Amado

Professional Services Case Study

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Project Overview

Berkeley Scott, a leader in the hospitality recruitment sector with over 30 years of experience, sought to revolutionise their recruitment approach for a new era. With the dual aim of attracting elite candidates and premium businesses, they undertook a transformative project.

The initiative focused on three major pillars: launching a new website, developing a robust candidate generation system, and instituting inbound marketing strategies. This case study delves into how this ambitious project produced exceptional results, redefining the future of hospitality recruitment.

With a distinguished history and extensive reach in the hospitality recruitment field, Berkeley Scott aimed to not just maintain but elevate their industry-leading position. Faced with a fiercely competitive market, they recognized the need for a revolutionary strategy. This challenge would involve harnessing cutting-edge technology and modern marketing approaches to create the perfect symbiosis between elite candidates and ideal roles.

Our Solution

The project sprang into action with the launch of a meticulously designed website, aimed to serve as a beacon for innovation and user accessibility. Far from being merely a visual masterpiece, the website was engineered with a strategic focus on inbound marketing to magnetise both top-tier candidates and businesses. This digital platform quickly became the linchpin of Berkeley Scott's revamped recruitment strategy.

In parallel, a cutting-edge 'Candidate Generation Machine' was conceived. This technology-centric system was designed to sift through the sea of potential candidates, identifying those who are the perfect fit for specific roles. This innovative tool aimed to not just streamline but to finesse the recruitment process, offering bespoke solutions to a demanding clientele.

Further enhancing their technological footprint, Berkeley Scott also rolled out a mobile application. This strategic move amplified the ease of access and convenience for all stakeholders, reconfirming Berkeley Scott's commitment to remain ahead of the curve in a dynamic industry landscape.

Solutions

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Innovative Website Hub

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Mobile App Design & Launch

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Inbound Marketing Tactics

Innovative Website Hub

Overview:

The redesigned website emerged as the linchpin of Berkeley Scott's revolutionary approach. Positioned as more than just a digital interface, it became the central hub for all recruitment activities.

Key Features:

- Inbound Marketing: Optimised content and user-centric design elements ensured that the website was tailored for inbound marketing strategies. This was crucial in attracting both high-calibre candidates and businesses seeking to recruit them.
- User Accessibility: Recognising the importance of a seamless user experience, the website was developed with responsive design and intuitive navigation. This made it easier for users to find what they were looking for, whether it was job listings or industry insights.

Impact:

By serving as a unified platform for Berkeley Scott's recruitment efforts, the website played a pivotal role in redefining the firm's market presence. It successfully combined aesthetic appeal with functional excellence, underlining the company's commitment to leveraging technology for smarter recruitment.

# Candidate-Generation Machine

Overview:

To bring precision and efficiency to the recruitment process, we introduced the 'Candidate Generation Machine.' This cutting-edge tool combines data analytics and algorithmic matching to find the most suitable candidates for specific roles.

Key Features:

- **Algorithmic Matching**: Utilising advanced algorithms, the tool sifts through a large database of candidates to find those whose skills and experiences match the job criteria, saving time and resources for both clients and candidates.
- **Customisation**: The machine is designed to adapt to the varying needs of clients, offering tailored solutions that go beyond generic matchmaking. This ensures each recruitment is as bespoke as the roles being filled.

Impact:

The Candidate Generation Machine has been a game-changer for Berkeley Scott. It has significantly sped up the recruitment cycle while maintaining high-quality matches, thus solidifying the firm's reputation for efficiency and effectiveness.
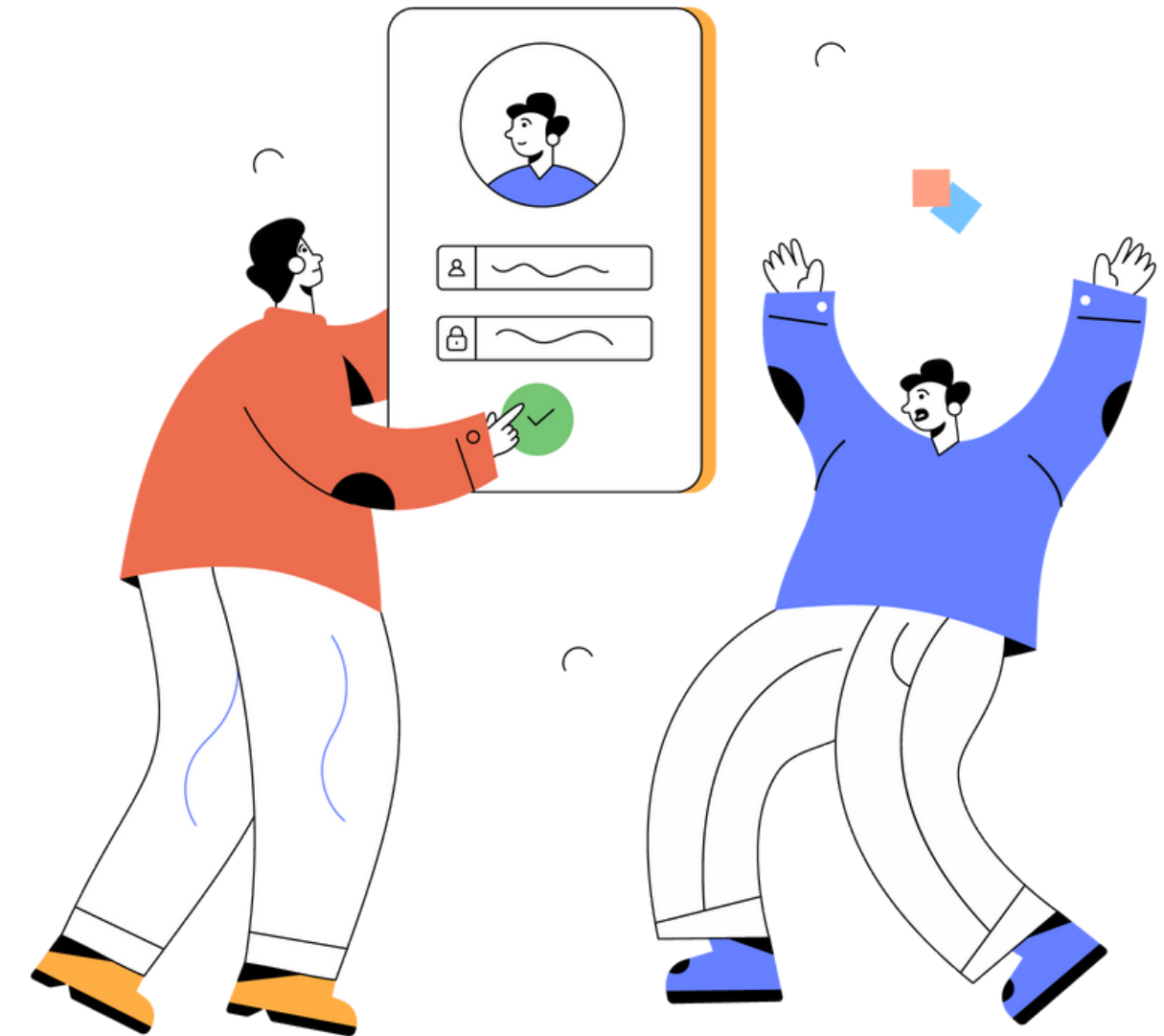
Mobile App

Overview:
In a move to stay ahead of industry trends, Berkeley Scott rolled out a user-friendly mobile application, extending their recruitment services to the fingertips of both clients and candidates.

Key Features:
- User-Centric Design: The mobile app features an intuitive user interface, making it easy for candidates to search for jobs, apply, and get real-time updates.
- Client Portal: For clients, the app offers a streamlined dashboard to post job openings, track applications, and communicate directly with potential candidates.

Impact:
The introduction of the mobile app has revolutionised Berkeley Scott's recruitment strategy. It's not just about convenience; it's about creating a more connected, accessible platform that fits into the busy lives of today's professionals.

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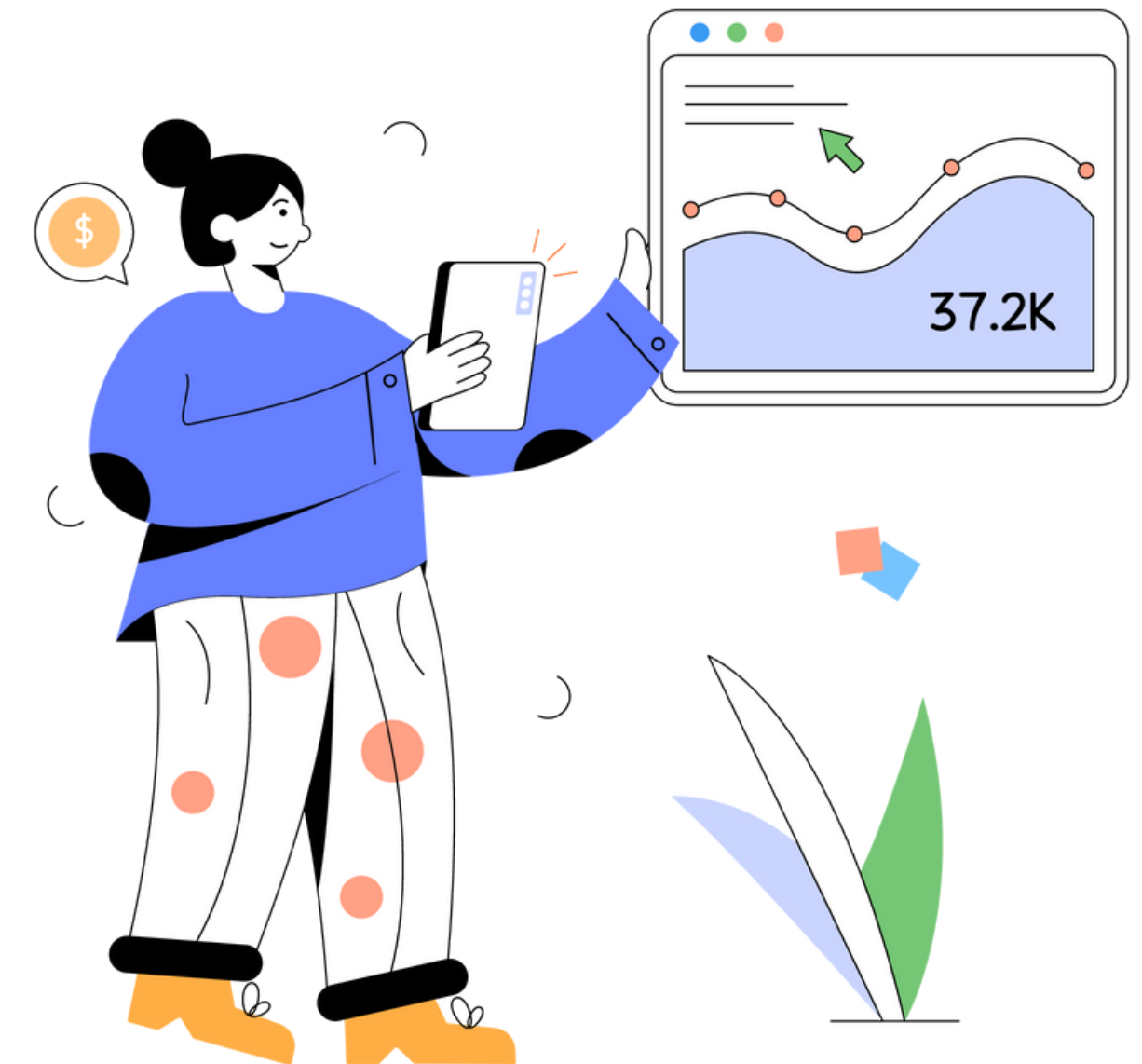
Inbound Marketing Tactics

Overview:
To complement their website and advanced digital tools, Berkeley Scott deployed a robust inbound marketing strategy. This multi-faceted approach was engineered to attract high-quality candidates and businesses alike.

Key Components:

- Content Marketing: Original, value-driven content was developed to engage potential candidates and clients, solidifying Berkeley Scott's position as an industry thought leader.
- SEO Strategies: With a focus on search engine optimisation, the aim was to increase organic reach, driving more targeted traffic to the website and mobile app.
- Social Media Outreach: Platforms such as LinkedIn were leveraged to disseminate valuable content and connect with both candidates and businesses in a meaningful way.

Impact:
By implementing these inbound marketing tactics, Berkeley Scott was able to substantially increase both the quality and volume of candidates and clients they attracted. This has further cemented their leadership position in the competitive hospitality recruitment industry.
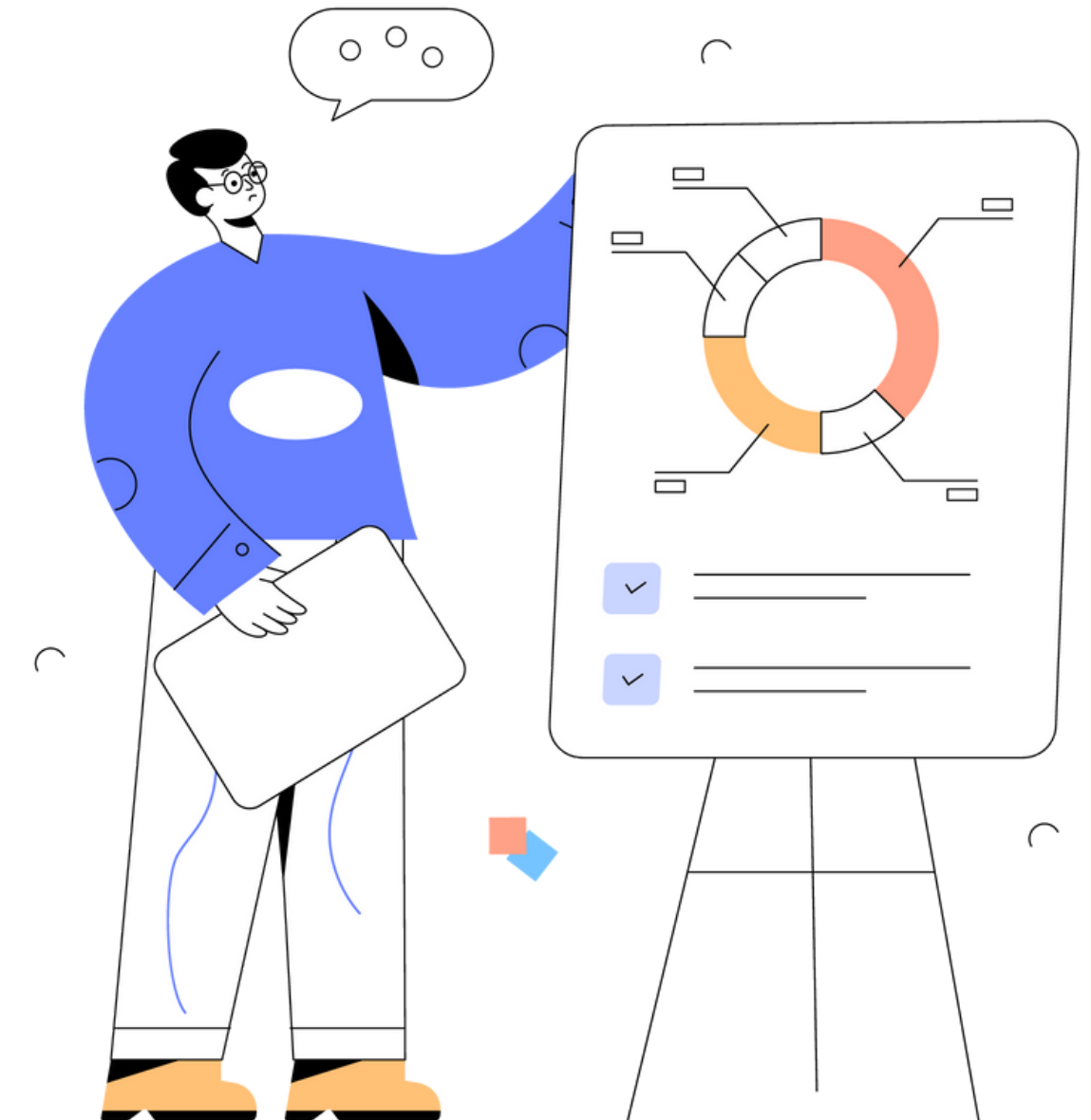
Deliverables

Web & App Development
- Redesigned Website with Inbound Marketing Features
- User-Friendly Mobile Application

Candidate Sourcing Tools
- Candidate Generation Machine
- Streamlined Application Process

Digital Marketing Efforts
- Content Marketing Initiatives
- SEO and Organic Traffic Growth
- Targeted Social Media Outreach

Process Automation & Efficiency
- Automated CRM Systems
- Analytics Dashboard for Monitoring KPIs

About Amado

Welcome to Amado Digital, where we're all about helping B2B businesses reach their full potential through effective marketing strategies. We understand that marketing can be a challenge for smaller businesses that may not have the budget for a full-time marketing team or agency. That's where we come in.

We were created to help B2B businesses who are tired of feeling like they're stuck in a phone booth while everyone else is out there fighting crime. Okay, maybe that's a bit of an exaggeration, but you get the point.

We know that not everyone can afford a full-time marketing team or agency, and that's where we swoop in to save the day!

Our team of marketing geniuses is dedicated to creating customised solutions that will make your business shine brighter than a Bat-signal in the night sky.

LEARN ABOUT AMADO ⟶

Amado

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Questions? ⟵

If you have any questions about consultancy packages or would like us to help you scale your business by automating your marketing presence, get in touch via any of our channels.- we'd love to hear from you!

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