



Best Business

ENABLER -

A CASE STUDY

Introduction

FINANCE RECRUITMENT


Specialising in financial recruitment, our client joined us following a recommendation in July 2015.

THE CHALLENGE

Our client wanted to increase:

- Brand awareness
- Market share
- Turnover
- Profits





CUSTOMER FEEDBACK

**"Your calls this week
have given us 4 new
client meetings,
resulting in 2
vacancies and 1
interview planned for
tomorrow."**

2019

Client Success



The Solution

CRM MANAGEMENT

Drilling into the CRM system unearthing:

- Quick wins with dormant clients.
- New business with lapsed clients who had moved to other companies.
- Candidates whose skill set had developed since their last meeting.
- Candidates who are in new roles but are willing to make an introduction to their new employer.



The Solution

LEAD GENERATION

- All potential leads moved from employee LinkedIn accounts onto CRM and engaged with.
- Consistent identification of companies and key contacts.
- Identifying when potential key contacts move positions.
- Looking for and engaging with introducers.



The Solution

SOCIAL MEDIA

- Following carefully selected companies and key decision makers on a variety of social media platforms.
- Using social media to develop relationships.
- Creating relevant and engaging content including newsletters, case studies, testimonials and blogs.
- Monitoring hashtags and keywords to identify potential leads.
- Developing the company brand based on vision, mission and values.



The Solution

EMAIL MARKETING

- Bringing consistency to the email marketing strategy.
- Developing email marketing campaigns.
- Writing content that is exciting, engaging and actionable.
- Monitoring open rates.
- Monitoring click through rates.
- Identifying engaged prospects for further action.
- Monitoring bounce rates and rectifying bad data.



The Solution

TELEPHONE

- Making outbound calls to potential clients.
- Making outbound calls to lapsed clients and candidates.
- Following up email campaigns including speculative candidates.
- Identifying new leads or contacts.
- Building rapport.
- Understanding their business.
- Identifying the prospect buying cycle.
- Identifying other contacts within target prospects.
- Setting up meetings.



The Solution

RESEARCH

Identifying:

- Key trends.
- Challenges.
- New technology.
- Influencers.
- Introducers.

As well as performing ongoing PESTLE analysis.



The Solution

SALES ADMIN

- Maintaining systems.
- Providing after sales support to clients.
- Calling clients to gather testimonials.
- Uploading vacancies to advertising software.
- Producing brochures and leaflets.
- Chasing late payments.
- Performing regular NPS surveys for both clients and candidates.

CUSTOMER FEEDBACK

**"We've had a response
from a company with
multiple vacancies
who we're visiting
tomorrow.**

**It's definitely having a
positive impact on our
sales strategy."**

2019

Client Success



The Result

BRAND AWARENESS

Measuring:

- Growth of social media accounts.
- Email lists.
- Engagement with social media and email campaigns.

Our client has seen over 100% increase in brand awareness on social media. This is due to some social media accounts being dormant

Our client wanted to see a 10% growth in email lists month on month. This has been exceeded by 20%. Unsubscribes have fallen by 30% and bounce rates are now negligible. Previously they were 35%



The Result

MARKET SHARE

Our client identified key accounts they wanted to work with.

Of the 100 accounts identified they are now successfully working with 18.

These new clients are larger than their existing client base, and have more vacancies and opportunities each year.

This has seen a significant lowering of costs per vacancy filled for our client. They have also recognised that they can work with a smaller number of high quality clients. Maximising value to the client and profitability.



The Result

T U R N O V E R

By the end of year one our client wanted to increase turnover by 20%

This was achieved in month 11.

Subsequent years have seen an increase in turnover of 7% on average inline with our client's growth plans.



The Result

PROFIT

Our client enjoys:

- Better management of systems and processes.
- More time for his team to focus on closing deals.
- A more motivated, engaged and happy team with lower attrition.
- Better quality leads.
- Increased client retention.

Over the last 4 years we have helped identify a number of cost savings across the business. Realising a significant increase to the profit margin and exceeding targets.

CUSTOMER FEEDBACK

**"The team are
transformed.**

**They're coming into
sales meetings with
predicted goals and
targets that are
bigger than mine!"**

2019

Client Success



The Future

Our client continues to work with us and is now growing his team. The business is now more attractive to prospective employees who are bringing a new dynamic and fresh knowledge to the business.

A new brand is also in development. This will launch in late spring. The opportunity was identified during our ongoing research and will meet a specific unmet demand in the market.

CUSTOMER FEEDBACK

"The way in which you develop a working relationship right at the start is particularly thorough and robust. Going above and beyond to help support our business."

2019

Client Success

Find Out More

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