Supersourcing was not just the company content itself, but the personal branding of the founders alongside it.

Especially on LinkedIn, founder visibility played a major role in building trust and generating inbound interest from the business side.

The content strategy was designed in a way where:
→ The company page built brand authority
→ While the founders built human trust behind the brand

Founders consistently shared:

→ Hiring insights
→ Startup scaling perspectives
→ Leadership opinions
→ Tech hiring trends
→ Operational learnings
→ Founder experiences

This helped position them not just as “founders of a staffing company,” but as people actively involved in solving hiring problems at scale.

And honestly, this changed the quality of conversations significantly.

Founder branding became a very important layer of the overall SuperSourcing growth ecosystem alongside the company content strategy.

EVENT-LED BRAND BUILDING

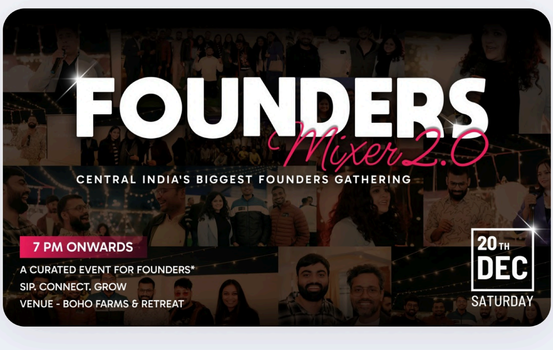
Building stronger inbound visibility and community through high scale events

WE HAVE HOSTED OVER 12 EVENTS AT SUPERSOURCING
Here are my personal favourites :)

CLICK HERE TO VISIT FOUNDER MIXER’S EVENT PAGE

OFFLINE EVENT

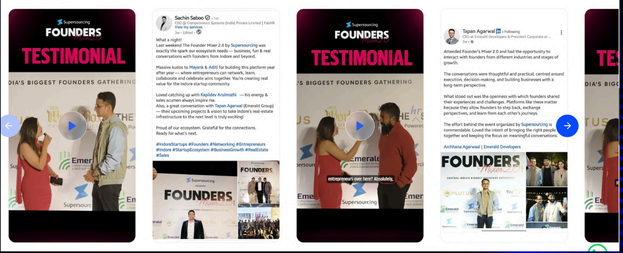
Central India's founders gathered for an evening of strategic connections and real conversations.



Relive the highlights



Past Event Testimonials



CLICK HERE TO VISIT NITIN SETHI'S EVENT PAGE

OFFLINE EVENT

Digital Transformation at Scale: The Leader Behind Adani, Indigo, and Naukri's Digital Transformation



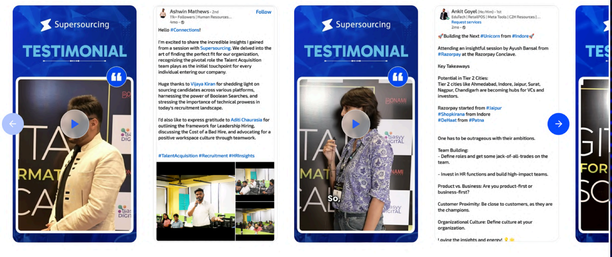
19th October, Saturday
1:00 PM onwards

Jardin hotels, Indore

Relive the highlights



Past Event Testimonials



CLICK HERE TO VISIT ANKUR WARIKOO'S EVENT PAGE

OFFLINE EVENT

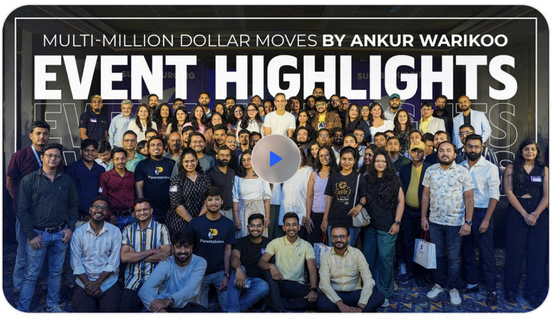
Multi-Million Dollar Moves: The Entrepreneur's Guide to Wealth Creation



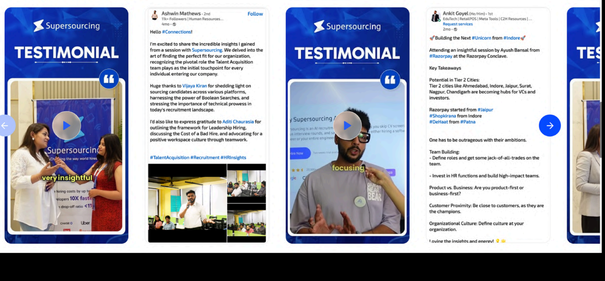
21st September, Saturday
1:00 PM onwards

Indore Marriott

Relive the highlights



Past Event Testimonials



CLICK HERE TO VISIT AYUSH BANSAL'S EVENT PAGE

OFFLINE EVENT

Razorpay Conclave: Building the Next Unicorn from Indore



13th July, Saturday
2:00 PM - 4: 00 PM

Indore Marriott

Relive the highlights

