



“ WITH OVER 21 YEARS’ INDUSTRY EXPERIENCE EMR HAVE BUILT UP A NETWORK OF MARKETING TALENT THAT IS SECOND TO NONE AND WORK WITH SOME OF THE MOST CUTTING EDGE BRANDS ACROSS ALL MAJOR SECTORS. ”

Challenge

“We have a lot of content and I’m lucky that I work in an industry and for a company where there are always lots of interesting things to talk about! **We know what and how to engage our customers, what I’m interested in is taking our content to the next level – how do we use it to actually convert customers?**”

As we’re in recruitment that means either getting candidates applying for jobs or registering with us if they’re thinking about moving, and for employers it means getting them to contact us when they have a need to hire.”

Situation

Marketing Manager Catherine Henderson met Inbox Insight at the Technology For Marketing (TFM) Exhibition, Olympia London.

While receiving a complimentary content audit with one of our demand generation specialists, Inbox Insight were able to identify opportunities for EMR to get their content working harder by leveraging content repurposing techniques.

Keen to see these recommendations put into practice, EMR leveraged Inbox**CREATE** to apply their new content strategy to their annual survey report.

Client Objectives:

- **Objective 1:** Create a visually engaging report that showcases key survey findings
- **Objective 2:** Create a flexible design optimized for content repurposing and multi-channel content amplification

Company Industry

Recruitment

Market Offering

Provide digital, marketing & communications investor relations recruitment solutions

Target Audience

Marketing Employers
Marketing Candidates





InboxCREATE

Process:



Content Audit

Complimentary content audit and consultation at TFM, London



Client Call

Briefing call to discuss EMR's objectives and content strategy



Final Concept Defined

Content and design recommendations discussed and finalized with editorial team



Tweaked & Returned

Final amends and review



Sent for Review

Sent to EMR for final proofing, alterations and feedback



Graphic Design

Finalized report passed to our Graphic Designers, along with EMR brand guidelines



Survey Report Complete!

Whole design file sent, including set of infographics for multi-channel amplification

"The flexibility of the design enabled us to repurpose key insights into eye catching visuals used to capture interest on our social channels and drive report downloads.

This has opened up loads of new opportunities to reach and engage our target audiences, helping us achieve more value from our content marketing efforts."



Catherine Henderson
Head of Marketing

Tailored Solution:

Survey Report design, Infographic and set of bitesize stat images for social posts.

[View full report here](#)

