

people2people Saved \$38,000* Per Year With its New Marketing Automation Strategy

The Company

Established in February 2005, people2people has become the fastest growing recruitment agency in Australia.

By specialising in 10 employment sectors, people2people has simplified the search between job seekers and hiring businesses in 6 cities with a recent expansion in Auckland, New Zealand. people2people provides tailored employment services to ensure quality talent is matched and delivered quickly to hiring companies.

Recently, people2people was named the Winner of the Recruitment International Growth Company of the Year Award in 2016 and was a finalist in 2017.

people  people



Challenges

Too Much Time Spent On Manual Processes

The primary challenge of people2people was that email creation and set-up for subscribers went through a lengthy, manual process, which was time-consuming.

- All emails were setup manually on Outlook.
- All emails contained static content and were sent out as bulk emails on iContact.

Challenges

Manual email creation proved to be time-consuming, as people2people employees had to duplicate 100+ emails before sending them out.

people2people joined forces with Hoosh Marketing to automate weekly emails so that relevant content was created quickly.

Smart Campaigns That Saved Time

With people2people's smart campaigns, emails are now automatically sent to the clients and saves 16 hours/week that were initially spent on manually duplicating 100+ emails for 10 specialisations in 6 different locations.

Weekly Reporting

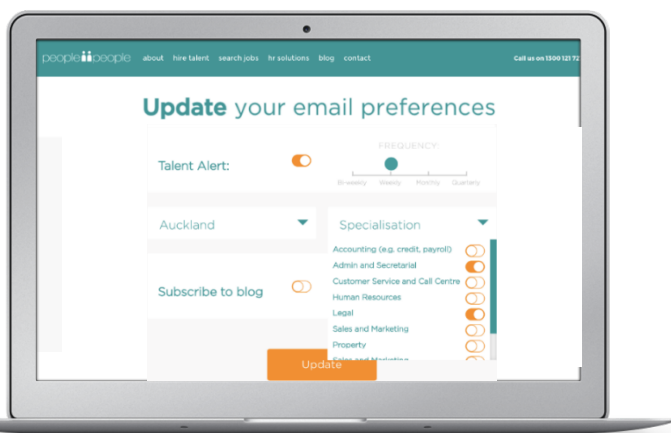
Enablement of automatic weekly reports were sent out to consultants to help assess and close deals.

The Preference Center

To make talent alerts more relevant and lower unsubscription rates, the Preference Center was created to allow clients to select their people2people email preferences based on the following criteria:

- Talent alert
- Location
- Specialisation
- Frequency
- Blog subscription

With the implementation of the Preference Center, people2people produced a seamless form of communication between job seekers and hiring companies that decreased unsubscription rates and increased clicked and opened rates.



Solutions

Email Scripting

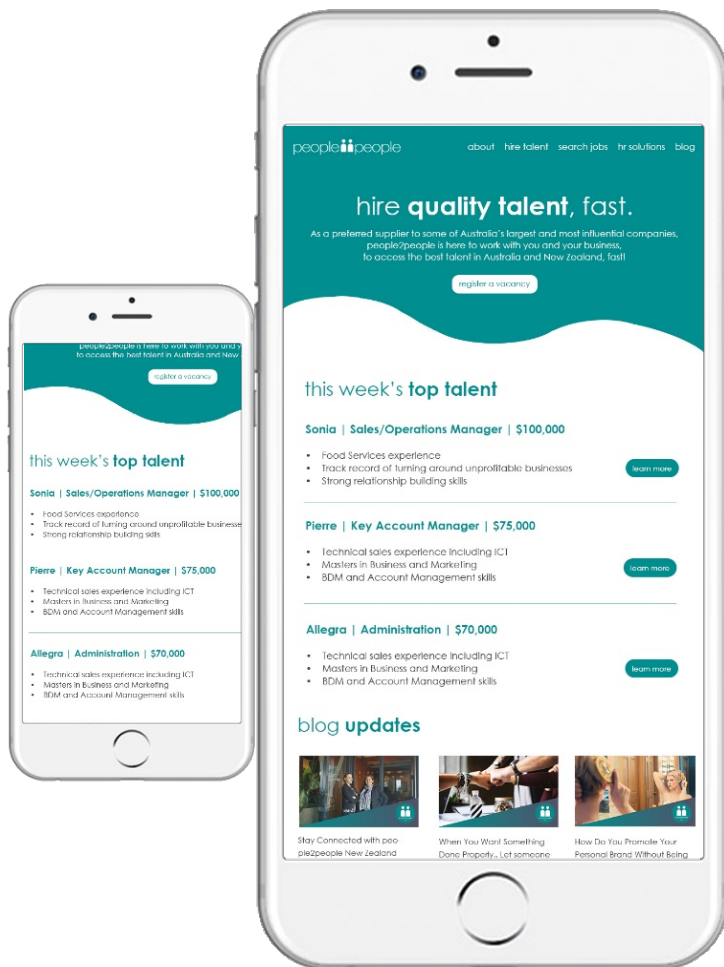
people2people together with Hoosh created email scripts to automate email content captured from Salesforce.

Three highly qualified talent alerts are now sent automatically to clients which is a list of candidates who match the client criteria.

Outcome

The results of people2people's automation strategies in Marketo were:

- people2people saved 768 (19 working weeks) hours in a year, the equivalent of \$38,000.
- Clients now receive potential candidates tailored to their hiring needs.
- Consistent engagement between job seekers and hiring companies.
- Increase in sales in comparison to the previous year.
- Engagement (Open/Click) rates increased by 100%.



Benefits

- Saved time and effort
- Emailed customers based on their specific needs
- Automatic delivery of information
- Reduced overhead costs
- Decrease unsubscribing rates
- Ongoing contact keeps leads warm and interested

Testimonial



We were spending way too much setting up emails manually and we needed a faster solution. Once we joined forces with Hoosh, the new marketing automation strategies helped enormously! Now our clients receive fresh talent and relevant emails tailored to each subscriber's preferences due to the auto-matching that takes place in the preference center and new email scripts.

Also, I no longer spend 16 hours a week on manual email duplication. That's 768 hours (19 work weeks) just imagine how much work I can do now on other projects and how much the company is now saving monetarily. Looking forward in working with Hoosh in the future!

FABIO CARAGLIANO

DIGITAL MARKETING SPECIALIST, PEOPLE2PEOPLE

About Hoosh Marketing

Founded by ex-Marketo staff, Hoosh Marketing is the only Platinum Partner of Marketo in APAC, with 15+ certified consultants. Hoosh is also the largest Launchpoint Partner globally, with 18+ Marketo products, add-ons & integrations.

Hoosh offers Marketo services including strategy, assessment, implementation, operations, analytics and custom training.

We help Marketo customers deliver exceptional results by implementing superior strategy with highly integrated, cutting-edge marketing technology.

[Learn More](#) about Hoosh



MARKETO CERTIFIED
SOLUTIONS ARCHITECT



- ✓ Global **Marketo Platinum Partner**
- ✓ APAC's Largest number of **Marketo Certified Consultants**
- ✓ Launchpoint Partner Globally
- ✓ **Over 50 Marketo Implementations** and counting



Level 1, 160 Pacific Highway
North Sydney NSW 2060
Office Address



+61 2 8355 9927
Phone



info@hooshmarketing.com
Email



hooshmarketing.com
Website