



## Case Study

# Recruitment Industry

Several successful small and multi-national Recruitment Agencies are now strong advocates for eMarketing when it comes to reinforcing their brand management, optimizing customer relationships, maximizing workflow and importantly increasing sales whilst reducing expenses.

These agencies have found that by introducing email and SMS into their traditional marketing mix, they are achieving new candidate acquisition, customer retention and client loyalty rates at a much higher percentage whilst reducing operational resources and costs.

### Agency Uses for eMarketing include:

- ✦ Website data capture
- ✦ Job alerts
- ✦ Candidate alerts
- ✦ Candidate Newsletters
- ✦ Client Newsletters
- ✦ Automated responses
- ✦ Automated profile updates
- ✦ Special event registrations
- ✦ Interview & meeting reminders



### How Agencies are implementing eMarketing Strategies:

#### Communication Development & System Training:

Upon committing to an eMarketing program the companies, some with the assistance of an eMarketing consultant, devised a communications strategy, workflow process and appointed persons responsible for the program. These people were then given both basic and advanced system training and a succession plan was implemented to cater for future staffing changes.

#### Website Registration Forms:

Permission based web forms were set up on the websites to automatically capture data from interested candidates and clients wishing to either enquire on certain services and positions. These web forms were then complimented with specific system driven auto-responders that assisted in the automation of value added knowledge sharing and customer relationship building.

#### Branded Communication Templates:

Company branded templates were designed and uploaded in to the system to ensure ease of compiling alert and newsletter communications. Each template was specifically designed to be easily edited by any user and yet secure enough that the company's branding was maintained at all times.

#### Web Forms Introduced at Data Entry Points:

Website registration forms were replicated and placed on the desktops of all computers for easy and efficient data input. This allowed staff to quickly open the web form upon taking a phone and enter the data directly into the system ready for communicating. These data forms were also supported by the same auto-responders that are triggered from the website meaning that all persons in the database were receiving the same quality information automatically and many whilst still on the phone. This ensures a very professional first impression is achieved with new business prospects.