Hiring
COMPANY

Recruitment Marketing

Transform|
Measure | **Grow**

Stop piecing together random solutions. Start growing strategically with integrated recruitment marketing and technology expertise.

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About Us

Recruitment Marketing Excellence Built on Real Experience

Having walked in your shoes as recruitment consultants before becoming marketing specialists, we understand the unique challenges you face. Our journey from desk consultant to marketing expert has given us an unparalleled perspective on what truly drives results in recruitment marketing.

We've meticulously tested and reviewed over 300 recruitment marketing platforms, analysed thousands of campaigns, and transformed recruitment marketing strategies for agencies of all sizes.

Our hands-on experience means we don't just understand the theory - we know what actually works in practice.

Whether you need help selecting the right tools, optimising your current strategy, or completely transforming your recruitment marketing approach, we provide practical, proven solutions based on real-world recruitment experience.

Available for:
• One-off projects
• Day rate assignments
• Ongoing strategic support

Duncan Carter
hiring.company
info@duncanjcarter.co.uk

Social Media

Our Service delivers dual-focused social media management that connects with both clients and candidates, maximising your recruitment firm's digital presence and market position.

Social Media

Here are some useful tips to start your social media journey.

If you don't have the time that's where we come in

Recruitment Marketing Excellence Built on Real Experience

LinkedIn has emerged as the powerhouse for B2B recruitment sales, with carousel posts generating 3x more engagement than standard posts:

Best type of posts:

Create **carousel posts** showcasing successful placements and client testimonials, as this format drives higher click-through rates due to its interactive nature

Maintain consistent visual branding across all carousel posts:
- Include clear calls-to-action in every post
- Keep carousel content between 10-12 slides for optimal engagement

Vertical Video Integration:
- Share behind-the-scenes content of your recruitment process
- Post success stories and client testimonials in vertical video format
- Cross-promote LinkedIn videos across other social platforms to maximise reach

Common Social Media Oversights:

- **Not leveraging LinkedIn polls and employee advocacy**
- **Missing video content opportunities (especially on Instagram)**
- **Inconsistent employer branding across platforms**
- **No engagement with comments or messages within 24 hours**
- **No social media content calendar**
- **Not utilising platform-specific features (LinkedIn articles, Instagram Reels)**
- **Poor timing of posts (posting when audience isn't active)**

Strategic Networking
- Connect with engaged users commenting on competitor posts
- Send personalised connection requests to potential candidates
- Participate actively in relevant LinkedIn groups to expand your talent network

Social Media

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Personal branding is a long-term investment that requires consistency, authenticity, and strategic thinking. When combined with effective company page management and Twitter presence, it creates a powerful recruitment marketing ecosystem that drives both candidate and client engagement.

The key is to maintain authenticity while strategically positioning yourself as an industry expert through valuable content and meaningful interactions across all platforms.

Consistency
- Post regularly (3-5 times per week)

Content Mix
- 40% industry insights
- 30% personal experiences
- 20% company-related content
- 10% engagement with others

Balance Between Personal and Company Pages:
- Personal profiles receive 10x more reach than company pages
- LinkedIn's algorithm favours individual engagement over corporate content
- 76% of users are more likely to trust content shared by individuals over brands
- Use personal pages for relationship building and thought leadership
- Leverage company pages for official announcements and job postings
- Create synergy by having employees share company content with personal insights

The biggest social media mistake isn't poor posting frequency - it's that 71% of recruitment agencies treat all social platforms identically, using the same content across LinkedIn, Instagram, and Twitter, while data shows platform-specific content performs 4x better.

Content Marketing

Transform your recruitment brand with compelling content that speaks to both clients and candidates. Our specialised content marketing service creates high-impact, recruitment-focused materials that drive engagement and conversions.

Content Marketing

Here are some useful tips to start your content marketing journey.

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The key to successful content marketing in recruitment is providing genuine value while maintaining engagement through interactive elements and regular updates. Focus on solving real problems and addressing actual needs in your target audience.

Value-Driven Content Types
eBooks and Whitepapers:
- Industry salary guides
- Market trend analysis
- Career development guides
- Hiring best practices reports
- Benefits of working with your agency

Interactive Content:
- Career assessment tools
- Salary calculators
- Skills evaluation quizzes
- Industry knowledge tests
- CV/Resume builders
- Job fit assessments

Data shows that agencies producing educational, trend-based content generate 3x more engagement and inbound leads.

Remarkably, only 12% of agencies maintain a consistent content calendar, despite evidence showing that consistent weekly content can increase organic traffic by 200% within six months.

Multi-Platform Approach:
- LinkedIn newsletters
- Email marketing sequences
- Twitter threads
- Instagram carousel posts
- YouTube short-form videos

Content Performance Metrics:
- Engagement rates
- Download numbers
- Time on page
- Social shares
- Lead generation

Content Marketing

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Remember to continuously analyse your audience's engagement patterns and adapt your design strategy accordingly. The most successful content combines professional design with valuable information while maintaining optimal readability and visual appeal.

By implementing these design principles and regularly analysing engagement metrics, recruitment agencies can create content that not only looks professional but also drives meaningful engagement with both candidates and clients

Content Design Fundamentals
- Create clear visual hierarchies through strategic spacing and typography
- Implement consistent branding across all content pieces
- Design content that speaks directly to audience needs and pain points.

Typography and Spacing:
- Use headers and sub-headers to break up text
- Implement adequate white space for readability
- Create breathing room between paragraphs
- Maintain consistent line spacing for professional appearance

Layout Considerations:
- Design for mobile-first viewing
- Create scannable bullet points
- Use short paragraphs
- Include clear calls-to-action

Start with one high-quality, data-driven blog post per week about industry trends or career advice. Share it across all platforms and repurpose it into smaller content pieces like social posts, emails, and infographics.

Remember: Content marketing in recruitment isn't about selling jobs - it's about establishing expertise and building trust.

AI Prompting

Transform your recruitment content and outreach with our specialised AI prompt engineering service. We create custom, tested prompts that help you get the most out of AI tools while maintaining your authentic voice.

AI Prompting

Here are some useful tips to start your AI Prompting journey.

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For maximum effectiveness, combine AI capabilities with human insight and emotional intelligence. The goal is to create content that resonates with your audience while maintaining authenticity and professionalism. Regular monitoring and adjustment of your prompting strategy will help optimise results over time.

By following this structured approach to AI prompting, recruiters can create more effective, engaging, and inclusive job advertisements that attract top talent while saving significant time and resources

Structure & Context:
- Begin prompts with clear persona identification ("I am an HR manager/recruiter")
- Provide specific industry context and company background
- Include essential details about company culture and values

The most common AI prompting mistake isn't poor input - it's that recruitment agencies often treat AI as a complete replacement rather than a complementary tool, leading to generic and ineffective outputs.

Company Culture Communication:
- Create prompts that emphasize your employer brand
- Request content that highlights workplace diversity and inclusion initiatives
- Ask AI to maintain a consistent tone aligned with your company voice

Clarity & Specificity:
- Use natural language in prompts
- Provide clear, detailed instructions about the task
- Keep prompts concise while including essential details

AI Prompting

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Format Specification:
- Define desired output format (bullet points, paragraphs, etc.)
- Specify word count limitations
- Request specific sections like responsibilities, qualifications, and benefits

Best Practices:

Refinement Process:
- Start with a basic prompt and iterate based on results
- Add specific instructions for tone and style adjustments
- Include context about target audience and purpose

Quality Control:
- Request AI to flag potentially biased language
- Ask for recommendations on inclusive terminology
- Specify the need for professional yet engaging tone.

Implementation Tips:
- Always review and edit AI-generated content
- Ensure alignment with company brand guidelines
- Test different prompt variations to optimise results
- Use AI to analyse market-competitive language and requirements

Studies show that almost 25% of HR professionals already use AI, but many fail to provide sufficient context and specificity in their prompts, resulting in irrelevant or biased content.

Always review and customise AI-generated content. Maintain human oversight for quality control.

Remember: AI is meant to enhance recruitment processes, not replace human judgment and expertise.

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SEO

Transform your recruitment firm's digital visibility with our specialised SEO service designed exclusively for the recruitment industry. We help your website rank for the searches that matter - where your clients and candidates are actually looking.

SEO

Here are some useful tips to start your SEO journey.

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By implementing this comprehensive SEO strategy, recruitment agencies can significantly improve their online visibility, attract more qualified candidates, and generate better-quality leads for their business.

On-Page SEO Fundamentals:

Title Tag Optimisation:
- Keep titles between 50-60 characters for optimal display
- Include primary keywords naturally
- Make titles compelling with emotional triggers or benefits
- Example: "Engineering Jobs in Manchester | Leading Recruitment Specialists"

Meta Description Strategy:
- Maintain length between 150-160 characters
- Include call-to-action and value proposition
- Focus on driving curiosity and offering benefits

Remember: It's better to rank highly for specific, relevant terms than to compete unsuccessfully for broad, high-volume keywords.

Landing Pages:
- Optimise H1 tags with primary keywords
- Use H2 tags for subsections incorporating LSI keywords
- Include industry-specific terminology
- Create location-specific pages for geographic targeting

Blog Content Hierarchy:
- Create content for different search intents
- Awareness content: Answer industry questions
- Consideration content: Industry-specific recruitment guides
- Intent content: Job application processes and company information

SEO

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Industry-Specific Focus:
- Target long-tail keywords (e.g., "engineering manufacturing jobs")
- Include location-based terms (e.g., "recruitment agency in Manchester")
- Focus on industry-specific terminologies

Search Volume Analysis:
- Target keywords with manageable difficulty scores
- Focus on terms with high click-through rates
- Consider seasonal recruitment trends

Link Building:
- Create informative content worthy of backlinks
- Develop industry partnerships
- Contribute guest posts to relevant platforms

Job Listings:
- Implement job posting schema markup
- Optimise for Google Jobs integration
- Include relevant industry keywords naturally

Site Structure:
- Create clear navigation hierarchy
- Implement proper internal linking
- Ensure mobile optimization

Page Speed:
- Optimise image sizes
- Minimise code
- Implement caching solutions

> **The biggest SEO mistake isn't poor keyword research - it's that 74% of recruitment agencies create generic job titles and descriptions that compete with major job boards, instead of focusing on long-tail, niche-specific keywords where they could dominate local or industry specific searches.**

Email Marketing

Transform your candidate and client engagement with our specialised email marketing service designed exclusively for recruitment firms. We help you nurture relationships, automate touchpoints, and convert more prospects into placements.

Email Marketing

Here are some useful tips to start your Email Marketing journey.

If you don't have the time that's where we come in.

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This comprehensive approach to email marketing combines technical excellence with user-friendly practices to ensure optimal deliverability and engagement while maintaining compliance and security.

Why Authentication Matters:

Email authentication serves as your digital identity verification, protecting both your brand and recipients from fraud. Without proper authentication, your emails may be marked as spam or completely blocked, regardless of content quality.

DMARC (Domain-based Message Authentication, Reporting & Conformance):

- Acts as a security framework that builds upon SPF and DKIM
- Prevents domain spoofing and phishing attempts
- Provides valuable reporting on email delivery and potential threats
- Enables domain owners to specify how unauthorised emails should be handled

- **82% of recruitment agencies blast the same generic emails to their entire database, while data shows personalised, segmented emails achieve 3x higher engagement rates.**
- **Only 23% of agencies regularly clean their email lists or track engagement metrics beyond open rates, leading to poor deliverability and wasted resources on unengaged candidates/clients.**

SPF (Sender Policy Framework):
- Functions like a guest list for your domain
- Identifies authorised email servers
- Prevents spammers from sending emails using your domain
- Improves deliverability rates significantly

DKIM (DomainKeys Identified Mail):
- Works like a digital signature for your emails
- Ensures emails haven't been tampered with during transit
- Verifies sender authenticity
- Enhances recipient trust

Email Marketing

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HTML vs. Text Emails Explained:

HTML Advantages:
- Enables rich visual experiences
- Allows for tracking and analytics
- Supports interactive elements
- Strengthens brand recognition

Text Email Benefits:
- Ensures universal compatibility
- Improves loading speed
- Enhances deliverability
- Ideal for small business to improve email deliverability and avoid spam

Preview Text Strategy:
This often-overlooked element serves as your email's "second subject line" and can significantly impact open rates. Think of it as your click bait or mini pitch to grab that attention.

Start with just two segments - active and passive candidates/clients - and create different email streams for each. This simple step can improve engagement rates by up to 50%.

Timing and Delivery Optimisation

Strategic Timing Considerations:
- Industry-specific patterns affect engagement
- Recipient time zones impact success rates
- B2B vs. B2C timing differences
- Day-of-week preferences vary by audience

Unsubscribe Mechanism: More Than Just Compliance

Why It's Critical:
- Builds trust with subscribers
- Reduces spam complaints
- Maintains list hygiene
- Improves overall deliverability

Key Success Metrics:
- Authentication pass rates
- Delivery rates to inbox vs. spam
- Engagement metrics
- Complaint rates
- Unsubscribe rates

Web Design/Maintenance

Transform your recruitment website from a digital business card into a lead-generating powerhouse. We create high-performing, conversion-focused websites that turn visitors into clients and candidates.

Web Design/Maintenance

Here are some useful tips to start your Website journey.

If you don't have the time that's where we come in.

Recruitment Marketing Excellence Built on Real Experience

A well-designed and maintained recruitment website should prioritize ease of application while maintaining professional aesthetics and functionality. Regular updates and monitoring ensure optimal performance and user experience.

Implementing these strategies ensures your recruitment website remains effective, user-friendly, and competitive in attracting top talent while maintaining professional standards and operational efficiency.

Website Design Fundamentals

User Experience (UX) for Job Applications
- Implement one-click apply functionality
- Keep application forms under 5 minutes
- Enable resume parsing technology
- Create mobile-responsive application processes

The most overlooked website design error in recruitment isn't aesthetics - it's making the content all about the agency instead of the candidate or client experience.

Landing Page Optimisation

Essential Elements:
- Place CTAs in top right area, above the fold
- Use directional cues to guide visitors
- Break up text with images and whitespace
- Make buttons visually prominent

Content Organisation:
- Content-rich pages provide engaging brand experience
- Mobile-first design approach
- Customisable with brand elements
- No coding skills required for updates

Navigation and User Flow
- Clear menu structure
- Intuitive job search functionality
- Visible application buttons
- Breadcrumb navigation for complex sites

Web Design/Maintenance

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Visual Hierarchy:
- Use colour psychology for informed design decisions
- Focus theme and style for industry fit
- Address visual hierarchy through design
- Guide users to important actions

Colour Impact:
- Colours influence user emotions and perceptions
- Proper use significantly affects bottom line
- Full-coloured designs increase engagement
- Strategic colour placement guides user attention

Landing Page Optimisation

Essential Elements:
- Place CTAs in top right area, above the fold
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- Break up text with images and whitespace
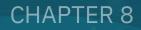- Make buttons visually prominent

Content Organisation:
- Content-rich pages provide engaging brand experience
- Mobile-first design approach
- Customisable with brand elements
- No coding skills required for updates

User Engagement:
- Increased time on site
- Higher application rates
- Reduced bounce rates
- Better candidate quality

Common critical oversights include:
- **Headers that fail to immediately communicate value proposition**
- **No clear calls-to-action on key pages**
- **Overwhelming visitors with too much information at once**
- **Lack of regular, fresh content through blogs or news sections**

Events/PR

Transform your event presence and PR impact with our specialised support services. We help maximise your ROI at industry events and enhance your media presence without the full-service price tag.

Events/PR

Here are some useful tips to start your Events/PR journey.

If you don't have the time that's where we come in.

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Successful events and PR strategies require consistent effort, authentic relationships, and strategic planning. Focus on creating genuine value for all parties involved while maintaining professional standards and measuring outcomes effectively.

Strategic Event Selection
- Choose industry-specific events
- Focus on quality over quantity
- Align with target audience demographics
- Evaluate ROI potential

Key Approaches:
- Identify complementary businesses
- Create mutual value propositions
- Develop joint content strategies
- Share audience insights

Backlink Building Through Events:
- Event sponsorships generate authoritative links
- Speaking engagements create natural backlinks
- Cross-promotional content increases visibility
- Partner mentions boost domain authority

Key Event/PR Mistakes:

- **Failing to collect proper data at events**
- **No clear follow-up strategy**
- **Generic messaging instead of personalised communication**
- **Missing social media opportunities before/during/after events**

Cross-Promotion Strategy

Content Collaboration:
- Joint webinars
- Co-created whitepapers
- Shared research projects
- Combined social media campaigns

Media Engagement:
- Press releases
- Media partnerships
- Journalist relationships
- Industry publication features

Events/PR

Here are some useful tips to start your Events/PR journey.

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Partnership Development:

Identifying Partners:
- Analyse audience overlap
- Assess brand alignment
- Evaluate collaboration potential
- Review digital presence

Value Creation:
- Define mutual benefits
- Create shared goals
- Establish metrics
- Track outcomes

Partnership Development:

Identifying Partners:
- Analyse audience overlap
- Assess brand alignment
- Evaluate collaboration potential
- Review digital presence

Value Creation:
- Define mutual benefits
- Create shared goals
- Establish metrics
- Track outcomes

Maximising PR Impact:

Media Relations:
- Build journalist relationships
- Create newsworthy angles
- Provide valuable content
- Maintain regular contact

Content Strategy:
- Develop compelling narratives
- Share success stories
- Highlight partnerships
- Showcase outcomes

The biggest ROI killer in recruitment events isn't the cost or the right people attending - it's poor follow-up timing. Studies show that 78% of recruitment agencies lose potential candidates/clients by waiting more than 48 hours to follow up after events, while top-performing agencies have automated systems in place to engage attendees within 24 hours.

AI/Automation

Transform your recruitment processes with expert guidance on selecting and implementing the right AI and automation tools. We help you cut through the hype to find solutions that actually deliver ROI.

AI/Automation

Here are some useful tips to start your AI/Automation journey.

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The goal of AI and automation in recruitment is to enhance human capabilities, not replace them. Focus on creating seamless experiences while maintaining the personal touch essential in recruitment.

Intelligent Automation Integration

CRM and Email Integration
- Connect email systems with CRM through Zapier
- Automate candidate data entry and updates
- Create personalised email sequences
- Track engagement metrics automatically

AI-Powered Candidate Experience:

Email Automation:
- Trigger welcome emails based on applications
- Send personalised follow-ups
- Schedule interview reminders
- Distribute feedback surveys

Chatbot Implementation:
- Answer common candidate queries
- Screen initial applications
- Schedule interviews
- Provide status updates

While AI recruitment tools promise revolutionary results, studies show that 67% of companies overspend on complex AI solutions they don't fully utilise, when simpler, well-implemented traditional tools would better serve their needs.

Salary Survey Automation:

Data Collection:
- Automated survey distribution
- Real-time response tracking
- Data aggregation
- Market analysis reports

Report Generation:
- AI-powered insights
- Industry benchmarking
- Custom report creation
- Trend analysis

AI/Automation

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AI Implementation Strategy:

Chatbot Development:
- Define common queries
- Create response templates
- Set up escalation paths
- Monitor performance

Email Automation:
- Design email sequences
- Create triggers
- Personalise content
- Track engagement

Data Analysis:
- Salary benchmarking
- Market trends
- Candidate insights
- Performance metrics

Best Practices for Implementation:

System Integration:
- Connect essential tools
- Establish data flow
- Test automations
- Monitor performance

Communication Strategy:
- Maintain personal touch
- Balance automation
- Ensure relevance
- Track effectiveness

Data Management:
- Ensure accuracy
- Maintain compliance
- Regular updates
- Security measures

Sometimes a well-configured email automation system or a straightforward CRM can deliver better ROI than a sophisticated AI platform that's underutilised.

Remember: It's not about having the most advanced technology; it's about having the right technology that your team will actually use effectively.

CRM

Transform your recruitment processes by selecting and implementing the perfect CRM for your business. We help you navigate the complex CRM landscape and ensure your chosen platform delivers real results.

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CRM

Here are some useful tips to start your CRM journey.

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A well-integrated CRM system becomes the backbone of efficient recruitment operations. Focus on selecting a system that not only meets current needs but can also scale with your organisation's growth.

Strategic CRM Selection and Implementation

Essential Integration Capabilities:
- Job board connectivity
- Email automation systems
- Calendar synchronisation
- Document management
- Applicant tracking features

Core CRM Requirements:

Basic Functionalities:
- Customisable hiring tracks
- Detailed candidate profiles
- Candidate-to-job matching
- Integrated communication tools
- Real-time reporting analytics

Third-Party Integration Support:
- Microsoft Outlook integration
- LinkedIn connectivity
- Google Workspace compatibility
- Job board synchronisation
- Email marketing platforms

According to recent industry surveys, the most requested feature in recruitment CRM systems is automated candidate engagement and nurturing capabilities.

This high demand reflects recruiters' growing need to maintain meaningful relationships with passive candidates while managing large talent pools efficiently.

Integration Requirements:

Technical Specifications:
- API availability
- Data synchronisation
- Security protocols
- Scalability options

User Experience:
- Intuitive interface
- Mobile accessibility
- Customisable workflows
- Report generation

Recommended Tools/Software

It's easy to get caught up in the excitement of new tools and technologies, but throwing money at every shiny new platform isn't the answer. The key is investing strategically in tools that deliver measurable returns and genuine time savings.

- Not every tool promising AI capabilities delivers real value
- Implementation and training costs should factor into ROI calculations
- Tools must integrate well with existing systems to be truly effective

The Bottom Line:
Don't fall into the trap of tool overload. Choose solutions that demonstrate clear ROI through time savings, improved candidate quality, or reduced cost-per-hire. When it comes to AI tools, select those that complement your human recruiters rather than trying to replace them entirely.

Recommend Tools:
- **Nytro SEO:** Significantly helps rank for keywords in Google for your website
- **Zapier:** The ultimate automation tools connecting thousands of well known tools together
- **Merlin AI:** Provide access to all the leading AI chat platforms with Chrome ext for LinkedIn & Twitter
- **Opus Clip:** Convert any video into the best viral vertical video segments
- **Hubspot:** A great Sales CRM tool, which easily connects to your website, captures leads and enriches your contacts.
- **Canva:** The ultimate graphic/document creation tool with many AI features.

Technology assessment

- **Tool recommendation**
- **Implementation planning**
- **Training support**
- **Performance monitoring**
- **Quarterly optimisation**

Pricing

Rates:
- £150 per day
- **Advice Subscription:** £200pm
- **Marketing Strategy**: £200
- **Contact Info Generation:** Neg

Content Marketing:
- **1 Page Sales Document:** £50
- **Brochure:** £200
- **E-book:** £200
- **Social Media:** £100pm
- **Blog: 1 Article pw:** £100 pm

Website:
- **Design:** £400
- **Hosting & Maintenance:** £150pm
- **Maintenance & Small Edits:** £100pm

AI/Automation:
- **Strategy:** £200
- **Automation Setup:** £100

Email Marketing:
- **Template Design:** £100
- **Security/Authentication Setup:** £50
- **Email Address Finding/Verification:** Neg

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