

What are the champions of marketing and digital recruitment **doing differently?**



Simon Lewis Founder, MDRAs, Edge Global Media Group, OnlyMarketingJobs.com

Today's recruitment agencies are a far cry from those that flung open their doors all those years ago. In the Wild West, who cared about data then?! What was marketing? And in staffing terms, did campaigns and branding even exist? How times have changed.

Dynamic CRMs have replaced the Rolodex; Email superseded the fax; and empathetic consultancy makes telephone KPIs feel like the Stone Age. And that's before we consider that the internet had barely received its first click before 1995.

But that's just the start of it.

These days brilliant recruiters – the champions – hire marketing folk to provide intelligent insights, produce compelling campaigns and preside over diligent sales delivery; they listen to industry knowledge, comment on it, conjure content and distribute to a myriad of previously undiscovered channels. No wonder, then, that the revolutionised recruiter's realm is more media mogul than bridled broker.

The modern-day recruiter, representing the agencies to whom they extol, is as likely to muster a superstar candidate from a Facebook update as they are a life-long client from a LinkedIn comment. The dynamics have changed. Social media has redefined everything. Everything. Combine that with intelligent customer engagement tools, smart marketing and empathetic communications and it's not a wonder modernised recruiters are beginning to behave a little like a digital marketing agency.

To be fair, I've thought this ought to be the case for a while!



Louis Welcomme Communications Manager Colleague Software

For the second year running we've supported the Marketing and Digital Recruitment Awards - admittedly we're keen to get to know the leaders of innovation and change, not just in digital recruitment, but the industry at large. We've spoken to the champions of the awards – category winners and commended businesses – and asked them to share their insights into what marketing recruiters should be doing differently in 2016 in this white paper. I hope you find it useful.



HARVEY NASH DIGITAL



Category Winner: Recruitment Innovation

We are the Digital, Marketing and Media recruitment division of Harvey Nash plc, the global leading professional recruitment and outsourcing service provider. We operate across the UK and internationally and work with an eclectic mix of clients across both client side and agency.

We know that the digital landscape is constantly evolving, we see advances daily across digital platforms and we feel that it's our responsibility to keep ahead of the curve. We're keen to revolutionise the way our industry recruit and we're firmly on a journey of digitalising our approach to recruitment.

We're connected across the entire digital spectrum; partner with and consult to some of the most innovative start-ups and blue chips, digital leaders and game changes in the market, as well as working with companies who are in their infancy regarding digital progression. We recognise that every company is unique and indeed on their own digital journey, and we look to support our clients' advancement with an immediate and long term 360 viewpoint.

Our people are commercially on trend, we're social animals who have a true passion for what we do. We love networking with the best in the business through our unique events and roundtable discussions. We pride ourselves on being highly relationship driven, client centric and consultative in our approach, and while, importantly, we embody all of the highly respected and sought after professional values of our wider brand we also have a culture reflecting the dress down bean bag mentality of many of our clients.

What did you do differently to win your category?

Innovation is at the core of our brand.

We have a digital pioneering mind-set, from strategic approach to day to day working. This is proven by our market leading research and head hunting tools, our unique thought leadership and ever-popular events, and our advanced use of Mobile and Social Media. We do digital recruitment the digital way and we have an unparalleled live network to prove it. We offer our clients a different and diagonal thinking portfolio of services which enables us to truly attract the very top tier of digital talent.

We're also a brand that's continually evolving. We've changed our business model to adapt to changes in the environment to ensure that we deliver better products and truly bespoke services that not only meet needs and impress but amaze. For example, one of our key USPs in the digital recruitment market is the fact that we operate a 24 hour sourcing / resource team model; when our competitors close their laptops at the end of the day our team in Vietnam open theirs and continue the work, searching and resourcing while our UK consultants sleep. This 'follow the sun' initiative puts us at a huge advantage over our competitors and ensures that we excel at saving our clients both time and money.

What do marketing and digital recruitment businesses need to do differently in 2016?

Recruitment is clearly being transformed through digital advancement. Some of the key things we all need to keep in mind are:

It's no longer enough to just be a 'bums on seat' digital recruiter, and why should it? Recruitment Companies need to also be a digital marketing agency and individual consultants need to also step up their game, knowledge and personal branding to attract. *Harvey Nash Digital Labs* – is our very own internal digital agency that allows us to design recruitment websites, create marketing campaigns and build mobile & tablet apps and digital marketing for our own brands and external clients. Our team is comprised of digital experts with a combined experience of 150 years and as part of one of the world's largest technology recruitment and outsourcing companies, which includes a 2,000 person offshore development facility in Vietnam, we have access to some of the finest creative and technology talent in the world. It gives us a creative edge on our competition; alongside the composition of Microsites we have really engaged ourselves as a company in the digital side of clientele assistance and brand improvements. We also have an Accredited Consultants & Strategic Partnership initiative; we partner with best in breed so that however complex a client project we can manage.

Truly recognise that time is money Clients request, because they deserve both lightning speed and accuracy, there's no justification for compromising one for the other. How better to ensure smooth process and attract business than by practicing what we preach! This is why we operate a 24 hour sourcing model.

Mobile domination Harvey Nash were the first recruiter in the world to have an iPad app published on the App Store. Additionally, our career podcasts have featured in the iTunes Top 20 charts since 2008. Our website, crafted by our digital marketing experts attracts over 30,000 visitors every month. It's imperative that recruiters and hiring managers can utilise mobile to its max, from posting jobs, to reviewing CVs and analysing the data.

There's been a power shift – no longer are we living in a world where the employer holds all the cards, the marketplace is now candidate driven. Our industry needs to recognise this not only in relation to our clients but regarding internal evaluation. We need to attract and importantly retain the best talent. We all know that people work with people they like, and within this competitive climate and within our industry where let's face it, recruiters don't hold the best reputation, truly consultative, intelligent, conscientious and forward thinking recruiters are gold dust. There is a significant shortage of talented recruiters in the market, unfortunately there is also a lack of leading-edge recruiter training, and with the added well known high churn all of these factors hammer additional nails in coffins.

Video CVs and Ads With both candidates and clients increasingly utilising this tool, we need to all embrace this; here are at Harvey Nash Digital we partner with a number of outlets to offer Video CV's for clients and we promote ourselves through multiple media channels.

More collaborative thinking With the shift to developing more in-house digital and marketing teams, in-house recruitment teams are under even more strain to deliver the majority of hires directly. However with digital continually evolving; challenging digital requirements are becoming ever specific and complex which is where truly talented recruiters can shine. We like to embrace change and prove our worth and this is why we're being approached more and more re. our MSP offering.

More Equality We predict more focus again on equality and diversity in the workforce next year - Harvey Nash Group has proudly signed up to the National Equality Standard - Run by EY, NES is one of the UK's most rigorous and prestigious diversity benchmarks.

For more information please visit

<http://www.harveynash.com/uk/what-we-do/digital/>

Here's to a prosperous 2016!



Category Winner: Best Regional Agency

Headquartered in the centre of Cambridge and with an office in Amersham, Brand Recruitment is the go-to marketing recruitment agency for one of the UK's most innovative and exciting regions. Working with businesses of all shapes and sizes, and covering a variety of industry sectors, Brand Recruitment are specialists at finding the next career move for marketing and communications professionals across the region. Brand's active and lively presence at both a local and national level helps bring the best people and businesses together.

What did you do differently to win your category?

As quoted by the Marketing and Digital Recruitment Awards 2015 judges on why we were chosen for the Best Regional Agency award: *'When recruiting locally it is imperative that recruiters build tangible and credible relationships with its respective communities. Networking and relationship management, therefore, becomes the beacon of success. The winning entry to this year's Best Regional Agency highlighted this point with a substantial proposition, supported by evidence of fabulous client retention and, consequently, superb repeat business placement figures.'*

At Brand Recruitment it is important for us to be truly regional and a true specialist; it is this that sets us apart from the rest when it comes to marketing recruitment, as not only do we have marketing covered, but we also really know the geographical area we operate in well, and have an active and bold presence within it. Over the past year we have increasingly built up our relationships and networks with local organisations within the industry, including the prestigious Cambridge Marketing College, and CIPR East Anglia. These networks help us to build upon stronger client relationships, and also form long lasting connections with the candidates, and potential candidates, within these networks.

What do marketing and digital recruitment businesses need to do differently in 2016?

In 2016 it is going to be important for marketing and digital recruiters to realise that there is an increasing demand for high calibre marketers. In today's competitive environment we cannot just be reliant on these candidates coming to us - we need to be proactively keeping in touch with these people. Recruitment businesses need to be constantly thinking of new ways to stay in contact and nurture the relationships with those people who might not be necessarily actively looking on their books, but could be open to and perfect for the right roles with the right employer when they arise. The next year should be all about building stronger relationships with candidates whether they are actively looking or not.



HANSON SEARCH



Category Winner: Best Client Service

Hanson Search is a leading international search consultancy specialising in strategic communications, marketing and development. From our offices in London, Paris, and Dubai, our team of expert consultants source the best talent globally. Successful working relationships are at the heart of our business.

Although we're a boutique agency, we recruit globally, helping build businesses and transform careers around the world. We work with the world's most successful organisations and innovative start-ups, offering life changing opportunities to talented professionals. We strive to be leaders in communications and marketing recruitment; therefore, our reputation, quality of service, and the calibre of our candidates is paramount.

What did you do differently to win your category?

Due to the rise of in-house and digital recruitment over the past 12 months, Hanson Search has repositioned ourselves as recruitment experts in senior hires. In-house recruiters can be successful for junior or mid-level hires, but for senior hires, we are the preferred choice for CEOs and MDs.

Our consultants know their markets exceptionally well, and have a wealth of contacts, allowing them to head-hunt and recruit the best talent from a pool of professionals who are not necessarily actively looking for a change. We know how to generate interest in our clients and their roles, and help suitable candidates see how a move at the right time would be beneficial, helping them to grow professionally even when they may be comfortable in a current role.

Our consultants see their work as not simply filling roles, but building business and transforming careers by ensuring the perfect fit. This leads to long-term relationships between candidates and clients, saving our clients' money in the long run.

What do marketing and digital recruitment businesses need to do differently in 2016?

In 2016, marketing and digital recruitment businesses need to focus more on providing high level value to companies and clients with a tailored recruitment approach. We need to demonstrate exceptional market knowledge and leverage our contacts more than ever before to compete with in-house and social media platforms.

Hanson Search has built a reputation as industry trailblazers in 'recruitment excellence', and we are constantly refining our services. We have bucked trends growing above industry standards in a competitive market, and successfully expanding into new markets and countries, with over 40% of our revenue now coming from international placements. We plan to continue on this trajectory, better refining our services, building our network and growing internationally throughout 2016.



Category Winner: Best Client-Side Recruitment Team

Career Moves is a specialist recruitment consultancy based in Farringdon, London. We have five specialist teams: PR, Marketing & Digital, Broadcast, HR, Office Support and Executive Search, working across a variety of sectors including media, tech, telco, FMCG and retail organisations. The company has undergone a number of changes in 2015, most notably with our PR & Marketing and Broadcast teams launching as divisions in their own right after significant growth in recent years.

What did you do differently to win the category?

Since the company was founded in 1987, we've built a reputation for our excellent client and candidate experience. For us, it's not enough to simply act as a supplier agency. Instead we focus on acting as a recruitment partner to our clients and candidates.

By getting to know a client's business, what they do, what they stand for and who they want to work with, we can tailor our services to suit their needs and objectives. This enables us to build and nurture strong relationships, which keeps clients coming back to work with us time and time again. What's more, we take the time to understand our candidates, getting under the skin of their passions, ambitions and skills. We meet each and every person who registers with us, meaning we can take care of some of the hard work for our clients by establishing suitability for a role in terms of skills as well as cultural fit within an organisation.

What do marketing and digital recruitment companies need to do differently in 2016?

In today's digital world, it's no longer enough to be doing the basics when it comes to having an online presence and using

innovative recruitment methods, particularly when you're working with the best digital and marketing in-house and agency teams. In 2016 we think we'll see:

- More consultancies will move to mobile responsive websites – We've recently launched a new, fully mobile responsive website and with good reason. Not only do users now expect to be able to access websites on the go, but search engines are likely to penalise sites, making it harder for people to find you.
- Partnering with clients and candidates – Perhaps not something new, but in today's digital world, something that can be easily forgotten. With a whirlwind of emails, online adverts and social media posts, going back to basics when it comes to relationship building could really set you apart from competitors in today's market.
- Training consultants – The world of digital marketing is so fast moving that it's crucial that companies support consultants to build their knowledge and awareness of trends. For example, programmatic, content and mobile marketing have been huge for 2015 and will continue to grow so consultants need to know their stuff.



Category Winner:

Best Agency-Side Recruitment Team

Best International Agency

Agency of the Year

Highly Commended Recruitment Consultant - Luke Cox

Aspire specialise in recruiting into the digital, media and communications industries, both in the UK and Asia. Established in 1992 as Phee Farrer Jones, we grew organically and made acquisitions until we united five brands under the Aspire brand in 2014. With over 23 years' experience in our markets we have evolved as the pace of digital and media has during this time.

We now have over 120 people working for the brand in London, Manchester, Singapore and Hong Kong, working as specialist recruiters for agencies, media owners, technology platforms and brands directly across the whole digital, tech and media spectrum. We pride ourselves in working in partnership with our clients and candidates, nurturing long term relationships, and knowing our markets inside out to ensure success in a crowded market.



What did you do differently to win your category?

Aspire won three categories at the Marketing and Digital Recruitment awards this year – Best Agency Side Recruiter, Best International Agency and Best Recruitment Agency.

We have won Best Agency Side Recruiter two years running now. We are the top performing recruitment agency to five of the biggest media agencies – Dentsu Aegis, Group M, Havas Media Group, Starcom MediaVest, and Omnicom Media Group. With each of these clients, we have a Key Account Manager to ensure that there is one key point of contact at Aspire, and our Chairman attends every client review to ensure that there is always robust two way feedback.

We have specialist recruiters that recruit purely for roles within agencies, we meet every candidate, helping them to map their career face to face and work consistently hard to make great, fast paced matches for our client's briefs. Our consultants intelligently manage the processes in line with clients and candidates expectations to fill a high % of the roles we work on within agencies.

In the international category, we have grown exponentially since we launched our first overseas office in Singapore in 2011 with one employee; we now have 12 staff in our Singapore office and 10 in Hong Kong. Our strategy in Asia has been to replicate our specialism in the UK, offering our clients the broad range of digital, media, marketing and tech disciplines they seek. In order to do this our employees need an in depth knowledge of at least two markets.

Singapore has seen 126% growth in the last 12 months and Hong Kong 300%.

Winning Best Recruitment Agency overall at the MDRA awards was the judges choice. We were shortlisted for a total of nine awards, and we believe that the breadth and depth of our offering, combined with our reputation with clients and candidates helped us to win the biggest award of the night.

What do marketing and digital recruitment businesses need to do differently in 2016?

Marketing and digital recruitment businesses need to evolve just as the businesses that they recruit for are doing. Digital talent is in short supply, and as such a progressive digital marketing strategy to find this talent is crucial. With LinkedIn and job boards, everyone has potentially access to the same candidates, so it becomes about the relationship you build, the value you add and the strategy of communication you employ to ensure long term success.

reubensinclair

Recruitment for Complete Brand Engagement

Category Highly Commended: Best Agency-Side Recruitment Team

Reuben Sinclair is a recruitment agency based in the City of London specialising in recruitment for complete brand engagement, providing services in sales, marketing, PR and digital. However organisations connect with their target audiences, Reuben Sinclair work with those people that help drive that engagement. We are a preferred recruitment partner to large consumer brands, global B2B specialists, multi award-winning agencies, charities, start-ups and, of course, talented individuals in search of career assistance.

What did you do differently to be highly commended?

Recruitment isn't rocket science but there will always be an inherent element of risk involved when any company makes a new hire. This is why we are advocates of harnessing cutting-edge technologies and robust measurement tools, alongside structured (and often creative) interviewing processes, to ensure that the end-to-end hiring experience benefits all participants as much as possible. Our candidate and client services, internal training and development and core remit to business is to 'be invaluable' to those we serve by delivering an exceptional service.

Our approach is the reason we were highly commended in the Best Agency Side Recruitment Team category at the 2015 Marketing and Digital Recruitment Awards and has more importantly resulted in celebrated results for the employers and employees we work with:

96% of the people we place remain in the role for over a year
60% of our business is from returning customers
1 in 5 of the candidates that clients interview are offered positions
100% of our contractors work to the end of their contract

What do marketing and digital recruitment businesses need to do differently in 2016?

- Invest in creating a team of digital and marketing professionals, don't stop at creating the best recruiters - create a team that are experts in digital and marketing so you can thoroughly understand the needs of the employers and candidates you are servicing.
- Collaborate: you are stronger in numbers and let's face it, there are thousands (over 19,000 to be precise) of recruitment agencies in the UK fighting for the same candidates. Make an effort to connect and collaborate with other recruitment agencies outside of your market focus.
- Step out of the dark ages and be different: invest in unusual partnerships, create surprising content and consistently experiment to discover what works best for your clients and candidates.
- And finally, don't measure on input measure on output.



Highly Recommended Category: Best Newcomer

Hello, we are 3Search. A boutique Marketing and Digital recruitment agency created by Charlie Rawstron, Andy Sellers and Joe Curtis. Having spent a combined 20 years in the corporate world we started 3Search in order to help businesses recruiting marketing, digital and bids roles in the ‘digital age.’

Our mission is to build a business that puts customers’ needs at the heart of everything we do. Rather than claiming to fundamentally change recruitment, we simply provide a better experience with integrity.

While we wanted to set up 3Search as a customer led Recruitment Company, we also believe we are in a unique time in the recruitment market. Historically, businesses have been able to use big national recruiters to find good marketing candidates, however, as more and more jobs have been created by the internet, some of the ‘newer’ (and more established) candidates in the market are not using the bigger, more general recruitment companies to find jobs. Instead, recruiters now have to be more innovative in order to find top marketing, digital and bids talent. Our ability to source these candidates combined with our experience in the space leaves us uniquely placed to help source top talent.

What did you do differently to win your category?

As we tell our clients and candidates, we are not trying to fundamentally do anything different with our recruitment proposition. We believe we are currently in a unique place for digital recruitment. Using the latest technology to source and communicate with candidates, combined with a deep understanding of the sectors we operate in, 3Search is very well placed to compete with larger and traditionally more established brands in the recruitment market.

Using this approach and having hired strong, experienced recruitment consultants, we feel well placed as a ‘Newcomer’ to offer a great service to Clients as we continue to develop and grow our business.

What do marketing and digital recruitment businesses need to do differently in 2016?

The demand for talent over the last 18-24 months for digital, marketing and bids recruitment has been unprecedented and shows no sign of slowing. At all levels, good candidates have

been highly sought after and are more than often involved with a number of recruitment processes when job seeking. With the majority of clients looking for similar skill sets, it’s vital for recruitment businesses in the digital space to be able to stick close too and generate top candidates. Clients are not in a ‘buyer’s market’ and need to compete to attract and ‘sell’ to top candidates.

Larger recruitment companies have traditionally relied on ‘active’ candidates to fill roles and given there is such a high demand for top talent, recruitment businesses need to stick much closer to candidates in 2016 than ever before. The more common term for candidates in 2016 should be ‘pactive’ candidates where even ‘passive’ candidates are considered for roles. The traditional definition of ‘active’ and ‘passive’ candidates is being ripped up as the demand changes the candidate landscape.

The big challenge for clients over the next 12 months is going to be focused around finding the top talent in the market and making sure you are working with a recruitment business who can help get you those candidates.

PIE



Category Winners:

Best Newcomer

Best Recruitment Website

In 2014 PIE was formed by a team of talented and committed individuals. Specialising across the Sales & Marketing space, the aim is simply to do things better, focussing on quality delivery and customer excellence. Our business has sector specific teams that operate in three main verticals: Consumer Goods, Business to Business & Automotive.

Our founding team brings over 50 years of proven and demonstrable experience to the table and works in partnership with our clients to introduce great individuals and build strong teams.

We've achieved a great deal in this first year. We've grown from 5 to 13 heads and in delivering the full range of recruitment services, have built an enviable client list including Samsung, Northgate Vehicle Hire, Ferrero, Charles Wells, LeasePlan, Kerry Foods & Hasbro – and we've barely even scratched the surface.

2016 is set to be an exciting time where we move into purposely designed offices and will see the opening of our second location in London later in the year.

PIE

What did you do differently to win your category?

We were lucky enough to win two awards at this year's ceremony; Best Newcomer and Best Recruitment Website. This has been the culmination of an amazing first year for our business and is a testament to the hard work and commitment shown by the whole business over the course of the last 12 months, all of whom are rightfully proud of their achievements to date.

Our success in both of the two categories that we won is in no small part due to the strength of the brand that we have created and developed over the course of the last twelve months, which spans across all our communications. Underpinning everything we do, it's created a unique identity/voice for the business in the market. From our strongly branded LinkedIn profiles which clearly identify the whole team as PIE employees, to the highly creative web app that showcases the business, both clients and candidates have responded very positively to working with us. We've already attracted a large following across LinkedIn and other forms of social media and will be looking to expand and capitalise on this over the course of the next 12 months with a series of marketing initiatives.

Allied with the brand we've created, we have achieved tangible financial achievements in terms of both increased revenue and increased headcount versus our initial budgeted expectations. Currently sitting at 13 heads, we're actively hiring and will be seeking to add significantly to this number during FY2.

For Best Recruitment Website, we knew that we, in conjunction with our web app company, Boxharry, had built something special that stood out from the competition – as well as the strongly branded brochure site at the front end, we have employed a cutting edge second screen technology to differentiate the candidate experience. In tandem with this we've made it as easy as possible to search and apply and is deployed across multiple platforms making the application process just as easy from a mobile device as it is from a traditional desktop environment.

Overall we think we demonstrated the drive and ambition that are required to make sure that we are a business to watch for the future.

What do marketing and digital recruitment businesses need to do differently in 2016?

We think the big topics across the recruitment industry – quite apart from any specific marketing and digital focus - will continue to be Talent Attraction and Employee Engagement. Whilst how we do these will be key and instrumental to growing the business into its next stage, we firmly believe that it's our customer service that will continue to set us apart as a business – and that's the key area where we'll be investing a lot of our time and attention. Providing a solid client platform where PIE is viewed as a strategic partner providing best of class recruitment solutions.



Category Winners: Best Niche Agency – Discipline

Knowit are the UK's first Product and Technology recruitment specialists. We help companies build their digital offering by attracting the best talent to their organisations. Our clients range from start-ups through to global multinationals. It is both our knowledge and our network in this space that sets us apart from the competition.

What did you do differently to win your category?

As a company we selected the three key areas that are essential to any business that is growing or going through a digital transformation; Product, CRM and Development. We dedicate ourselves to these niches, not only through understanding the skill sets but through embedding ourselves within the tech community itself.

We attend, sponsor and curate events relevant to our niches. Attending events such as The Product Management Festival and Droidcon, curating the CRM Club and the upcoming Hacker Games. We have also built a close relationship with MindtheProduct enabling us to be the only recruitment company permitted to be a major sponsor for the largest Product Management conference of 2015.

We heavily rely on recommendations from our clients and candidates and that's why our main focus has always been on delivering excellent service rather than on targets. As a small business it is imperative that we keep this value with us as we grow and develop.

There have been some large changes for Knowit in 2015; we doubled in headcount, underwent a rebrand, with both a new logo and a new interactive website launched and moved in to new offices with a pool table.

What do marketing and digital recruitment businesses need to do differently in 2016?

Just being a digital recruitment agency just does not fit the bill anymore, recruitment businesses need to take a more focused approach and specialise in one or two areas. Additionally, the process of recruitment is evolving and therefore the attitude of the business needs to change. It has been suggested that to be ahead of the trend, a recruitment company must be a marketing agency first and recruitment business second (Greg Savage). This is a notion that Knowit fully believe in and 2016 will be a great year for innovation within our company.

What are the champions of marketing and digital recruitment **doing differently?**



Category Winners: Best Niche Agency – Sector

We're cranberry panda, a London-based ecommerce recruitment agency that prides itself on creating happiness one job at a time.

Our chief pandas, Jonathan Hall and Joe Mountain, founded the agency in 2010. Having spent time building and developing amazing brands like eibDIGITAL and BuyAGift, the two were ready to branch out. They used their skills, understanding and passion for ecommerce to bring together a team of talented individuals with a shared love for the sector.

What did you do differently to win your category?

We were delighted to be named 'Best Niche Agency – Sector' at this year's Marketing and Digital Recruitment Awards. We won this category because of our dedication to our clients, our candidates and the industry overall. Our team of consultants work solely on an eCommerce discipline that they know well and love; this enables them to provide our clients and candidates with the most up-to-date insights, as well as reliable advice and support.

Our marketing pandas build on this further, nurturing an engaged community of eCommerce superstars, creating thought leadership content and collaborating with industry influencers and relevant lifestyle / business experts to bring value through unique campaigns. Throughout the year, the team joins together to support the industry and the heroes working within it, co-hosting, sponsoring and attending local events and conferences. This dedication to the sector has generated a high level of positive publicity for the brand and also resulted in the formation of strategic partnerships with many exciting organisations and individuals.

Tracking the results of our hard work and gathering feedback plays a major role within the business too. We use this information to benchmark our performance, and to continually improve our service and who we are.

What do marketing and digital recruitment businesses need to do differently in 2016?

Think long-term and build loyalty by adding as much extra value for your clients and candidates as possible – at every stage of the recruitment lifecycle. Here at cranberry towers, our success comes from having clear long-term goals, an integrated strategy and doing what we say we do; i.e. showing our love and support for the sector. It's really important for marketing and digital recruitment businesses to showcase their expertise in marketing and digital by implementing integrated strategies that build trust, respect and reputation. As competition continues to grow and top talent becomes even harder to find, agencies will need to do all they can to stand out and build a strong, loyal community, always stopping to ask the question, 'what can we do even better..?'



Category Winners: Best Online Marketing

Beringer Tame are a specialist recruitment company in the marketing, digital and ecommerce industries. We like to do things a little differently.

We take a long term view, ensuring each candidate makes a career move and every business makes a hire that will lead to personal and professional growth. We believe passionately in the power of people.

Within the team we have several sector specialists, from retail, fashion and luxury to travel and leisure through to software, finance and tech. We work with start ups and charities right through to global mega brands; you are in good company with Beringer Tame.

We were founded in 2004 as a response to a changing marketing and ecommerce landscape. The company served businesses looking for professionals to tackle this new-fangled thing called digital.

The company was founded by Patrick Tame (who is still the boss) and now has a growing team of lovely people based in a converted barn looking across National Trust farmland in Hampshire. Everyone at Beringer Tame are passionate and driven professionals committed to matching great people with dream jobs.

What did you do differently to win your category?

Key to our successful online campaign was ensuring that we stuck to our purpose and our brand personality, ensuring that all the channels we used served both.

Although we used a broad range of channels, each was justified within the context of the campaign, whether it was targeted geographically or demographically.

We also made each online channel work very hard for us in the way we wanted it to, whether that was what it was designed for or not! Whether it was creating job adverts for "The Best Job Ad You'll See This Week" or creating a Beringer Tame Tinder profile, we strove for the innovation and creativity highlighted by the judges.

What do marketing and digital recruitment businesses need to do differently in 2016?

In a world where everything is online, recruitment businesses need to find new ways to stand out. With aggregators like Indeed, the big and the specialist job boards and, of course, LinkedIn, there are no shortage of job ads available online. Just sticking jobs on the Internet isn't enough to succeed.

Recruitment businesses need to work on their brand and ensure they're offering a reason other than job ads for candidates and clients to choose to work with them.

For example, people come to us at Beringer Tame because of our 10 year heritage in marketing and digital recruitment, and the expertise that comes with it. This is reflected in everything from our thought leadership content, the conversations we have every day, and even our retargeting ads!

Think about your value adds and how you can become a brand that does more than just advertise jobs.



Category Winners: Best Use of Mobile

ASG International is a multi-award winning consultancy offering recruitment expertise to a wide range of sectors including Marketing, IT, eCommerce, Print and Packaging. Covering the industry's candidate short areas, we aim for excellence in everything we do - from our advertising to post placement aftercare.

What did you do differently to win your category?

Last year, more than a quarter of our total web users accessed the site from a mobile device, and that number grows month on month. This is a trend throughout the industry and some reports suggest the number of job applications made via mobile devices is now closer to 35% nationwide. The significance of mobile technology within recruitment was simply too big for us to ignore.

Bland visuals and/or reduced usability were commonplace among the mobile sites we viewed when researching for our own. Striving to go against this trend, we ensured that whether on desktop, mobile or tablet asginternational.co.uk would still look and feel like the same site, with same functionality across the board meaning that our users can find what they want whether at home or on the move.

Only the judges could really say what it was that set us apart from our fellow finalists. Our entry showed that we had chosen to do more than just having a mobile responsive website. We believe that the attention to user experience, visuals and functionality across all devices was the key to winning Best Use of Mobile.

What do marketing and digital recruitment businesses need to do differently in 2016?

2015 saw a big focus on CRM and UI/UX within Digital Marketing and eCommerce with many online retailers investing heavily after realising the value of more effective customer journeys and detailed, personalised, data powered campaigns. Recruitment is no different and so business leaders will need to pay attention to these successes throughout 2016. Utilising candidate and client data in the right way has never been more important as the market's expectations rise rapidly towards deeply tailored sales, marketing and headhunting approaches. Old school, process-less, 'winging it' recruiters relying solely on their ability to banter their way to success will find it increasingly more difficult to compete with those who embrace the ever changing world of innovative, technology enhanced services.



Category Winners: Recruitment Consultant of the Year - Laura Walters

The Candidate is a marketing recruitment agency based in Manchester city centre which specialises in digital marketing recruitment within agency and in-house settings. Our consultants fill roles whether they are permanent, contract or temporary, we believe in finding the right candidate for their perfect job.

What did you do differently to win your category?

Laura Walters, Head of eCommerce Recruitment here at The Candidate won Recruitment Consultant of the Year at the Marketing and Digital Recruitment Awards. Achieving this award has really given Laura the recognition she deserves from a solid few years hard work. Whilst she's been working at The Candidate Laura has managed to set up a very successful eCommerce department, helped to build a team underneath her, and from her guidance have also proved to be successful in placing the right candidates within the right jobs.

What do marketing and digital recruitment businesses need to do differently in 2016?

In 2016, recruitment businesses should focus a lot more on the candidates. The digital sector is rapidly growing and it's increasingly more important to place the right candidates within the right company. If this means interviewing candidates before placing them in-front of clients, do it. Take that extra time to fully understand your candidates and they'll be much happier in their new role.



Category Highly Commended: Best Niche Agency Discipline

We're RedCat Digital and we've been in the market since 2000! We were originally RedCat Solutions but we've taken the direction of the industry and adapted to cater for an ever growing sector.

Additionally, we have set our agency up to reflect a digital team recruiting in all verticals. The way in which we recruit in our digital verticals ensures we have a strong presence in the areas our clients are growing in, and candidates are moving into; With over 50,000 digital professionals in our network (across agency, media owner and client-side) – we have the most extensive Digital Contact Network and one of a plethora of reasons, that clients choose to work with us exclusively. We work closely with our clients to create them a team structure specific to the digital needs within their business, and we advise candidates on areas they should be moving into.

What did you do differently to be highly commended in your category?

We were ~~robbed~~ awarded 'highly recommended' in the 'Best Niche Agency' (Discipline) category at the MADRAs 2015 and we believe we were shortlisted for all the right reasons. We've created bespoke solutions for the likes of Yahoo! and AOL which are absolutely unique and reflect how we truly are the 'go-to' agency within our niche sector. 96% of placements over the past 12 months have been with existing clients where we have placed 2 or more candidates previously which indicate the loyalty created between us and our clients. In the past year we have worked exclusively with some great household names such as Amazon, BT, BskyB, Vodafone, Burberry, ASOS, Win, Microsoft, Tesco, Fathom, The AA, Yahoo and AOL. These partners can have the pick of the crop and they choose us, exclusively, for their digital needs.

What do marketing and digital recruitment businesses need to do differently in 2016?

Most recruitment businesses need to do A LOT differently in 2016. Being creative with the way they attract and market to potential candidates will be crucial. The Marketing and Digital recruitment sectors are proportionately competitive and that's why I believe retained recruitment and exclusivity will be fundamental to successful recruitment campaigns and strengthening relationships. Building your brand to develop and expand the community and have the buy in and engagement with future candidates and clients before you can help them; will be vital for a successful 2016.



Category Winners:

Recruitment Boss of the Year - Stephanie Asplin
Best Freelance Recruitment Team

We recruit world class talent for the creation of video content. We are a close knit team, passionate about transforming the fortunes of our freelancers, our clients and the brands they make content for.

What did you do differently to win your category?

We won our category by putting freelance recruitment right at the heart of our offering. A true team spirit with a focus on process and a genuine dedication to compliance set us apart from the competition. Our Founder and MD also won the Recruitment Boss of the Year category too.

What do marketing and digital recruitment businesses need to do differently in 2016?

In 2016, efficiency of process will be key while delivering an unrivalled customer experience to both clients and candidates. Recruiters need to become seen as trusted partners to both sides rather than a last resort.



Founded in 2010 the Marketing & Digital Recruitment Awards – formally the Marketing & Advertising Recruitment Awards (MARAs) – recognise recruitment firms that have displayed unparalleled excellence within the marketing, advertising, creative and digital sectors.

In 2015 more than 700 companies were invited to enter what is the only recruitment awards dedicated to the marketing and digital sector.

In it's 6th year, the rebranded awards were bigger and better than ever!

These coveted awards welcome entries from all UK recruitment firms with a specialism within marketing, advertising, media, digital, events and PR sectors.

Find out more:

www.marketinganddigitalrecruitmentawards.com

Simon Lewis

02031766677

info@edgeglobalmedia.com

Colleague

Colleague gives specialist recruiters an all-in-one system for managing the entire recruitment process – providing managers and consultants with the intelligence, integration, automation and workflow they need to do their job effectively and efficiently.

Like you, we're driven by customer partnerships built on experience, knowledge and trust. For almost twenty years our customers have shaped and honed the technology they expect from us. Today Colleague is used by hundreds of specialist recruitment businesses who value software that is adaptable, efficient, relevant and easy to use.

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01603 735935