

Ashwood Associates – Corporate Website

www.ashwood.co.uk

Background to the Project

Ashwood is one of the leading names in the FMCG recruitment arena, specialising mainly in Sales and Marketing roles at middle to senior management level. WJP Floyd began working with Ashwood Associates in 2006, and quickly recognised that the client was missing an opportunity to enhance their offering to both clients and candidates through the lack of an effective website. By demonstrating to the client how a site could look and the benefits it would bring to the business by giving it a constant and dynamic online presence, the agency was able to convince Ashwood to invest in a new site.

Objective

WJP Floyd established a project development team including key account handlers and designers from the agency, and a user group of consultants and administrators from Ashwood. It was decided that the site must be user friendly, and work equally well for clients, candidates and as a new business tool. As Ashwood do a lot of work internationally, it was decided that the site would be translated into German and French. It was also agreed that since the site would become an area where candidates would interact with Ashwood on a regular basis, there would need to be a number of candidate features, including:

- Email job alert register
- Fully searchable job database
- Profiles on key consultants
- Details of other services such as Career Coaching, Managed Agency Supply, Master Vendor and Career Transition.

Methodology

WJP Floyd worked on a number of potential approaches and presented the client with three possible designs. After consultation the current design and budget was signed off, and a timeline was put in place with the plan being to have the site signed off and live within three months. The agency team worked with Ashwood colleagues throughout this period, keeping them up to date at each stage of the process. The design was altered slightly throughout and content amended and refined, taking account of Ashwood feedback, and that of several of their clients. We also liaised with the company who manage all of Ashwood's IT infrastructure, to ensure that the hosting platform they were providing was compatible and robust enough to maintain the site and the database, which we had built specifically for the interactive areas of the site.

Results

The site went live as planned and the Ashwood team were immediately able to quickly and simply load their jobs into the database and make them available for candidates to search online. The initial traffic statistics we were seeing through Google Analytics were very encouraging and have continued to grow since the site was launched. Ashwood's media strategy was altered to include more jobboards and pointer adverts, so that instead of spending their budget detailing each job in print, they were able to direct them to the website and capture candidate data in this way. Feedback across the sector has been really positive, from candidates, the Ashwood team, their clients and competitors.

