

## EMAIL MARKETING FOR A UK-BASED RECRUITMENT FIRM

### | ABOUT OUR CLIENT ▶

Our client is a leading UK-based recruitment solutions provider primarily in the technology domain. The firm provides its services to Fortune 500 companies across the globe.

### | PROBLEM FACED BY OUR CLIENT ▶

Our client wanted to leverage email marketing to generate more leads and grow their business.

### | OUR OBJECTIVE ▶

Our objective was to design and send effective email newsletters inline with the client goal of generating relevant leads.

### | APPROACH AND STRATEGY USED ▶

As a strategy Netilly recommended sending out the newsletter once a month for the first six months. It was also decided to send the newsletter towards the end of the month.

Also a comparison of various tools was done and mailchimp was chosen based on the number of email addresses provided and the ease of use in designing newsletters.

As the client was into a B2B business, we decided to include articles, videos, media coverage and new client acquisitions in the monthly newsletter.

Then the snippet was designed in such a way that it gave the latest updates in a month.

The client was requested to provide the email addresses of existing customers so that they could be uploaded to the mailchimp database.

The newsletters were shared with the clients after adding relevant subject lines, creative and email text. Once the client feedback was incorporated the newsletters would be sent out to the target audience.

# NEWSLETTER DESIGN



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## The Latest Updates and News from ixCEED Solutions -September 2019

### Stupendous September!



With customer-centricity at the core of our business, we strive to assist our clients in fulfilling their talent goals. Here is a compilation of some of the challenging roles we successfully closed for our clients in September.

### On-boarding New Clients



ixCEED is acquiring new clients month over month. This month we added a new Technology client which is an Artificial Intelligence Consultancy that provides expertise in Enterprise Application Integration (EAI) and Business Process Management (BPM) to clients across the globe.

### A Recent Success Story

How the client leveraged our innovative talent solutions to win a multi-million £ deal. Another success story in the East European market. Watch the video to know more.



### Snippets of ixCEED Participation in Engage London 2019

Yogita Tulsiani, Managing Director at ixCEED Solutions, participated in Engage London 2019, where she interacted with other thought leaders of the industry. It was an enriching experience discussing the upcoming trends and challenges of the Talent Acquisition teams. Right from Diversity and Inclusion to the impact of AI, we discussed it all. We will be sharing the key takeaways in our upcoming videos.



### From the Director's Desk - Benefits of RPO With ixCEED



The recruitment landscape is frequently changing, leading to additional pressure on in-house hiring managers. Thus, organizations are outsourcing their recruitment process to competent end-to-end recruitment solution providers like ourselves. Let's look at some of the benefits of RPO (Recruitment Process Outsourcing) with ixCEED Solutions in this video.

### Must Read Articles From The ixCEED Blog



**Top 6 Benefits of Recruitment Chatbots**  
Recruitment is a complex process that entails a lot of analysis and scrutiny. As technological advancements continue to impact the process, recruiters are adopting the newest methods for easing the tasks at hand.  
[Read Full Article Here>>>](#)



**Top 5 Benefits of a Data-Driven Recruitment Strategy**  
Data-driven recruiting uses tangible statistics and facts to aid recruiters in hiring decisions. The hiring decisions make a vital part of recruitment processes for any organization.  
[Read Full Article Here>>>](#)

### Details of Our Success Stories – Case Studies

We at ixCEED constantly face delivery pressures in this competitive recruitment landscape and tackle our complex challenges with innovative talent acquisition strategies. On this note, let us share some of our success stories of **September Month** - [Link to Access Case Studies>>](#)

### Latest Recruitment Industry News

#### April 2020 private sector IR35 changes – what happens now?

HMRC introduced its IR35 tax legislation more than ten years ago to crack down on the way that contractors establish limited companies in order to reduce their tax and national insurance contributions.  
[Read More>>>](#)

#### Brexit: What happens now?

A law designed to stop a no-deal Brexit on 31 October has been passed. If a deal is not agreed between the UK and EU by 19 October, and MPs don't vote in favour of leaving with no deal, then the prime minister will be legally obliged to ask the EU for a Brexit delay.  
[Read More>>>](#)

For any queries or business opportunities, please reach out to us at [contact@ixceed-solutions.co.uk](mailto:contact@ixceed-solutions.co.uk)  
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## RESULTS ACHIEVED



During the six month period there was a jump in the client's business. They onboarded new clients across industries such as Real Estate, AI Consultancy, Information Technology, Consumer Goods, etc. which contributed to 40% growth in revenue.



*Think Digital, think Netilly.*