

purechannels

marketing to, with and through partners

Best Integrated Campaign

SHL Channel Partner Recruitment Campaign

The Client:

Operating in over 50 countries for more than 5,500 clients, SHL provides psychometric assessment tools that help organisations to improve candidate selection and performance.

The Objective:

To expand SHL's channel to include 250 recruitment agencies and consultants as partners, with a pipeline opportunity of £100k within the first six months following the campaign.

Campaign Results:

Executed in two months within a budget of £38k, the campaign resulted in 291 new partners being recruited and over £500k of actual sales within the six month target.

Integrated Media Used:

- Direct email
- e-newsletter sponsorship
- Banner advertising
- Landing page
- Magazine advertising
- Direct mail
- Telemarketing

Client Testimonial

"Even though we are in a niche market and the recruitment sector was new to us, purechannels immediately understood our objectives and helped to shape our vertical proposition perfectly. We had a tight deadline and they worked brilliantly with our existing suppliers to manage an integrated recruitment campaign which has resulted in nearly 300 new partners for us in around three months."

Mark Watkinson, Sales Director, SHL



Landing Page



CATEGORY NAME: Best Integrated Campaign

BRAND: Client: SHL

CATEGORY NUMBER(S): 1

AGENCY: purechannels

CONTACT: Olivier Choron

