



CASE STUDY

HANDOVER HR AND R



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Client: Handover HR and R

Industry: Human Resources & Recruitment Services

Services Provided:

- Brand Development
- Website Development & Maintenance
- Social Media Strategy & Management,
- SEO, Google AdWords,
- Social Campaigns and Content Creation
- Sales Collateral Development,

Background:

Handover HR and R, a specialised HR and recruitment firm, required a strong and distinct brand identity to establish credibility in the industry. They partnered with Fill the Gap Marketing to build their brand from the ground up and develop a comprehensive marketing strategy that would drive engagement, visibility, and lead generation.

Solution:

Fill the Gap Marketing executed a holistic branding and digital marketing strategy to support Handover HR and R's business objectives. The key initiatives included:

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1. Brand Development & Identity Creation

- Designed a unique brand identity, including logo, colour schemes, and typography.
- Developed compelling brand messaging and slogans to communicate value propositions.
- Ensured brand consistency across all marketing materials and digital platforms.

2. Website Development & Ongoing Maintenance

- Designed and launched a user-friendly and professional website tailored to their services.
- Provided ongoing maintenance, ensuring seamless performance and content updates.
- Implemented SEO strategies to enhance search visibility and attract organic traffic.

3. Social Media Strategy & Management

- Established and developed their social media platforms from scratch.
- Managed content creation and posting across LinkedIn, Facebook, and other channels.
- Created a roadmap for increasing social media presence following their official launch.

4. Search Engine Optimisation (SEO) & Google AdWords

- Conducted keyword research to optimise website and content for search engines.
- Launched targeted Google Ad campaigns to generate leads.
- Monitored and adjusted campaigns to maximise performance and return on investment.

5. Recruitment-Focused Social Campaigns

- Developed and executed social media ad campaigns for recruitment purposes.
- Targeted job seekers and businesses needing HR support.
- Increased applicant engagement and client inquiries through strategic placements.

6. Sales Collateral Development

- Created pitch decks, proposals, and brochures to support sales efforts.
- Designed visually appealing materials to showcase expertise and service offerings.
- Developed digital and print assets to enhance business development initiatives.

7. Content Creation & Thought Leadership

- Produced blog posts, industry insights, and educational content.
- Crafted engaging social media content to establish authority in HR and recruitment.
- Built a content calendar aligned with marketing goals and audience needs.

Results:

- **Established a Strong Brand Identity:** A cohesive and professional brand image that resonates with their target audience.
- **Enhanced Online Presence:** A well-optimised website and improved search rankings have increased traffic.
- **Growing Social Media Impact:** Following their launch, engagement and reach are steadily increasing.
- **Effective Recruitment Marketing:** Google AdWords and social campaigns have driven qualified leads and job applicants.
- **Comprehensive Sales Support:** High-quality marketing materials have improved client presentations and conversions.

Conclusion:

Through their expertise in brand development, digital marketing, and recruitment-focused campaigns, Fill the Gap Marketing has played a crucial role in establishing Handover HR and R as a competitive force in the HR and recruitment industry. Their strategic approach has not only built a strong brand foundation but also set the stage for continuous growth and increased visibility.

As they move into the next phase of their marketing strategy, Fill the Gap Marketing is committed to scaling Handover HR and R's social media presence and further refining their digital campaigns. This ongoing partnership highlights the power of a well-executed marketing plan in achieving long-term business success.

With a track record of delivering measurable results, Fill the Gap Marketing remains a trusted partner in driving Handover HR and R's continued success.

Thank You!

*Closing the Gap
Between You
and Success.*



**Let's Get
In Touch**

Contact Us

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Visit Our Website

fillthegap.marketing