

Virtual Viewing Case Study: Yourpeplemarket.com

Client sector: Online recruitment services



yourpeplemarket.com launched as a business in 2010 in Milton Keynes, providing a new fixed fee or less recruitment marketplace designed to connect great employers with a network of recruiters.

Founded by a team of recruitment experts, the ethos behind the company is threefold:

- > Employers want value for money and can post a job at the fee they set and get access to a network of specialist recruiters operating under one contact
- > Recruiters get access to qualified vacancies they can bid to work and an additional avenue for new revenue generation
- > Free to use – in light of increasingly competitive market conditions, employers pay only the fee if they hire someone successfully through the site!

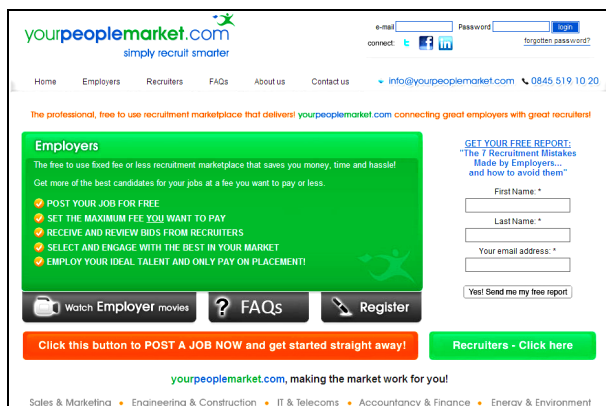
As part of a transition in technical provider, yourpeplemarket.com commissioned Virtual Viewing to provide analysis into their existing website/system and back-end build and to make recommendations for a number of technical improvements, as well as identifying how we could incorporate an email marketing solution into their online activities.

Yourpeplemarket.com's Objectives

- > To commission an initial system build analysis and receive recommendations for changes and improvements
- > To revitalise their existing online website, and to incorporate additional functionality and back-end integration
- > To establish an integrated lead page for data capture in line with our PR campaign and deploy an email marketing solution to communicate with a growing client population.

Virtual Viewing's Solution

Design and System Analysis



Virtual Viewing conducted an initial system build analysis so that we could provide yourpeplemarket.com with an overview of areas for both usability and functionality improvements to be carried out as part of an improvement plan, in line with their business requirements.

Visualisation was managed in close collaboration with yourpeplemarket.com as it was vital to ensure consistency with our corporate branding and marketing material. It was also critically important to incorporate social media links - such as LinkedIn, Facebook and Twitter - to further strengthen our communication channels.

A template-based approach supports consistency of presentation, while the Home Page design provides clear navigation to the company's key service strands for both employers and recruiters, as well as a simple registration process, video overviews, a Free Report data capture page, latest industry news, and a growing gallery of testimonials to illustrate the benefits of using a market-driven approach to recruitment.

Email Newsletter Integration using EMMA

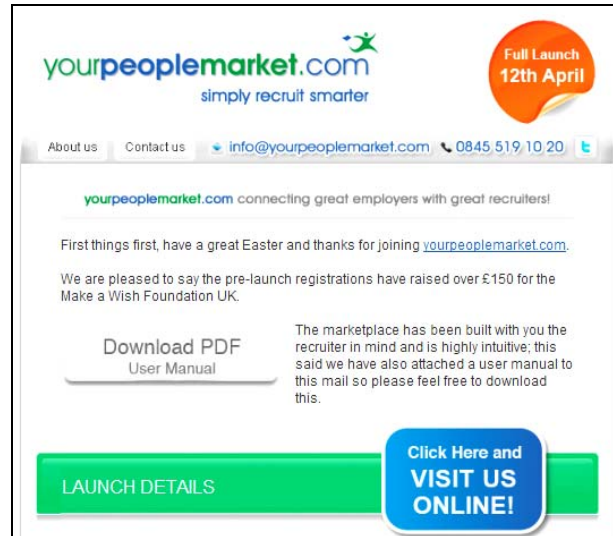
Easy, quick data capture and the effective management of client communications are key elements of competitive advantage in today's recruitment marketplace. In light of this, yourpeplemarket.com has adopted the services of Virtual Viewing's **EMMA (Email Marketing Assistant) email campaign and newsletter management system.**

Email Newsletter Integration using EMMA (continued)

An HTML email newsletter template design was developed to further reinforce the website branding, and to allow yourpeoplemarket.com to edit and send regular email campaigns to promote their services, special offers, details of their charity campaign partner, monthly newsletters and service update bulletins.

EMMA's email distribution list management facilities were used to provide further impetus to the launch of yourpeoplemarket.com's online system, and enable them to separately manage their email campaigns with both recruiters and employers through a single interface.

The ability to embed links to downloadable PDF documents also enabled the company to distribute its User Manual quickly, simply and at minimal cost.



Adding Features – and Benefits

The website development incorporated a host of additional features and benefits – both for the company and for its website's diverse audience:

Free recruitment report for employers only

Get your free report:
"The 7 Recruitment Mistakes Made by Employers... and how to avoid them"

Before you hire one more person for your business, you must understand the classic recruitment mistakes you could be making - and exactly how to avoid them.

In this new report written for employers by recruitment expert and cofounder of yourpeoplemarket.com Chris Smith, you'll quickly discover:

- How a simple mistake made at beginning the recruitment process can cost your business thousands of pounds
- The four A's that every great employee has
- Why job interviews are actually the worst time to evaluate candidates

Recruitment tip 2: Be careful where you place the job advert
Deciding where to place your job advert can be a crucial decision if you want to get the right type of applicants for the position.

When you're deciding on where to feature the advert, there are several factors that you can take into account to help you find the best medium through which to communicate the advert.

Firstly, look at the job description that you have written. Where is the ideal candidate most likely to look for a job? If you're advertising for a marketing director, it's probably not the best idea to advertise in your local newspaper. Likewise, if you want a part-time receptionist, advertising in The Guardian might be over-the-top!

- > **EMMA integration**, added as a second phase development, means that yourpeoplemarket.com can use our easy to manage bulk-email marketing platform to keep both registered and prospective users up-to-date with service offerings and latest news at the click of a button.
- > The ability to create **contact lists** means the company can have a range of communication campaigns running simultaneously, each with their own separate distribution list
- > **A bespoke application** enables yourpeoplemarket.com to export registered user details from our "Free Recruitment Report" data capture page and import them into EMMA to support the maintenance of our automated 26 week recruitment tips responder campaign, further cementing our branding within our member population.

What the Client Said ...

"Moving from one technical partner to another is never easy, especially when the system incorporates both front-end and back end integration. We approached Virtual Viewing, who performed a system analysis and comprehensive yet non-disruptive set of recommendations for system improvement. Once these were carried out, we have subsequently adopted their email marketing platform, EMMA. This enables us to integrate our online lead data capture into an easy to use email marketing campaign management system that enables us to simply edit and manage our email communication to a number of separate distribution lists."

– Paul Blacklidge, Co-founder and Operations Director, Your People Market Ltd.

What Virtual Viewing did next ...

To build on the solid foundation that has already been created, Virtual Viewing is now working with yourpeoplemarket.com on ongoing system improvements to improve the user experience for our diverse clients and to incorporate further innovations in terms of system functionality.

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