

# Remote Work Junkie

## OVERVIEW

[Remote Work Junkie](#) (“RWJ”) is a hub for all things remote and flexible work. Followers and users come to RWJ for career tips, to find remote jobs, to hire remote talent, to learn how to manage remote teams, and more.

RWJ’s audience is working professionals, job seekers, HR, recruiters, and talent acquisition leaders representing Fortune 500 to VC backed startups, ages 24-45, distributed around the world (US is 55%+ of the viewership).

## MARKET LANDSCAPE

Remote work is here to stay and it’s predicted by 2025 that 32.6 million Americans will work remote. The highest percentage of remote workers are aged 24 to 35. And according to FlexJobs’ Generations at Work Report, Gen Z (40%), millennials (56%), and Gen X (75%) are in support of remote and hybrid work options.

A study from Harvard Business School suggests that when it comes to hybrid work, just one to two days in the office, on a flexible schedule, creates the best outcomes for employees and businesses alike.

Millennials and Gen Z are the generations who are becoming leaders, building companies, and hiring with flexibility in mind. They are looking to change the past traditions of the office and are open to hiring globally to build diverse teams. In addition they are also massive consumers of content and social media.

## PRODUCT DESCRIPTION

Media site and job board dedicated to all things flexible work.

Product Components	Velocity and Cadence of New Posts
<ul style="list-style-type: none"><li>Articles and News</li><li>Job Board</li><li>Talent Network</li><li>Newsletter</li></ul>	<ul style="list-style-type: none"><li>1-2 new articles published per week</li><li>1-2 articles updated per month</li><li>1-2 LinkedIn posts per day</li><li>1 Twitter post per day</li></ul>

## KPIS (LTM, as of 4/1/2024)

LinkedIn Page	Website	Job Board	Newsletter
1.6 Million Organic Content Impressions	405k+ Pageviews	607 job alerts created (over 900 alerts)	3,176 subscribers
304k pageviews/109k unique visitors	290k+ Sessions	1.9k+ job seeker profiles created (over 2.5k total)	150-250 new subs per month
13k+ custom CTA clicks (the button on the page)	229k+ Users	8.3k+ external job application click	38%+ open rates
138k followers (As of 4/21)			
20k+ new followers monthly (averaging)			

## SPONSORS

Past sponsors:



Interested potential sponsors (and others):



## WHO FOLLOWS RWJ

Some companies represented that follow RWJ (Every industry is represented and various job titles like recruiters, HR, engineers, marketing, sales, customer support, product, etc.):



**Sameeta Dasari** · 2nd

Recruiting @ Notion - We're hiring! [notion.so/careers](https://notion.so/careers)

April 2024

## PROJECTIONS

RWJ started from scratch in March 2022. RWJ focused on writing and growing some of the key audiences in 2023.

Here's projected 2024 stats can look like if nothing changes but current effort stays the same (no team, no investments, limited new content on the site, and overall reach stays the same). We utilized average monthly numbers so far from the year to inform our projections:

- LinkedIn page - 275k followers and over 3M content impressions.
- Website - 850K pageviews, 400K users, serving 11M ad impressions
- Job board - 7k job seeker accounts, 36k external job applications
- Newsletter - 8k subscribers, 38%+ open rates

## GROWTH OPPORTUNITIES

- 1) Use RWJ to continue to provide actionable content directly related to jobs, remote work, hiring globally, etc. from seasoned practitioners and build awareness for the top level brand. As well as a distribution arm for relevant brand, products, or services. Examples of companies that did this:
  - a) SEMRush + Backlinko acquisition
  - b) Outreach + Sales Hacker acquisition
  - c) HubSpot + The Hustle acquisition
- 2) Build it up as an additional revenue stream. Via display ads, affiliates, sponsorships, job listings, and talent network. Can also build a paid remote work community or virtual event series to drive in revenue.

*Confidential between RWJ and Interested Buyer.*

- a) Ramp up content product and distribution, hire freelance writers (or open to contributions, I have two people that are interested in writing for free to get exposure).
  - b) Build out other social media channels for additional reach and brand growth.
  - c) Hiring a salesperson to close sponsors and increase job board and talent network revenue.
- 3) Or fold the content and data in your own company/brand.

## PERSONNEL

One person creating content and marketing around 5-10 hours per week. Plenty of potential to build off the current growth with minor additional resources/time invested.

## ASSETS

- Sale includes:
  - Website and all branding assets
  - Access to LinkedIn, Twitter, Facebook, Instagram, and Reddit
  - 500+ spreadsheet content ideas
  - .co, .net, .org of the domain as well
- Personnel willing to assist during the transition and integration process.

Contact [hello@remoteworkjunkie.com](mailto:hello@remoteworkjunkie.com) if interested. Thank you!