

# search | Recruiting Exceptional People

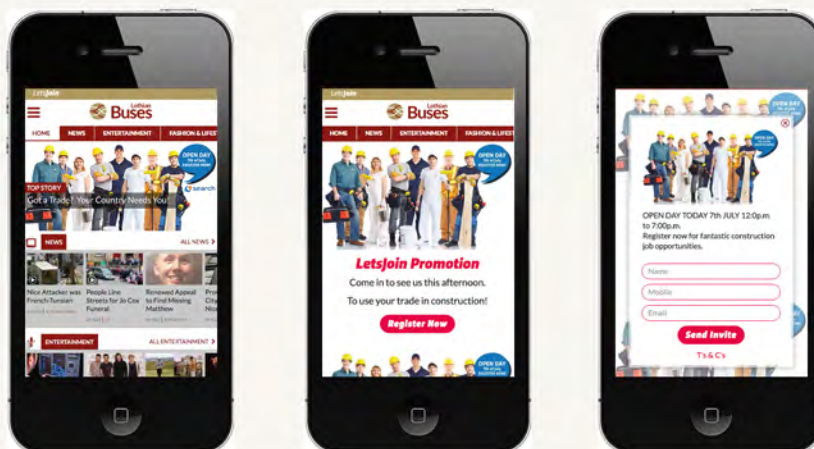


## Background

Search Consultancy is one of the UK's leading recruitment consultancies. With offices in thirteen locations across the country, they allocate people at all levels across a wide range of commercial and industry sectors.

## Objectives

We were approached by Search Consultancy to promote recruitment opportunities in the construction industry. The aim was to engage potential candidates and ensure that they register for a recruitment event held by the client.



“ Letsjoin clearly understood our objectives. They offered a seamless service and achieved astonishing results. ”

Rhona Deb, Marketing Delivery Manager, Search Consultancy



## RESULTS

Personalised Impressions Delivered to Accomplish Target



### Solution

The Client agreed that the most appropriate campaign was a Promotion, so we created a bespoke Native Article, detailing the information of the event and organisation. It also provided a call to action which allowed the potential candidate to navigate a simple and high-speed process to register for the event. In order to optimise the exposure and appeal of the article we adapted the format content more than ten times in order to correctly target the relevant Letsjoin users. After registering details, a voucher was instantaneously sent to the candidate with the necessary details for the event and simultaneously sent to the client for data capture.

### Summary

This campaign characterised our capability to work closely with our client in order to display an efficient and personalised service, whilst maximising their customer opportunities. It also demonstrated our ability to target specific consumers, drive registrations and at every step, deliver better than expected results for our client.