



A job seeker, NEIS, and temp-personnel marketing product for
EMPLOYMENT AGENCIES AND THEIR CLIENTS

by

MickStyle | Wallaby Creative

This document is for the eyes of approved recipients only.

Strategy version 1.1, (July 2010)

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A personalised and professionally branded 'Promote Yourself' website showcases the best qualities of a job seeker, NEIS participant, or employment agency's temp-personnel to employers, delivering a positive first impression.

The 'Promote Yourself' websites provides potential employers with the means to find accurate information about a candidate and to download the resumes of job seekers, NEIS participants, and employment agency's temp-personnel at their convenience.

THE PROBLEM

Job Seekers waste a lot of time, resources, and energy trying to initiate contact with suitable employers, and **long-term** job seekers who become frustrated with the job searching process tend to lose motivation, becoming inefficient when seeking potential employment. As a result job seekers present poorly or display a lack of commitment towards seeking employment.

Employment Agencies want to showcase a job seeker or potential employee from their temp-personnel database to an employer in the best possible way, highlighting the strengths and qualities of their candidate, and can now take advantage of emerging information communication technology and trends starting with a 'Promote Yourself' website package.

Employers want to make the recruitment process more efficient and make good decisions when hiring staff. What is the best current way to achieve this?

SOLUTION

The '**Promote Yourself**' package is an opportunity for job seekers, NEIS participants and employment agency's temp-personnel to have their own professionally branded website available to potential employers 24/7, helping job seekers make a great first impression every time.

Job seekers, NEIS participants and temp-personnel can update their 'Promote Yourself' website information and brand at any time as required, **immediately displaying and promoting their best qualities to each employer.**

Employment Agencies can direct employers to their job seekers and temp-personnel's professionally branded 'Promote Yourself' website, **more effectively marketing and networking job seekers and temp-personnel to employers.**

Employers are already conditioned to searching for potential employees through online resources. The 'Promote Yourself' package helps job seekers and employment agency's temp-personnel stand out from the crowd by providing a professionally branded website for a very affordable price, allowing employers to access the job seeker and temp-personnel 'Promote Yourself' website at their convenience.

THE IMPORTANCE OF BRANDING

Job seekers, NEIS participants, and employment agency's temp-personnel can increase their employment opportunities by developing their name and brand through their own 'Promote Yourself' website.

EXAMPLE ONE:

Victoria Beckham is a person who understands the strength of a name and a brand. Think of the name Victoria Beckham and you are reminded of success, beauty, fashion and luxury, as well as black dresses and silver jewelry. Imagine if an employer was looking for a person like Victoria Beckham. The employer gets a branded email, business card, or letter from Victoria inviting him to visit her website and download her resume. When the employer has a moment to relax he decides to look at Victoria's website and is impressed by what he sees and reads, including colours, text, style and attention to detail. As a result the employer arranges an interview with Victoria Beckham.

EXAMPLE TWO:

Michael Bromage uses a custom designed website to promote himself when obtaining freelance multimedia and digital marketing work in different countries. First he contacts potential employers in the region to introduce himself and his website. When employers reply they often mention Michael's website and discuss project possibilities. Next he follows up with a branded letter, business card, and phone-call to arrange a meeting. Michael's website and resume have already set a professional tone for the meeting which helps the people involved feel more relaxed and focused on the tasks at hand when they meet.

To see Michael's website go to: www.mickstyle.com

NOTES

THE PROMOTE YOURSELF PACKAGE (\$330)

Includes a branded website with:

Domain name – www.candidatesname.com
Home page – overview of job seeker or temp-personnel
About page – details about the job seeker / temp-personnel
Resume & Contacts page – how to contact the candidate

+ Branded email (name@candidatesname.com /
contact@candidatesname.com)

+ Help with setting up the job seeker/temp-personnel's professional website,

Branding (colours, fonts, style – create the professional feel)
Text (language and copy – succinct language is very important!)
Images (photos and graphics)

+ 12 months website registration (with the option to extend after 12 months)

+ Unlimited access to the website for job seekers, NEIS participants, temp-personnel and employment agencies to make changes and add updates to the website with an easy to use system.

NOTES:

HOME PAGE – www.candidatesname.com

The purpose of this page is to introduce the potential employer to the job seeker, NEIS participant or temp-personnel.

Example content includes: Text, images, video...

EXAMPLE <http://www.michaelbromage.com>

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ABOUT PAGE

The purpose of this page is to promote specific details and strengths of the job seeker, NEIS participant, or temp-personnel.

Example content includes: Text, images, video...

EXAMPLE <http://www.soulmotion.com.au/index.php/about-us/>

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RESUME AND CONTACTS PAGE

The purpose of this page is to provide the job seeker, NEIS participant, or temp-personnel's contact details and a link to their resume, (PDF or word document).

Example content includes: Text, images, links...

EXAMPLE

<http://www.michaelbromage.com/index.php/resume-and-contact-info/>

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NOTES:

ADD-ONS! (\$35 per page)

Add-ons enhance the 'Promote Yourself' package to include additional pages and services.

Examples include:

VIDEO/MEDIA PAGE – video and/or media used to highlight a skill, passion, and/or employable quality, (does not include video production costs).

INVESTORS PAGE – a page promoting the goals and products and services of a job seeker or NEIS participant wanting to generate support and funding from investors.

NEWSLETTER / BLOG PAGE – a page informing potential employers of the activities of the job seeker, NEIS participant, or temp-personnel showing commitment and passion for their work and the high level of interest in their field and industry.

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TAILORED ADD-ONS! (\$75)

Tailored add-ons are pages that are more detailed.

Examples include:

E-COMMERCE – a CMS allowing the job seeker or NEIS participant to sell products and services through their website, generating income.

MAIL MANAGEMENT AND SUBSCRIPTIONS – an online software application allowing job seekers, NEIS participants, and temp-personnel to develop and manage their contact lists of potential employers or customers.

NOTES:

DOMAIN MANAGEMENT

Domains are registered when purchasing the 'Promote Yourself' package.

In the event that the job seeker, NEIS participant, or temp-personnel's domain name is not available the next best option will be explored. For example, if www.johnsmith.com is not available, then www.johnwatsonsmith.com will be used.

EMAIL ACCOUNTS

Email accounts are provided as required by the webpage owner.
Suggestions: tara@candidatesname.com, info@candidatesname.com, etc.

PASSWORDS

Passwords for access to a job seeker 'Promote Yourself' website will be issued to the job seeker, NEIS participant, or temp-personnel.

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THIRD PARTY AFFILIATES

Job Seekers, NEIS participants, and temp-personnel can use third party affiliate connections on their 'Promote Yourself' website if required, these include, (most common):

Pay Pal (for ecommerce)

A Pay Pal account needs to be setup.

Facebook (for industry related groups)

Social media account required

Twitter (for industry related news feeds)

Social media account required

You Tube (for industry related video)

Social media account required

NOTES:

AUGMENTED PACKAGE (\$P.O.A)

The augmented package gives the job seeker, NEIS participant, or temp-personnel additional services to help them promote themselves. The following augmented services are available:

BUSINESS CARDS – professional looking cards for job seekers, NEIS participants or temp-personnel to give to potential employers, branded to match their website.

WEBSITE MANAGEMENT TRAINING – training sessions to teach the job seeker, NEIS participant, temp-personnel and employment agency how to manage and update their 'Promote Yourself' website (usually 1 hour is sufficient as the system is simple to use).

ADDITIONAL CONTENT – Professionally produced content to enhance the job seeker, NEIS participant, or temp-personnel's website including text, photos, graphics, music, videos and interactive media. Example: www.mickstyle.com

MARKET RESEARCH AND BUSINESS DEVELOPMENT STRATEGIES – to help the job seeker, NEIS participant, or temp-personnel design employment strategies that help promote themselves effectively to the market.

For prices go to: www.wallabycreative.com

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CUSTOM WEBSITE

Custom websites are also available on request and are budgeted on requirements.

EXAMPLE <http://www.mickstyle.com> is used to obtain employment for Michael Bromage from clients all around the world.

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AFTER THE FIRST 12 MONTHS

After the first 12 months the job seeker, NEIS participant, or temp-personnel can choose to keep their website for \$110 per year.

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ENGAGEMENT AGREEMENT

_____ agrees to provide Michael Bromage with a minimum of ____ 'Promote Yourself' candidates (job seekers, NEIS participants, temp-personnel) per month and Michael Bromage agrees to produce 'Promote Yourself' packages for these job seekers and NEIS participants. This agreement can be re-evaluated every three months.

EMPLOYMENT AGENCY

MICHAEL BROMAGE

Name: _____

Signature: _____

Date: _____

WITNESS

Name: _____

Signature: _____

Date: _____

PROMOTE YOURSELF PACKAGE BENEFITS

Employment Agencies can direct employers to a job seeker, NEIS participant, or temp-personnel's branded 'Promote Yourself' website providing them with a better opportunity to obtain work.

Job Seekers, NEIS participants, and temp-personnel can provide employers with their best first impression using a 'Promote Yourself' website professionally branded to display their strongest employment qualities, 24/7.

Employers can get accurate information and latest resume from a job seeker's branded 'Promote Yourself' website at their convenience, 24/7.

Online presence for job seekers, NEIS participants, temp-personnel 24/7

Professional website that can be updated 24/7

Professional email address

Help with marketing and promotion

Help the job seeker, NEIS participant, and temp-personnel present their best characteristics to make a solid first impression

Great value for job seekers and NEIS participants

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CONTACT INFORMATION

Michael Bromage...

mick@mickstyle.com

0417 766 946

Please contact Mick if you would like to tailor or further develop this strategy.

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ABOUT MICKSTYLE AND WALLABY CREATIVE

Michael Bromage is a digital marketing and media production specialist with experience gained from work around the world. He has produced marketing material for clients such as Coca-cola and BHP Billiton and documentary work for National Geographic and the Discovery Channel. He has also produced work for individuals, rock bands, and small businesses. To find out more go to: www.mickstyle.com

Wallaby Creative is Michael's digital marketing company. For a service price list go to: www.wallabycreative.com

PAYMENT DETAILS

Name: Michael Bromage
Bank: Commonwealth Bank
BSB: 064834
Account: 10174491

DIGITAL MARKETING OPPORTUNITIES

www.wallabycreative.com

Digital Marketing Specialist - **\$110/month**

Weekly updates of digital marketing content (provided by or approved by the client) to websites and social media networks, and email (24/7) and phone (9-5) contact to develop and implement marketing strategies. TERMS: 12-month engagement contract (including an evaluation every three months).

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Digital Marketing Products

Brochure websites (from \$550)
CMS websites (from \$330)
Custom websites
Blog/Newsletter websites (from \$110)
Subscription, list building and maintenance (from \$88)
Social Media pages (from \$88)
'Promote Yourself' websites for Individuals and Employment Agencies (from \$330)

Content Creation

Text/Copy (from \$1.10 / word)
Photography
Video
Audio
Interactive applications
Graphic design
Print material

Online Business Development

Consultancy (from \$110/hr)
Market research (from \$44/hr)
Strategy development (from \$44/hr)
Campaign development (from \$44/hr)
Campaign application
Analytics and reports (from \$88/hr)
E-commerce feature (from \$110)

Customer Relationship Development strategy and application.

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www.wallabycreative.com



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