Finance Related –

Insurance Specialists,

Mortgage advisers,

Financial Advisers,

Financial planners/Para Planers

Pension Specialists

Front office staff

Back Office staff

Directors/managers

Equity release

Accountants

Commercial advisers.

Banking

Solicitors

Bridging finance

Target personas –

Human resource managers

Owners and directors of companies

Smaller companies will be targeted initially, leading to larger lenders and companies in the future.

Property Related –

Owner or manager of the estate agents

HR Departments of chain estate agents

Individual/independent branch managers

Conveyancing Solicitors and solicitors in general

Estate agents

Managers

Front and back office staff

Construction

Property maintenance

Commercial agents

I think that I should have a section for miscellaneous, as I know I will have access to other industries from my existing client database which I do not want to miss out on. I don’t think it should be called miscellaneous but hopefully you understand what I mean 😊

2. Specifics –

Types of companies that I will be aiming towards –

Independent companies – tend to be small 1/2/3 offices local to each other. The approach needs to be different to the larger companies as the manger tends to be the owner so always hesitant in new approaches for business as risk needs to be kept to a minimum. In the financial industry, it is usually male 35 + years old if newly formed alternatively if established tend to be a slightly higher age group 45+

Partnerships and Ltd Companies – same as above with the exception that these tend to be slightly larger companies with more of a presence

Chains/Franchise – have to deal with head office so competition is fiercer as I have to attract the relevant mangers to be able to discuss the options available to them and to get them to sign up with me.

Lenders and banks –

Customer profile target -

Both industries come with a high element of pressure due to the sales nature in the jobs and roles. Therefore, the individuals I will be targeting will have pressure to perform and get the correct type of individual into the company and part of the team. HR department managers tend to be female aged between 35-45+ and tend to be in the role for quite a while. So will have there “go to” people but I need them to make me the “go to” person. Time saving is key in these roles, but not just by saving time in the search of a new candidate it’s the process of choosing the correct applicant that can have a real chance of securing the role. Budget management will normally be controlled by the individuals I will be targeting in companies. They will have a budget they will need to spend to ensure they get the same or more for the following year however I would help reduce the cost of man hours and money spent advertising to allow them to use the budget elsewhere, plus as a lot of companies are tightening the belts financially as they may not have the man power to search for the best candidates which is imperative for them to deliver as they are measured against this along with the other usual factors.

Property industry is very similar but I would move the lower age range to early 20’s for agents moving into 35+ for senior roles in the industry. Much more active people but with the same pressures if not more as it is a sales role.

Websites I like –

<https://www.theportfoliogroup.co.uk> I like the feel to this site, feels professional which fits the industries I am aiming for.

<https://www.recruitmentrevolution.com/> I like that this site feels like it has a personality and is approachable

<http://nicherecruitment.co.uk/> - really like the CV drop point and simplicity of this site making it easy to navigate

<http://recruitukltd.co.uk/> -

<https://www.propertypersonnel.co.uk/>

Websites I dislike –

<http://mintrecruitmentgroup.com/> - Really dislike how busy it is and the mish-mash of colours, But……….. I really do like the context

Colours and fonts used for logo files attached in email

font "Trajan Pro"   
colour code # 1B3B6A # D3AF37 # 5C5756

<https://m.facebook.com/De-Novo-Recruitment-1922722804676418/?ref=bookmarks>

Twitter: @DeNovo\_Recruit

LinkedIn: Need to set up email and will set up LinkedIn Account

Domain names I have already: [www.denovorecruitment.com](http://www.denovorecruitment.com) & [www.denovorecruitment.co.uk](http://www.denovorecruitment.co.uk)

Email address I would like:

Info@Denovorecruitment

Accounts@denovorecruitment

Andy@denovorecruitment

recruit@denorecruitment

Wish list – I want to be able to add the map as per the theme I have attached as an example, but as you suggested this can come in at phase 2 when I have enough roles to advertise.

I want it to be smooth easy to navigate with a professional modern friendly approach.

Referral page – refer a friend and get £250 on successful placement

News/blog feed page attached