

GTM PLAYBOOK

How to leverage VONQ HAPI in your GTM processes



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HAPI partner content hub >

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GTM activations for different stages of customer journey >

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HAPI suite launch checklist >

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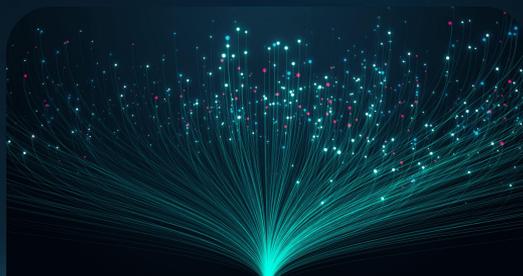
Reach us - Your GTM support >

Key strategies to launch your HAPI suite



Onboarding is the key

Make sure that your clients are aware on HAPI solutions embedded in your ATS from Day 1



Increase adoption

Support your clients with product update emails, webinars, in-app banners to start using HAPI solutions



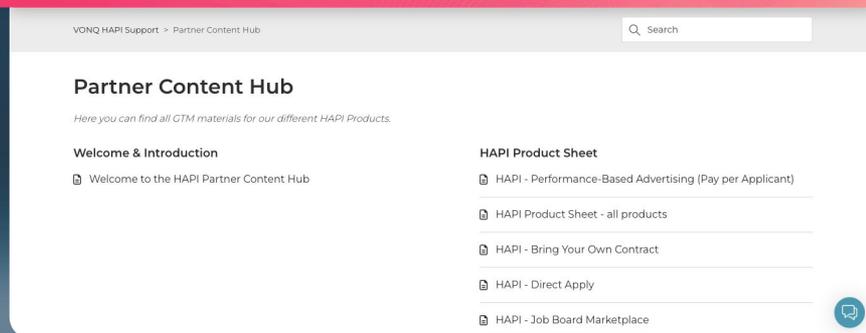
Create feedback loop

Observe what's working / what's not working, measure the conversion rates and drop offs in the app and reach us for improvements

HAPI Onboarding starts with Partner Content Hub

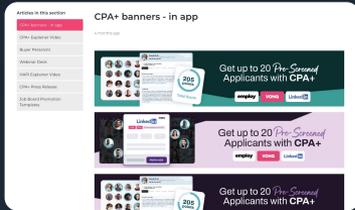
Partner Content Hub

Here you can find all GTM materials for our different HAPI Products.

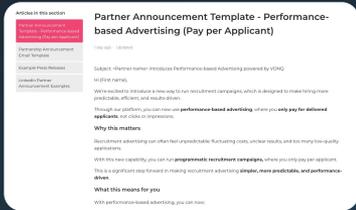


Your direct access to all the materials





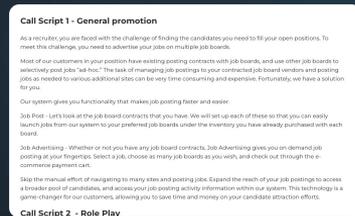
GTM assets & co-marketing materials: **In-app banners**



GTM assets & co-marketing materials: **Press-release templates**



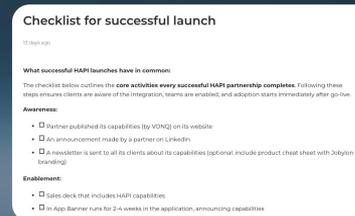
Sales support content: **Product one-pagers**



Sales support content: **Call scripts**



Onboarding & enablement materials: **Webinars**



Onboarding & enablement materials: **Checklists**



VONQ

HAPI

**VONQ and
HAPI logos
are available
to use in your
website**

VONQ

HAPI

Q

HAPI

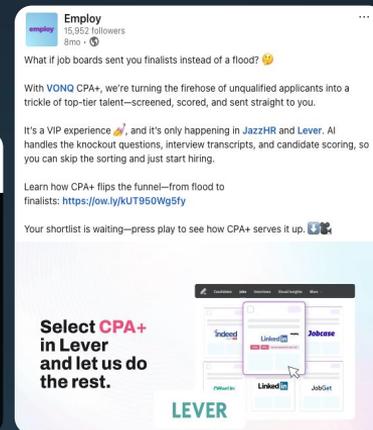
Download Logo Kit



LinkedIn Announcements

- [Hospitaliti](#) LinkedIn announcement
- [flairHR](#) LinkedIn announcement
- [Jobylon](#) announced from their LinkedIn
- [Tellent/recruitee](#) mentioned VONQ in their product updates on LinkedIn
- [Employ](#) shared CPA+ video on LinkedIn

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Website placement

- [d.vinci](#) announced the partnership from their website
- [A.umantis](#) shared about VONQ in their website
- [Workable](#) placed VONQ on the partnerships section on their website

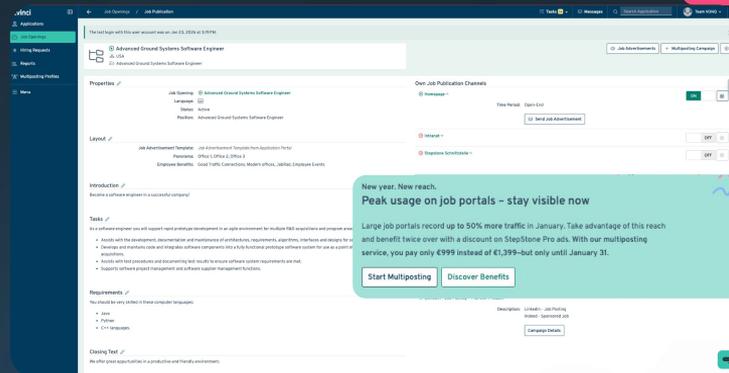
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In-app banners

- **d.vinci and Employ** placed in-app banners to their platform
- **d.Vinci** placed a demo video in their platform explaining how to start job advertisement

Discover here



Product Updates



Save Up to 50% On Job Board Bundles

Discover New Job Boards & Exclusive Discounts in Promote

We've expanded your advertising options in Promote! You can now post your jobs on job boards such as **Jobcase, OfferUp, and JobGet** — giving you even more ways to attract high-quality applicants at affordable rates.

Plus, take advantage of our **50% on channels** such as **Jobcase, OfferUp, and JobGet** advertising today!

Only Pay for Top-Scored Candidates with CPA+



Get up to 20 *Pre-Screened* Applicants with **CPA+**

Take advantage of CPA+ Today!

VONQ Cost Per Application (CPA+) Powered by LinkedIn brings high-quality, pre-screened candidates from LinkedIn directly into JazzHR. You only pay for those who pass AI-driven screening, receiving a complete applicant dossier with resume, interview transcript, and evaluation scores. Save time, cut job board costs, and fill roles faster with relevant, ready-to-hire talent.



Get up to 20 *Pre-Screened* Applicants with **CPA+**

employ VONQ LinkedIn



Get up to 20 *Pre-Screened* Applicants with **CPA+**

employ VONQ LinkedIn



Get up to 20 *Pre-Screened* Applicants with **CPA+**

employ VONQ LinkedIn



Get up to 20 *Pre-Screened* Applicants with **CPA+**

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Partner webinars

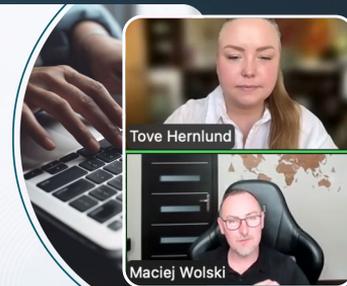
- [Employ](#) invited Ritu to their webinar series for clients
- [Abacus Umantis](#) introduced Multiposting to their clients together with VONQ team
- [Jobylon](#) invited VONQ team for their Spotlight webinar series

Example Webinar Deck



Let's talk about

- 01 Today's Landscape @ VONQ Introduction
- 02 VONQ HAPI Suite
- 03 Direct Apply / CPA+
- 04 AI Agents - A new era in recruitment
- 05 Demo Time / Open Q&A



Sales decks

- **nCore** started using Job board slides in their sales decks
- **Talentsconnect** used HAPI slides in their webinar sales decks
- **Employ** uses our EQO slides in their webinar decks

Job Board Paid Posting

Data-driven job advertising technology that connects your jobs to the right candidates through the world's largest media portfolio. Designed for enterprises in competitive fields, it makes attracting and hiring top candidates effortless.

AI Screening Agent Powered by VONQ

VONQ Screening Agent is an AI-powered early screening and interviewing solution that operates at the very beginning of the hiring funnel.

When a candidate applies for a job, AI Screening Agent immediately engages them through a structured AI-driven conversation that:

- Conducts structured screening interview (chat + voice)
- Gathers additional role-relevant information
- Evaluates responses against role-specific criteria

Feature Ausblick ab April 2026

Bring your own contract

Collaboration posts

- [RecruitCRM](#) and [VONQ](#) published collaboration post on the same day on LinkedIn about the partnership benefits

Get in touch with us

Recruit CRM
55,874 followers
2mo · 🌐

Posting the same job on different boards takes too much time. Recruit CRM's job multiposting, powered by VONQ, clears the entire workflow. Enter your job once, publish to 3,000+ boards, organize your contracted boards, and track exactly where your best candidates come from.

Every application lands straight in your ATS. Job posting without the repetitive steps.

Check it out yourself here: <https://lnkd.in/gBzmf4PH>

#recruitcrm #recruitingsoftware #jobposting #atssoftware #jobmultiposting

recruiterm.io

Posting a job used to mean opening tab after tab, logging into every board, and pasting the same details everywhere.

And you **lose hours** even before anything goes live.



That routine is overdue for a change.

VONQ
13,504 followers
2mo · Edited · 🌐

👉 **VONQ x Recruit CRM - partnership in action**

"Recruiters shouldn't waste time repeating the same posting and promotion tasks." That's exactly what we set out to change together with Recruit CRM.

With VONQ's Hiring API (HAPI) embedded into Recruit CRM, job posting and job marketing become one seamless flow.

- ✔ Post roles across thousands of job boards
- ✔ Promote them directly from the ATS
- ✔ Stay fully in flow without changing platforms

This collaboration brings structure, reach, and clarity into everyday hiring and shows what's possible when job distribution is truly built into the platform.

Curious what HAPI can unlock for your ATS or HR tech solution? Reach us @ <https://lnkd.in/jer2MNC5V>

VONQ

Job posting often turns into a bigger task than planned.

Tabs open everywhere, steps repeated, and no clear sense of what's working.

It's time for a better setup. ➡

GTM PLAYBOOK

Let's Redefine What's Possible Together

For all your questions please reach out
to your account lead:

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danielhowes@vonq.com

andreuantelm@vonq.com

For any marketing queries:

ozgeozguleryuz@vonq.com

