



Recruitment Advertising / Job Listings  
Email Sponsorships / Supplier  
Directory/ Conference Sponsorship /  
Newsletter Sponsorship/ Site-wide Advertising



# Recruitment Advertising

Candidate Attraction & Client  
Acquisition 2011

# Contents

About Econsultancy.....	1
Econsultancy Users and Reach .....	2
What you can expect .....	3
How do we market the job listings? .....	4
Newsletter - 33,000 per week .....	4
Search Engine Marketing - Organic .....	4
Case Study: Econsultancy's Vodafone Campaign.....	4
Rates .....	5
Job Listings.....	5
Job Listing Extras .....	5
Featured Jobs .....	5
Job of the Week.....	5
Job Channel Advertising .....	5



# About Econsultancy

## Reach the largest audience of digital marketers in the UK

- With over 250,000 unique visitors per month our reach is bigger than any other dedicated digital marketing community site in the UK
- We have 100,000+ members who regularly interact with us of whom 72% are UK and 25% in North America
- The site also offers recruiters other ways to attract candidates including rifle-targeted advertising by vertical sector/country and push emails to over 30,000 members in our weekly newsletter
- Thousands of marketers have a paid membership with Econsultancy, giving them engagement and access to the UK's largest resource for best practice and knowledge in online marketing and ecommerce
- Econsultancy's community comprises ecommerce and digital marketing professionals drawn from clients, agencies and industry suppliers – most FTSE 350 and large online pureplays are members.

## See what our job advertisers say:

### Beringer Tame

"As a niche search company specialising in the recruitment of e-commerce and online marketing professionals it is hard to find effective advertising channels. Econsultancy.com has proved the most effective advertising medium for us to reach the new media professionals we recruit"

**CEO, Beringer Tame Search and Selection**

### Jonathan Hall

"Econsultancy have and continue to be a fantastic partner for us. We specialise in placing ecommerce people so there is a perfect match between us and Econsultancy and the quality of candidates is by far the best. Long may we continue working together"

**Founder, Cranberry Panda**

### Thomas Cook

"The quality of candidate applications we've attracted has been excellent. Econsultancy offers an opportunity to target the kind of experienced professionals we're looking for."

**Ecommerce Director, Thomas Cook**



# Econsultancy Users and Reach

User Role	
CEO/Director/Partner/Executive	31%
Sales/Marketing/Advertising/PR	32%
Strategy/Consulting/Commercial	11%
Operational/Project Management	11%
Creative/Editorial	7%
Technical	5%
Other (eg. Legal, administrative, research)	3%

Organisation Type	
Client Organisations	58%
New Media Agencies and Consultancies	26%
Technology/Software Companies	11%
Academic	7%
Journalists and other media	5%

Organisations that use Econsultancy and its jobs board		
Abbey	DoubleClick	Orange
Aquent	DSGi plc	Oxfam
AKQA	Dyson	PayPal
Beringer Tame	EA Electronic Arts	RBS
British Airways	Efficient Frontier	Royal Mail
BT	Estee Lauder	Shell International
BUPA	Experian	Speed-Trap
Cadbury	GE Money	The AA
Cancer Research UK	John Lewis	Thomas Cook
Carphone Warehouse	Lloyds TSB	T-Mobile
Debenhams	National Express	Virgin Holidays
Deloitte	Norwich Union	Vodafone

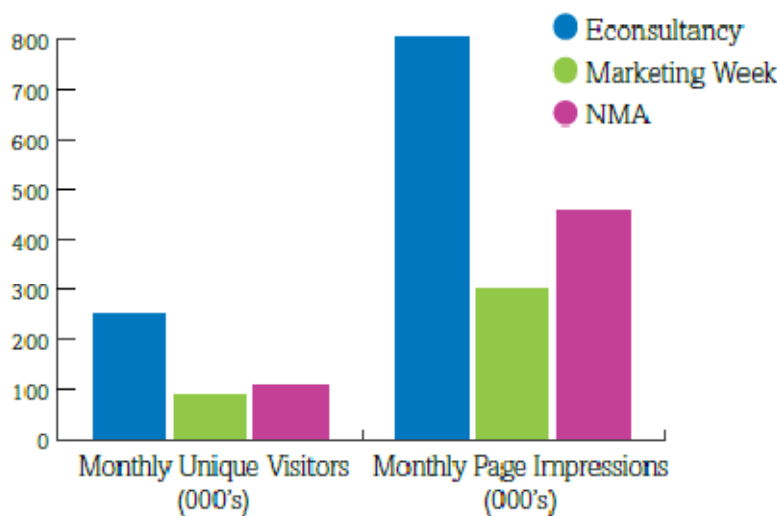


# Job Listings

Econsultancy launched its new media jobs channel in August 2005 to help internet teams find new recruits, following demand from our users. Recruitment is the biggest single headache facing internet teams<sup>1</sup>.

In particular there is an acute shortage of experienced internet and online marketing professionals, partly as a result of the fallout from the dotcom boom four years earlier. Both client-side companies, their agencies and technology companies are suffering from the same problem.

## Why choose Econsultancy over other jobs boards? We think this answers the question.....



Sources: NMA - ABCe audit, March '10, Marketing Week - Media Info

At Econsultancy we put far more emphasis on the quality of our audience rather than the quantity, and we stand by the fact that our audience is of the highest calibre. However when we combine that quality traffic is higher than any other publisher in our space then we feel we should shout about it.

## What you can expect

### Quality, quality, quality...

We're not generalist jobs board. Econsultancy is used by 160,000 digital industry professionals every month as a "how-to" resource. We make life a lot easier for people working in digital. It's where the pros come for advice. As such you get a much better quality of response from Econsultancy.

### Access to the candidates other boards cannot reach

Often the best candidates are already in jobs and not necessarily actively looking. But they still use Econsultancy very regularly and could be open to the right opportunity...

<sup>1</sup> Econsultancy's 2008 UK Digital Agency Rate card and Business Confidence Survey of 300+ agencies: <http://econsultancy.com/reports/rate-card-survey-2008-how-much-do-uk-digital-agencies-charge>



# How do we market the job listings?

## Newsletter - 30,000 per week

Econsultancy's weekly newsletter, the Ebusiness Briefing, is sent to over 30,000 subscribers by email, normally on a Tuesday. And **includes a selection of jobs** posted to our jobs channel. We normally include jobs where the client organization is mentioned as this tends to generate a better response from readers (e.g. 'Thomas Cook' rather than 'Top UK Online Travel Company').

## Search Engine Marketing - Organic

Econsultancy practices what it preaches when it comes to search engine marketing. The website is featured in the top ten of Google.com and Google.co.uk for a wide range of internet-related terms, including "online marketing jobs" and "ecommerce jobs".

## The Power of Twitter!

Our [@econ\\_jobs](#) Twitter account has a very focussed group of job seekers and contacts as followers. Through the power of Twitter your role will reach people that other networks can't.

## Partnerships

We partner with a number of large job search engines in the US and UK which helps drive relevant traffic to your job listings, and increase the reach of your campaigns.

### Case Study: Econsultancy's Vodafone Campaign

- The ad banner had 1020 clicks; the nearest competitor on a similar media spend (including NMA, Chinwag and Brand Republic) had 221.
- Econsultancy's ad attracted **485% more clicks** than the nearest alternative media used in the campaign
- The advertisement within the E-business newsletter had 119 clicks
- The advertisements within the job listings had 227 clicks
- Total Campaign – 1366 clicks

(Stats provided through Work Communications agency from Vodafone)



*"I'd just add that we were tracking all the inventory for the campaign and e-consultancy performed very well indeed and we were really happy with the figures from our end."*

**Sarah Jeffery, Account Director, Work Communications on behalf of Vodafone**



# Rate Card

## Job Listings

### Each job listing on Econsultancy.com includes:

- Two month listing on the Econsultancy jobs board
- Benefit from the Econsultancy Jobs Board search engine visibility
- Exposure via our [@econ\\_jobs](#) Twitter account

- Individual Job Listings are available from £395 + VAT
- Bundle of 5 job listings is £1,000+VAT
- Bundle of 10 job listings is £1,750+VAT

## Job Listing Extras

### Featured Jobs

Have your role stand out as one of five featured roles on the Econsultancy jobs board. These featured roles will appear at the top of the page, and will be highlighted as the featured roles for the week.

- £100 + VAT per role per week

### Job of the Week

The job of the week ad slot in the weekly newsletter is the perfect way to attract maximum attention to your role. The newsletter is sent to over 33,000 opt-in recipients every week, all of whom work in digital marketing and ecommerce. You will also get tweeted as Job of the Week!

- £500 + VAT per week

### Job Channel Advertising

Make your brand synonymous with digital marketing in the eyes of our 250,000 monthly visitors, by advertising your agency/role on the Econsultancy Jobs pages.

- Recruiter Button (145x120) - £200 per month
- MPU Advertising (300x250) - £75 CPM

*Packages available on request*

### For further information please contact:

**Fouzia Butt, Econsultancy**  
[fouzia.butt@econsultancy.com](mailto:fouzia.butt@econsultancy.com)  
+44 (0)20 7269 1458

