

I-COM

& Sellick Partnership

Case Study

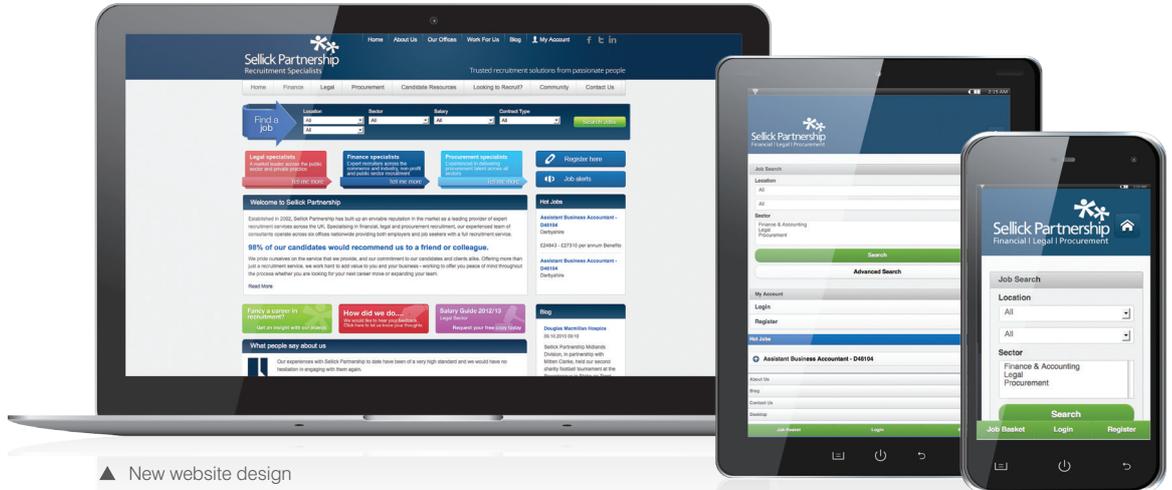
Project at a glance

Sector	Legal & Financial Recruitment
Platform	Recruitment
Services used	Design, Development, CMS, Blog, Social Media, SEO, PPC

What we achieved

A dynamic digital marketing strategy, incorporating elements of SEO and social media. An easy to use content management system (CMS), helping the client improve efficiency and ensure their jobs listings were kept up to date. A dynamic mobile site making it much easier for candidates to browse and apply for jobs on smartphones and tablets.

Our work with Sellick Partnership is an exceptional example of client and agency working together to produce an innovative online recruitment solution, with the potential to significantly improve key recruitment metrics, such as CV submissions and job applications.



▲ New website design

▲ Tablet & Mobile ready

“ I have worked with the I-COM team for a number of years across a range of projects from SEO to mobile...we have built a strong relationship based on their understanding of our business and the industry that we work in. They employ a high calibre of online professionals, as well as an impressive development team.

From my perspective, I want Sellick Partnership to be at the forefront of technological advancement and they are definitely the team to support us in achieving that.

Anna Gibbons
Corporate Communications Manager

No. of Keywords driving traffic* **▲ 100.38%**

Conversion rate increase **▲ 65.18%**

No. of Conversions **▲ 124.76%**

Year on year mobile traffic increase **▲ 92.00%**

Year on year tablet traffic increase **▲ 172.00%**

*1050 vs 524

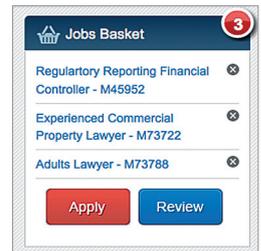
Sellick Partnership

How we did our stuff

Our recruitment platform built based on our CMS system produced a site that is easy to use and drastically improved conversion rates.

We carried out frequent project reviews, keeping the client up to date at every stage of the build process, ensuring the project satisfied Sellick Partnership's usability requirements and was capable of performing well in search engines, on mobile devices and tablets. We then produced a detailed digital marketing strategy designed to deliver on pre-defined objectives.

- + Simple, easy to use mobile site
- + Close collaboration with client
- + Worked to pre-defined objectives
- + Delivered a site that converted
- + Produced an intelligent digital strategy



▲ Features designed to make it easy for candidates to search and apply for jobs

A bit about our lovely client

Sellick Partnership is a professional financial and legal recruitment agency with a network of five offices nationwide providing temporary, interim, contract and permanent job vacancies within the financial and legal sectors.

I-COM continues to work very closely with Sellick Partnership to further improve their website and digital strategy.



If you would like to discuss how a recruitment CMS platform could help your business, call one of our team today.

We'd love to hear from you.

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