

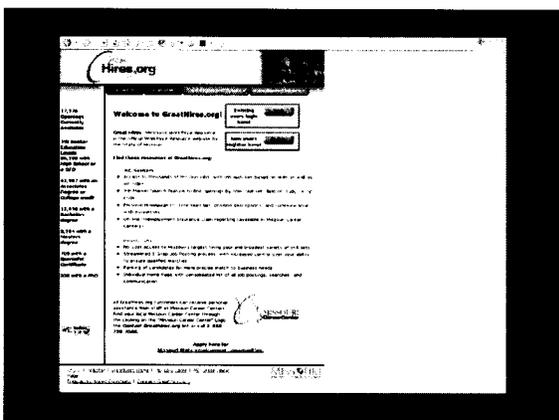


GreatHires.org

Marketing a Job-Matching website

Stats

- Averages about 8.5 M hits per month
- About 250,000 visits (unique)
- Averages about 20,000 open job orders



Brand awareness

- The act of creating public awareness of a specific brand in order to maximize its recognition. Successful brand awareness strategies should define a company's uniqueness and set it apart from competitors.

First phase: Increase general awareness and 'Position ourselves'

- Phase 1: July 04-June 05
- Pamphlets, posters, billboards, radio ads
- Visits to colleges, temp agencies, business groups.

Co-Branding When Two Brands are Better than One

Co-branding is the strategy of combining two brands in an integrated marketing approach. It is an increasingly important tool for generating value. It can be an asset in nearly all aspects of marketing, from creating initial awareness to building loyalty.

- Promotional sponsorship co-branding - This involves significant brand awareness and customer acquisition opportunities.
- Ingredient co-branding - Allows a competitor to transfer its quality, reputation, current and future brand equity, loyalty, and well-established relationship with a customer to another brand to gain the benefits of co-branding. An ingredient brand's success relies on being distinct from the other brands or by being a hybrid brand.

Here is a graphic that uses the co-branding approach of the workforce system's brands, while showcasing...?



Competitive Advantage

- A *competitive advantage* exists when the firm is able to deliver:
 - the same benefits as competitors, but at a lower cost, or
 - deliver benefits that exceed those of competing products.

Thus, a competitive advantage enables the firm to create superior value for its customers and superior profits for itself.

- **Comparative advertising:** An advertising appeal that consists of explicitly comparing one product brand to a competitive brand.

Phase 2:

- More on-line advertising
- More specific target markets
- Heavier emphasis on B2B—70%
- Research!
- Focusing on features

One primary feature: The Diversity of the Workforce labor pool



Focusing on Features

- **WorkKeys**
- Access to AEL/ESL services: AECAP
- Links to valuable business websites
- Workforce Resources: Hiring/Interviewing guides, advice from professional associations.
- What else..?

Increasing Brand Awareness

- **Market Penetration:** indicator of share of the market. Calculated as the ratio between the Total Used by A brand against the Total Used.
- **Missouri's Market Penetration Rates:** Total who hired with workforce system help over Total hired.

Successful Brand Building

- Means attracting, satisfying, and retaining business and job seeker customers,
- building relationships,
- conveying a consistent message that is meaningful, and
- reaching target customers segments.

GreatHires.org Redesign

- How can we design the site to attract more HR users?
- _____
- _____
- _____
- _____