NIGEL WRIGHT RECRUITMENT

Marketing at Nigel Wright

Nigel Wright Recruitment

Contents

The business invests a significant amount of time and money in marketing support. The objective of this support is to drive awareness and understanding of our unique service and position in the market. The result of this activity sets a level of expectation in the minds of our customers as to what they will experience from us in terms of capability and service levels. This expectation can be equated to a level of desire for our services.

Brand

The brand has a specific job to do and that is to immediately identify us to our customers so they are reassured that they are dealing with the people they want to.

The brand is built on three fundamental attributes, these form the foundation for all subsequent marketing support activity:

For the purposes of explaining the background to the brand to interested parties we have created a brand equity pyramid to show what lies behind our claims of sector knowledge, sector experience and high levels of service.

Marketing Activity

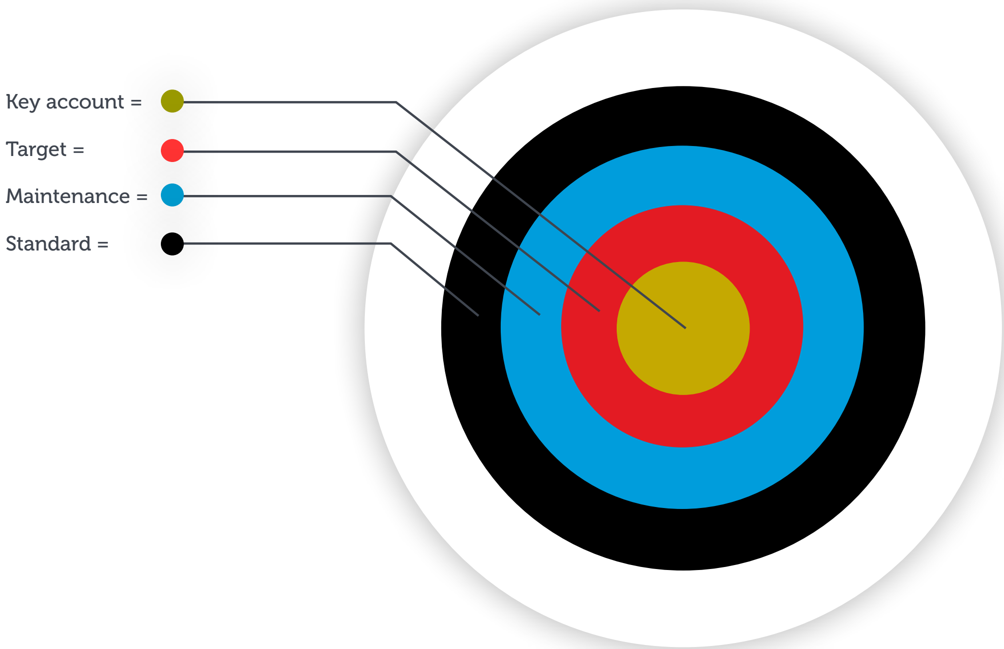
From an internal cost management perspective marketing activity falls into one of two categories;

- Corporate marketing: Centrally funded and carried out in support of the whole business.
- Team marketing: Funded from the team budget and carried out in support of specific team objectives.

CORPORATE MARKETING ACTIVITY AND OBJECTIVES

As a centralised marketing department we target decision makers and high value candidates on a regular basis. (see fig below). By sending these contacts relevant information such as salary reports, industry research or interviews with leaders in their sector, we aim to stay 'front of mind'. The frequency of contact is based on a quarterly communication, in order to have the highest likelihood of coinciding with any particular recruitment cycle in any particular client company.

In addition to email and direct mail activities, we also invest in broader brand awareness activities such as airport advertising, event sponsorship and targeted PR. The objective of these 'above the line' activities is to be seen by potential and existing customers either with a relevant message or with a relevant association that will help us to amplify our brand message.



In House Publications

MAGAZINES

We currently produce one annual magazine for our North East market and one for our International Consumer market each year. Both are designed to show a broad cross section of what we do. They include content from clients and comments from our own consultants and usually feature non competing professional services firms where we feel we will benefit from the association. The objective of both publications is to show how our chosen 'brand equity' can come to life by highlighting who and what we know and how the market regards us in terms capability and service levels. No one else in the recruitment industry produces a magazine – it provides an interesting and engaging alternative to the traditional brochure which can be very static. We distribute approx. 10,000 hard copies of each publication every year, they are sent direct to key decision makers and high value candidates.

Distribution Summary:

- Centralised mail shot to client contacts marked as decision makers in key, target and maintenance client companies and to candidates earning >£60,000.
- Each office receives their own copies for consultants to use in new client and candidate meetings to provide an overview of our business.
- Spare copies are available for consultants to mail to new and existing contacts as required by way of an explanation of what we do and why we are different to our competitors.
- Electronic versions of the current and past issues are filed on our website under the downloads section, should there be a need to direct someone to them quickly.
- Where possible the printed version should be used in the first instance, as it has a much greater impact.

In House Publications

SALARY SURVEY

Two annual salary surveys are produced, one multi discipline report for the UK and one specialist report for the International Consumer products and services sectors. These surveys provide a reference point for clients and candidates when it comes to benchmarking salaries. They are produced at the start of the calendar year, and are compiled from information contained on our database and from data collected direct from the marketplace in the form of completed questionnaires (sent out between November and January).

Distribution Summary:

- Centralised mailshot of the relevant report to HR decision makers in all our markets
- Remaining copies are sent to our office locations for use in meetings with clients and candidates and for consultants to mail direct to new contacts who may not be on the database.
- The latest versions are available to download online.
- The salary survey provides us with a large data set which we can draw on throughout the year. Clients and candidates who contact consultants seeking more detailed information about our survey can be referred to the marketing department where the data can be interrogated further

MARKET UPDATES

These are country specific market updates, and the content is largely created by consultants with the help of the marketing team. These updates are designed to 'show-off' our local knowledge and are delivered in local language.

Distribution Summary:

- One update per market per year, hard copies are mailed out centrally to lists compiled by consultants.
- Additional copies are sent to our offices and are used in meetings etc…
- PDF versions are available to download online.

In House Publications

THOUGHT LEADERSHIP REPORTS

Our thought leadership reports showcase our in-depth understanding of the sectors and disciplines we specialise in. We aim to produce two reports per year that have an appeal in all of our markets, meaning that the topics tend to be broad and international in nature. Currently these reports are produced in English but we have the capability to create translated versions when required. The process for producing these reports is detailed and involves collaboration between the marketing team and consultants, specifically to identify potential 'experts' in the market who can be interviewed as part of the research. These interviews are used alongside desk research and often a quantitative survey to form the basis for the report. Producing bespoke, in-house research reports is again central to our unique position and service offering in the market. It is a practise normally associated with international executive search businesses (Korn Ferry, Heidrick and Struggles etc.) and not a sector specialist like ourselves.

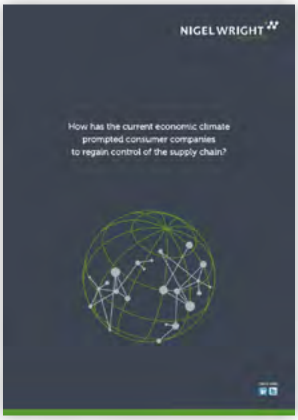
Distribution Summary:

- Hard copies of the reports are sent out to a highly targeted group of decision maker contacts within key, target and maintenance accounts who are relevant to the report content.
- Email versions are sent to a wider group and like all other publications an online version is available to download form the website.
- On the front cover of each digital version of the reports are social networking buttons which make it easy for you to share them online via LinkedIn, Twitter etc.

EXECUTIVE INTERVIEWS

Our executive interview series is another way in which we highlight our sector and discipline expertise. It also acts as an advertisement of our global network of contacts.

The marketing department is always interested to hear form consultants about potential interviewees we could include in our series. All interviews are published online in the executive interview section of the website. The best ones are also included in magazines, updates etc.



Digital Communications

COMPANY E-UPDATE:

Two e-updates are scheduled per year; they are used to communicate to a wide group of contacts and candidates what we as a business have been doing.

- Typical content includes company news such as office moves, publications we have produced, industry or charitable events we have been involved with.
- These are produced in local market language
- There are two versions of each, one tailored for candidates and one tailored for clients.

SOCIAL MEDIA:

Currently we focus our social media activity on Linkedin, Twitter and to a lesser extent Facebook. Following our social media habits survey in 2012, we learned that our customers were predominantly interested in hearing from us on Linkedin and Twitter. Both our Linkedin and Twitter activity is focused on corporate marketing although we have sub-groups within both social networks that are run by teams or individual consultants that also promote jobs. The latter must be approved by marketing before going live.

LINKEDIN:

Our company Linkedin page gives an overview of our international consumer business, our core products and services and also provides those who 'follow' our company with information either about Nigel Wright - i.e. our latest report - or news pertinent to the international consumer industry. There is also a Nigel Wright Linkedin group which essentially mimics the company page but consultants can use it to post opportunities that they are currently working on. There are a number of Nigel Wright sub-groups on Linkedin that are run by the teams e.g. Nigel Wright Nordic, Nigel Wright Supply Chain Network, Nigel Wright North East Business Leaders Forum etc.

The marketing department will set up these groups on request but the teams are wholly responsible for managing the content.

TWITTER:

As with Linkedin, we have a corporate account which promotes our international consumer industry expertise with regular updates about our company as well as news from the sector. Currently, the Nigel Wright Consumer Focus Weekly is also automatically posted on our corporate Twitter page; the content is however largely UK centric. There are also a number of 'team' Twitter pages run by consultants. These range from 'DIY' to 'Sweden'.

Again marketing can set these pages up for you, yet content creation and network building is a team/individual responsibility.

Many of our consultants also have their own Twitter pages for work activity. If you choose to set up your own Twitter account, it is important that you always adhere to the Nigel Wright social media policy at all times.

The Nigel Wright Corporate account will endeavour to 'retweet' any content from team/individual accounts that is useful for business development purposes.

FACEBOOK

Although our Social Media Habits survey told us that our customers prefer to keep facebook, a more private form of social media, separate from their work activity we have recently created a facebook page essentially to support our website – we treat it as another channel where we can present our brand to the public. We are in the process of building up content on the 'timeline' with links to our reports as well as examples of our other marketing materials.

CONSUMER FOCUS DAILY/WEEKLY

This is an automated online 'newspaper' which provides links to news stories from the consumer sector in an accessible newspaper format. We currently have UK (weekly) France (weekly), Benelux (daily), German (daily) and Spanish (daily) versions of this marketing and learning tool. Consultants should subscribe to the paper which will result in them receiving an email link to the latest edition. It is a useful resource for quickly learning what is happening in your sector on a daily/weekly basis. You can also send it to your customers as a business development tool. The news stories are provided from sources that the marketing department has specifically chosen i.e. The Grocer, Food Manufacture, LSE etc.

Any links to news sources that you would like to see in the newspaper should be sent to the marketing department for approval.

Market knowledge and research tools

There are two software packages that we subscribe to which can be used for marketing/BD purposes or for researching recruitment assignments.

KOMPASS

This is a world renewed company database and search tool used by most executive search and recruitment companies. It has an intuitive interface and can be used primarily for mapping markets/sectors and companies in those markets/sectors. Some of the most powerful functions available on Kompass include the ability to search for companies based on specific product categories. To give an example of the detail you can go into, a search for 'consumer' returns these product categories among others: Vegetables in consumer packs, Soup in consumer packs, Fish in consumer packs, Pasta products in consumer packs, Tea in consumer packs etc... You can also gain information about turnover, financial performance, employee numbers and the names of executives. Only two people can log into Kompass at any one time.

You can contact marketing for log-in details as well as training on how to use Kompass.

KOMPASS
Connects **business** to **business**

SNAP

Snap is the survey software that we use when we're gathering data about salaries, statistics for our thought leadership reports as well as customer feedback data which we report back on quarterly. We can also utilise Snap on a bespoke basis for teams, if you have a requirement to seek out quantitative information for a particular project or business idea.

You can make a request to marketing and see other examples of how we have used surveys to support BD.

snap®
surveys

Team Marketing

Team marketing falls into two categories – Candidate and Client.

CANDIDATE MARKETING

Candidate marketing is centred on attraction, acquisition, retention and education. In addition to the activity outlined above and our own website we carry out the following;

1. **Job Boards:** Investment in job boards and CV database access. Exact job boards and CV databases are decided by the teams who pay for them. Due to the considerable cost of job board advertising we have imposed an internal ROI hurdle rate that job boards have to exceed in order to be used on a continuous basis. This does not apply when the advertising costs are being passed on to the client.
2. **Job mailers:** Essentially these are PDF job advertisements, developed in conjunction with the design team and are mailed to active and inactive candidates selected by the consultant managing the role.
3. **Microsites & Candidate Packs:** We have the capability to create microsites and candidate acquisition packs to enhance candidate attraction, these can be used effectively to sell our services to clients, and are normally offered as an additional chargeable service or used as part of the negotiation for a retained assignment.
4. **Candidate Tips:** We also have a 'tips for candidates' booklet printed in English and available on our website to download.

CLIENT MARKETING

It is at this level that our marketing can be individually targeted in a number of different ways;

1. **The SNT or Seeking New Talent mail shot/e-mail shot:** This is developed in conjunction with teams/consultants, and is either a printed or PDF document detailing top candidates by specific skills/disciplines and is sent to a carefully selected list of appropriate clients.

2. **MD dinners:** These are usually hosted at manager level and typically would involve at least two Nigel Wright staff and seven or eight client contacts. One proven technique to increase appeal of these dinners is to invite a neutral but complementary 'connector' such as a PE advisor or an industry consultant from one of the big four accountancy firms etc...

3. **Seminars:** These group events have been very successful for us in the past in the UK and the Nordic region. The basic formular is to assemble a number of impressive and interesting contacts who are experts in their field and are prepared to present to a group of client contacts selected by us. Typically we aim to host between 30 and 60 guests at such an event.

4. **Networking events and seminars:** This type of activity crosses over between client and candidate as often they are one and the same. In addition to our own bespoke events we will sponsor and attend awards and industry events, as well as professional networking sessions.

NIGEL WRIGHT
RECRUITMENT