EARNEST



Ingeus
Ready Talent

Category: **B2B marketing campaign/strategy of the year**

Campaign name: **Ready Talent**

Agency: **Earnest**

Client: **Ingeus**

Campaign URL or microsite: **www.ingeus.co.uk**

EARNEST

Word count: 198

Opening the door to a new source of talent.

HR and recruitment professionals are suffering. Sifting through mountains of CVs yields little in the way of quality candidates, is punishingly costly and torturously frustrating.

But Ingeus provides another way.

Ingeus delivers the Work Programme, a government-backed initiative to help unemployed people into work.

Their training complements candidates' existing skills while matching the specific requirements of employers. And as they have such a huge body of talent on their books, providing talent at volume is no issue.

The government covers its costs (in return for savings to the public purse) so the service is cost-free, sparing employers from fees and headaches alike.

Which sounds like it should be an exceptionally easy sell.

Unfortunately, Ingeus is so different, potential clients often fail to grasp what they stand to gain by using them. And the fact their audience is constantly bombarded with sales messages from traditional recruiters only clouds the issue.

That's where Earnest came in. Distilling the essence of what makes Ingeus such an attractive prospect into a clear, immediately tangible proposition. We created a multi-channel campaign to put Ingeus in front of decision makers' eyes and open them to the possibilities of a genuine alternative.

Results

35% increase LinkedIn followers

Web visit increase **50%**

15% direct mail engagement

High profile wins



www.ingeus.co.uk

EARNEST

About the client company

Ingeus is a leading provider of employment and training services. To date, they have placed over 240,000 people into suitable, lasting work.

Using their close ties to employers and their extensive range of candidates, they're able not just to prepare candidates for interview – but train them to the point where they can walk into a specific role and hit the ground running.

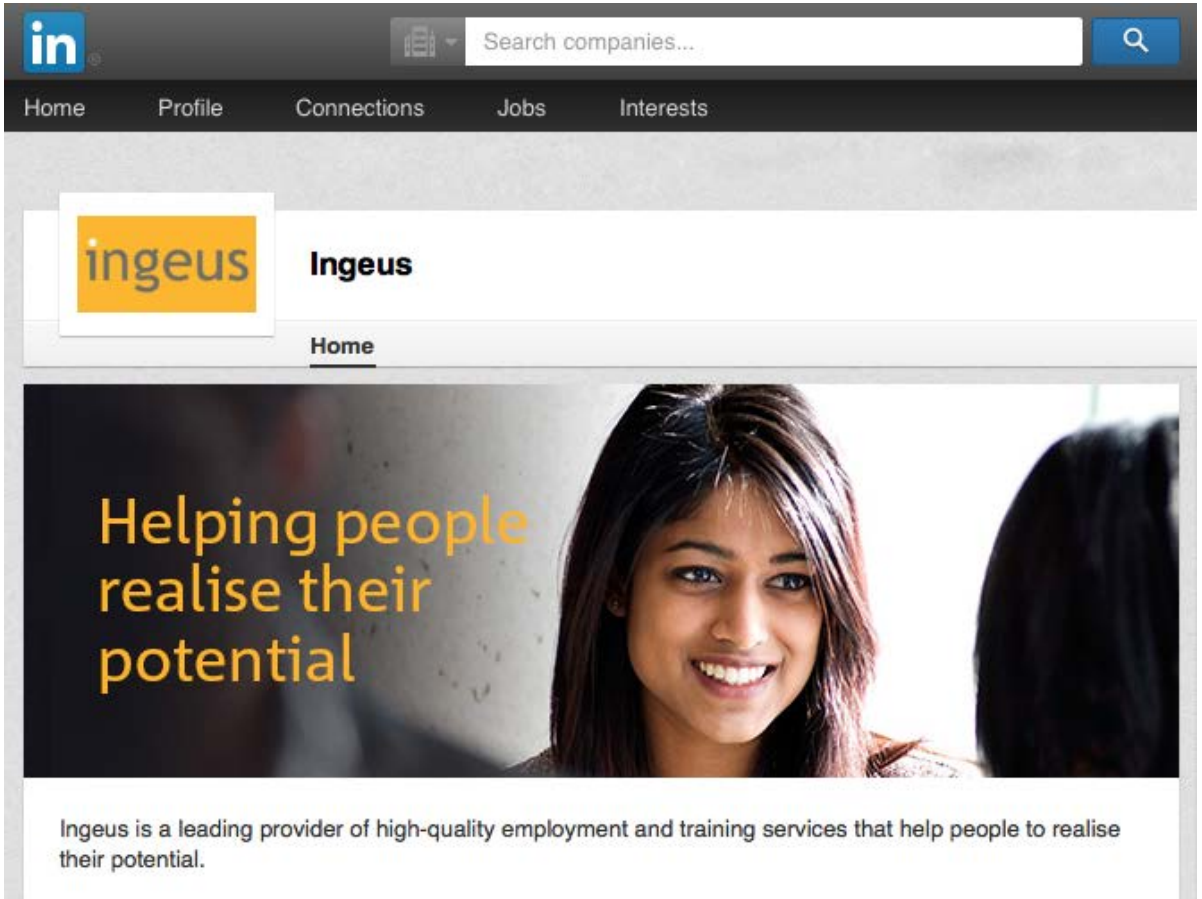
Their work doesn't stop when a vacancy is filled. By offering ongoing support to candidates once they're in work, they can ensure that once a role is filled, it stays filled.

This approach, coupled with their unrivalled access to huge pools of talent, means Ingeus is uniquely placed to help employers fill large volumes of vacancies quickly while taking on much of the extra burden that recruiting involves. In some cases, clients hand over so much of the process that Ingeus conducts the interviews on their behalf.

Given that all of this is offered at no cost, Ingeus is a remarkably valuable partner for large employers in a number of industries and provides a pathway to employment for those who are eager to find work.

Strategy – broader business issues the company is facing

- Misconceptions about the Work Programme
- A lack of awareness of Ingeus
- Employers uncertain about the quality of Work Programme candidates
- A misperception of Ingeus as being just like any other recruiter
- An assumption that lack of cost means lack of quality



EARNEST

Objectives of the campaign

The campaign task was manifold:

- Redefine Ingeus' B2B strategy and proposition for 2014
- Raise awareness of the brand and their unique offering
- Create stand out from the competition
- Engage with prospects at large organisations with volume recruitment needs

Put Ingeus at the forefront of HR/ Recruitment decision-makers' minds

The target audience

We're talking to senior HR and recruitment professionals in large organisations with a high volume of recruitment in a number of sectors including: retail, administration, care, logistics, hospitality and leisure.

Our campaign messaging was issue-based, focussed on our analysis of the audience's pain points.

Audience research – what's on their minds?

> "There's more to my role than filling vacancies. I need someone who can take some of the responsibility out my hands, but recruiters just seem to create more work"

> "Recruitment agencies are too expensive"

> "I want staff who can flourish in my business"

> "Filling vacancies is tough enough. Once they're in, I need new hires that'll swim rather than sink"

> "With the need to train new hires and replace those who walk away early on, it feels like a never ending cycle"

> "I need to fill a load of roles, fast"

> "I don't have time to filter out hundreds of poor quality candidates"

Media, channels or techniques used

This integrated campaign was about making our audience re-think their approach to hiring and demonstrating the rewards using Ingeus can bring.

Building from our proposition, we feed our thinking into a creative execution backed up by content designed to drive on-going engagement.

We needed a simple, memorable proposition that decision-makers would instantly recognise as relevant. Our answer was ‘Ready Talent’.

Addressing pain-points across the whole recruitment process – from finding prospective candidates, to retaining them – our creative drove home a simple message: Whereas recruiters will put forward candidates they hope you’ll employ, Ingeus will bring employees – fully trained to standards you require and ready to go as soon as you say the word.

The value proposition



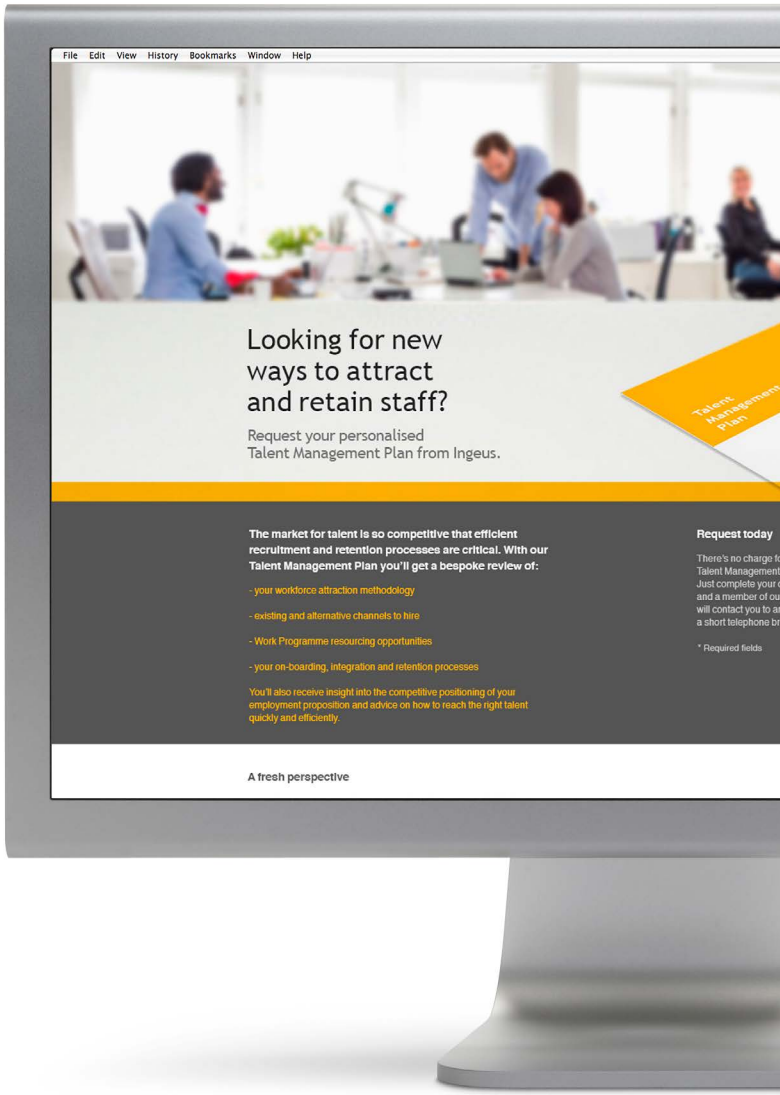
EARNEST

Our fully integrated campaign included Inbound and outbound activity and content marketing.

- A high-impact direct mail was sent to key prospects. These were then followed up by outbound calls from the Ingeus sales team.
- We created a progressive profiling landing page with downloadable content.
- We produced top-of-funnel thought leadership piece in the form of a white paper.
- This was all supported by social media, LinkedIn advertising, press advertising and online display banners ads remarketed to site visitors.
- We updated the website in-line with our creative.
- We also produced tie-in collateral for events.



Adverts – Press and online
Animated ads in vertical industry titles and sites



Campaign microsite
Target gives details in return for useful content

EARNEST



Outbound activity – High impact direct mail

A personalised direct mail piece, designed to shred up the old model of recruitment



Inbound activity – Whitepaper and infographic

Thought leadership content enabling ongoing engagement

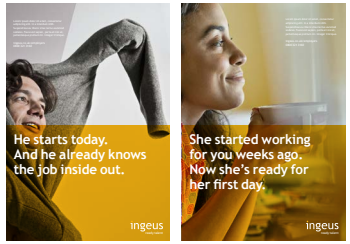
EARNEST

An integrated programme and personalised content at the heart

Surround awareness



Ingeus corporate site
Banner ads



Print advertising
Press ads in
relevant publications



Online advertising
Site take over on
relevant websites



Event collateral
Exhibition stand at relevant
industry events

Direct contact



Direct mail



Campaign microsite
Target gives details in return for content

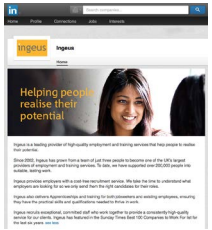


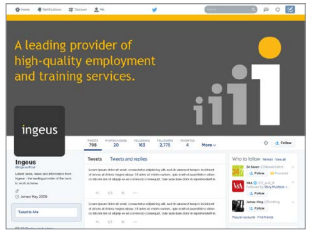
Thank you page
Microsite visit triggers email
to sales team



Sales follow up
24-48 hours after initial
interest

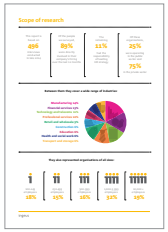
Thought leadership content





Social media
Organic and paid activity









Content marketing
Whitepaper



Infographic

Timescales of the campaign

Initial briefing: Jan 2014

Planning, campaign design, messaging and creative development: Feb–Mar 2014

Content development: Apr 2014

Content roll-out: May 2014

Launch (press & online ads): May–Jun 2014

Direct mail: Jul–Aug and sales follow-up 2 weeks after the DM landed

Ongoing measuring and refining

Budgets

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Results

- 6.3 million Impressions through campaign advertising (1 million more impressions than originally booked)
- 0.78% CTR for LinkedIn paid advertising (2.5x better than industry standard)
- 35% increase in LinkedIn followers
- Web visits increase by 50%
- 15% direct mail engagement
- High profile wins and follow up meetings secured with senior HR decision makers



> **We were really pleased with this campaign. The Earnest team helped us refine our complex proposition and provided compelling creative that worked really well across the chosen media mix: print, digital, DM, events.**
>
> **And the way they helped integrate our marketing and national account sales activity meant that we were perfectly placed to maximise the impact of each phase. An amazing effort form the Earnies.**
>
> Ken Ebenezer
> Marketing Manager, Ingeus