

## An Internet Cloud blueprint for recruitment

### Creating solutions

The last 10 years have seen a fundamental shift in technology. The 'Internet cloud' is now an arena that provides access to software and services that gives people access to information, and joins them together for both business and social purposes. The impact on many areas of our lives has been considerable, but do we have a clear blueprint of how our recruitment businesses should be taking advantage of the changes around us, both immediately and strategically?

This information sheet provides an overview of the key areas that a recruitment business can utilise Internet Cloud strategies for. This 'Blue-print' addresses:

- **Sales & Marketing** – Building brand awareness, and attracting and retaining clients and candidates.
- **Managing the operational 'nuts & bolts'** – ensuring cost effective systems are in place for operations.

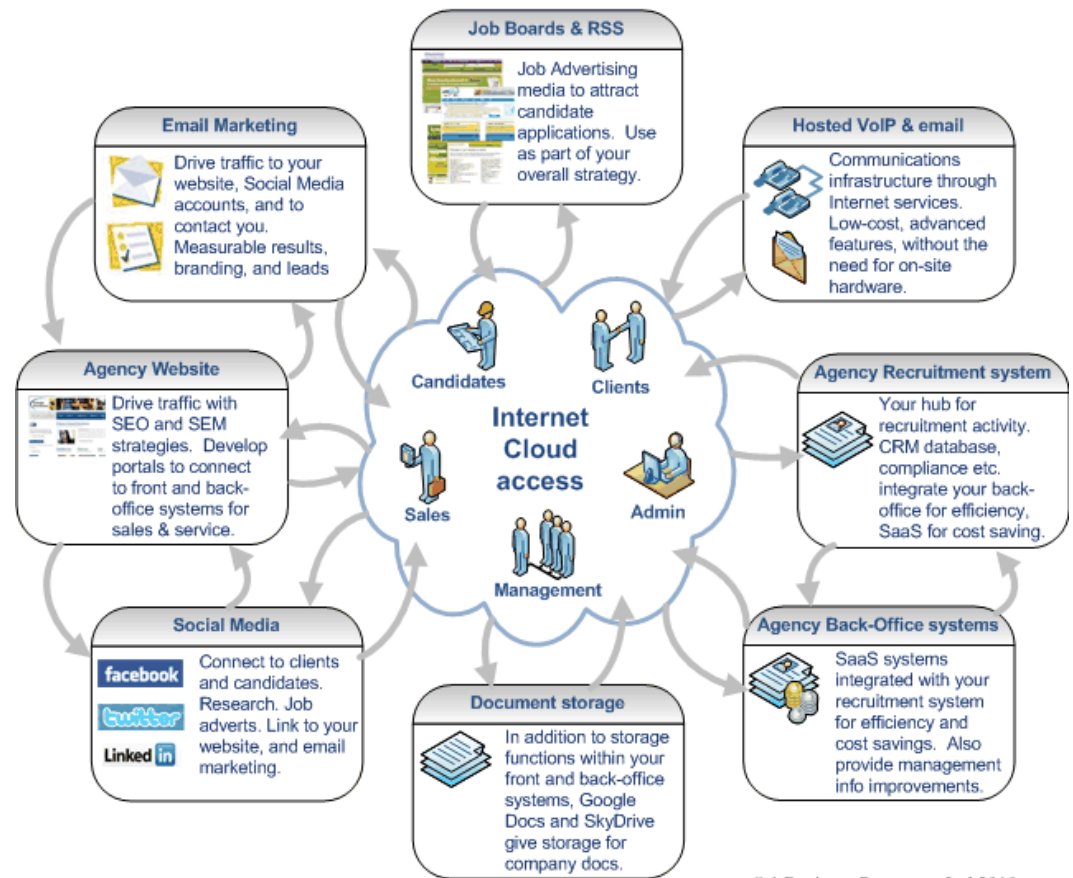
### Sales & marketing

An increasing number of our social and business interactions are being conducted through the Internet. In addition, 25% of people now use Smartphones to access Internet information, so how/where people are accessing Internet services and information is changing.

In recruitment, opportunities exist to use Internet services and connect with clients and candidates through the Cloud. This requires strategies to harness the opportunities of both established and emerging media channels. A rounded marketing strategy encompassing your agency website, email marketing, and social media, as well as traditional channels, is required to maximise marketing reach.

However, don't think that the technology and new channels available are alien arenas. They are simply new forms and methods for reaching your market. They should therefore be incorporated within your traditional sales & marketing strategy planning to form a cohesive 'joined-up' strategy.

### Internet Cloud blueprint for Recruitment businesses



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This diagram provides a 'checklist' of the areas where you should be developing strategies for the use of Internet Cloud technologies. With effective strategies in place this can support your sales & marketing efforts, and bring substantial cost savings in the running of IT infrastructures,

## Managing the 'nuts & bolts' of your business

The nuts & bolts of running a recruitment business requires the use of data, systems, processes, and IT infrastructure to manage our operations. In the past managing these (if you could afford it) meant installing servers, networks, internal telephone systems, and installing software in your office(s). Then employing IT staff and/or suppliers to manage your hardware and software, fix issues and manage any upgrades.

With the Internet Cloud however this has all changed. Hosted solutions provided on a SaaS basis now provide low-cost access to systems and services through the Internet. Allowing even the smallest business to access to technology without the need to be an IT expert or have large budgets.

## Developing a strategy

This article has touched on areas for a Cloud strategy for recruitment. If you would like any assistance in detailed planning for your agency, contact i-Business Resources.

## Your Agencies website

Search Engine Optimisation (SEO), and Search Engine Marketing (SEM) strategies can be designed to drive traffic to your website – but what will you give them once you have attracted them? Basic details on your company, services, and contact details are of course the minimum people will expect, but not all visitors may wish to contact you immediately. Consider providing mechanisms for visitors to form connections with you in other ways. For example;

- Facilities to sign-up for your newsletters / mailing lists.
- Links to your companies Facebook page.
- Facilities for Candidates to register details online and create an 'Account' with you to access Job Email alerts and other information.
- Job search functions with online application features to show-case current vacancies.

In addition, Internet portals aimed at Candidates and Clients can help make their interactions with you easier and more convenient, and at the same time reduce your admin costs. These portals for example could provide access to Invoices, Payslips, Timesheets, and many other features you design as part of your website strategy.

## Job Boards & RSS

Job Boards are now a familiar and well tested route for most recruitment agencies to advertise jobs, attract candidates, and in many situations actively search candidate databases provided by the Job Boards. In a similar way, RSS feeds can be used to 'push' vacancies to people who subscribe to RSS feeds (both on their desktops and smartphones).

## Email Marketing

Despite peoples overloaded Inbox's, Email Marketing is still an effective way of promoting your brand, generating leads, and building brand loyalty. However, effective email marketing is more than a scatter-gun approach of occasionally firing out a few thousand emails and hoping something comes back.

Developing a planned (and targeted) strategy for regular communication, that are not only sales promo's, and sticking to it is a key part of successful email marketing.

Equally, ensure you use professional software that shows immediately who has opened your emails, and who has clicked through on links; giving you instant leads you can target and follow-up on. Of course, this software should be hosted internet software so you don't need to run and manage it in your offices.

## Social Media

Much talked about, and perhaps much hyped? Take a rational approach to the use of Social media and don't go into it thinking that it will provide instant dramatic success. A Social media strategy can help you engage more socially with your customers, network, reach new audiences, and obtain feedback. Of course, Social Media can be used for the promotion of specific vacancies and can give you instant access to potential candidate's smartphones as well.

## Hosted VoIP and email

The use of Internet services are reliable, lower cost, and lower hassle than the alternative of running these within your offices. A basic 'nut and bolt' for a business, but where you can save considerable money and obtain business flexibility.

## Agency Recruitment system

Your Recruitment system does of course provide you with the tools to manage your company sales and recruitment data. It can however also be the hub of your interactions, and access to information, in the Cloud. The use of an Internet based, hosted Recruitment system will also save you considerable IT costs, and also give business flexibility by giving access to information for your staff wherever they need it.

## Back Office systems

In terms of efficiency and cost savings, the ideal aim for any business is to integrate their sales and back-office within one system. When this is also an Internet Based system you can then obtain these benefits at low-cost and without IT infrastructure overheads.

## Document storage

In addition to online document storage within your Recruitment system, services such as MS SkyDrive and GoogleDocs provide excellent facilities to store and share company documents in The Cloud rather than on internal servers.

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