

Looking for international presen[ts]?



Navigation

Web

E-recruitment

Seeking



www.aktor.co.uk



How can corporate branding improve your recruitment

Written by Lauren Mackelden, Online recruitment magazine

How ATS and multiple posting can help times of trouble

Written by Lauren Mackelden, Online recruitment magazine

included in
this edition

Keyword(s) INTERNATIONAL; MULTI-POSTING; ON-LINE HR ADVERTISING

e.g. Business Development Manager



A little over a year ago Aktor Interactive actively entered the UK market. So what has this French HR communication agency managed to achieve over these 12 months and what are their plans for the future?

Matt Burney talks to Tim Suggitt, their Business Development Manager covering the UK and Irish market.

Q. For those that don't know Aktor Interactive, what do you do?

Aktor Interactive specialises in just one niche field – international on-line recruitment advertising. Today, we hold the leading position in this niche market, posting our customers' job vacancies and banner campaigns on web sites abroad.

Q. International? So how many markets do you cover?

During our early years, our strength was continental Europe, but today, we post in almost every developed market across the globe. By knowing the job board market in such detail, as well as keeping abreast of key labour pools, Aktor Interactive is able to fully target our customers' recruitment campaigns, therefore reducing cost and increasing candidate quality.

Q. Which sites do you favour?

Job board markets vary tremendously across the globe. Whilst the UK, US, and Western Europe enjoy a diverse and numerous mix of websites, other markets have a very limited choice. Our expertise allows us to narrow the choice down for our clients, identifying the most apt sites and markets for their campaigns (and their budgets). Schedules typically include a mix of generalist sites, niche sites and regional sites or even social networks and special content sites. In all, we work with several hundred sites across the globe.

To look at it another way, we've been actively researching job sites on a daily basis for almost 10 years. New sites spring-up regularly, others depart or are re-branded, many are growing and others losing market share. Our job is to track this and offer our clients valuable and pertinent media plans and schedules.

Q. So a year on, where are you now?

It took some time to fully analyse the UK market, adopt the relevant sales strategy and launch a targeted communication campaign. Today, we are delighted with the result: an average sales growth in the UK of 50% per month and our international sales growth is running at 35%. The key was identifying our primary customer base in the UK market – HR advertising agencies. We have built excellent relations with many of the key ad agencies who are now adding our international on-line recruitment expertise to their own portfolios and utilising us for their international on-line campaigns.

The formula works well. We provide them all the ammunition required to cover the international on-line elements of their pitches and campaigns. Not only does this free-up valuable research and campaign management resource at their end, but our service also provides them a revenue stream and goes on to make them more competitive too – a classic win-win situation.

Q. So your client base consists only of advertising agencies? Which ones?

In the main, yes, though we also work with some companies directly. As we focus on just the international on-line recruitment elements and not the full palette of adver-

tising options such as print, radio, outdoor, etc., we avoid any conflict of interest with the Recruitment Advertising Agencies. Equally we work with companies who only seek international job posting.

As to which agencies use our services, many prefer that we remain "behind the scenes", which we are comfortable with. It makes our marketing activity more challenging [the fact that we cannot openly discuss who we work with] but we recognise that the advertising agency market is highly competitive and any competitive edge that they can gain is highly cherished.

Through this close relationship with the Recruitment Advertising Agencies, we get to work (indirectly) with many household brands and major accounts across all sectors. As such, our dedication to quality and detail is paramount.

Q. Can you talk about any specific projects with agencies or corporates?

One of our customers, who is totally transparent about our partnership, is the London-based ad-agency - WJP Floyd. We work very closely with Joe Rodgers and his team, providing a rapid proposition service. International briefs get sent over to us and we rapidly turn these round for them, providing a list of the best sites in the most applicable markets. This includes our rationale behind the choice. This data then plugs into their final offer and upon sign-off, they book the international media through us.

Our service doesn't stop there. We then post the international ads in the necessary formats and add any relevant keywords in the respective languages. Once live, we send over an e-mail to WJP Floyd with the relevant links. Where technically possible, we track these ads over the publication period in order to keep an eye out for any anomalies.

We also have several global corporate accounts, where we perform their international on-line HR advertising. A key part of our success is our ability to expand our international job posting expertise to international Search Engine Marketing campaigns. We have several projects underway at the moment.

"During our early years, our strength was continental Europe, but today, we post in almost every developed market across the globe."

Tim Suggitt,
Aktor Interactive

Q. You're well placed to talk about international on-line market trends. What is currently happening on the international job board market and what does the future hold?

Aktor Interactive conducts frequent research on the European job board markets. The results are published in annual reports that provide recruiters with independent insights into the on-line job market as well as key data on the major generalist sites. The 2008 market report on European job sites reveals some interesting insights into the European job board market.

To start with, the volume of job adverts published on European job boards has increased steadily. Therefore sites are undertaking major developments in order to attract more candidates as well as to keep their advertisers happy. In short, they are being forced to become more inventive.

They are only too aware that job listings slide down the results lists very quickly now, thus out of the candidate's "field of vision". As a consequence there's a whole bunch of new products for advertisers based around top positioning, improved search functions and new distribution channels, such as mobile or rss feeds, which are designed to keep candidates informed about relevant vacancies.

Also candidate attraction is now more vital than

ever, particularly in the face of a shortage of specialists and executive staff all over Europe. So Job boards are targeting passive candidates too, by including additional content such as salary rankings, careers advice and interactive web 2.0 applications intended to increase the traffic as well. Equally, young talent is being targeted with special events and strategic alliances with established service providers who traditionally target this target group.

Furthermore "Employer Branding" resounds throughout the land. Many sites, for example, have launched employer video products and job boards are likely to adopt the audience targeting technology for employer brand advertising that we already see in many of the public interest sites, such as the dailies.

We see these trends continuing into the near future but we are also keeping a close ear to the ground as the current economic crisis unfolds. Any major increase in the numbers of jobseekers or drop in the numbers of adverts is likely to impact on how the job boards react. Whatever happens, we are convinced that on-line HR communication will continue to grow, due to its overwhelming tracking advantages, lower costs and with more and more job-seekers turning to the net.

Q. So a successful first year developing the UK market. Where do you see Aktor this time next year?

We've already moved to our new purpose-built site just north-east of Lyon and export growth has exceeded the objectives set out for this first year. Our service and expertise is unique and by all accounts, very much needed. I see, therefore, a real consolidation of our relationship with our current customers and the addition of many more.

We have just expanded the team covering the UK market with the arrival of David Haessig. David, who spent 6 years in South Africa, is now moving Aktor Interactive into the next phase of growth, looking specifically for companies seeking international on-line job posting services.

Our German team has grown too, making the international team count almost 50% of the company as opposed to 25% only a year ago. This is likely to grow further as we expand into new markets.

Last but not least our agency is going to celebrate its 10th anniversary in 2009. Ten years in the market with all its ups and downs...and we are proud to offer this exceptional and unique experience to our customers.

Tim Suggitt
+33(0)4 37 60 25 52

Your flexible bridge to overseas campaigns



One contact
for worldwide
job-posting



- Worldwide multi-posting services
- Tailor-made on-line media plans
- Internationally experienced consultants

www.aktor.co.uk
+33 (0)4 37 60 25 52
info@aktor.co.uk

