



Case Study: Market Mapping

Key Highlights

Mapped 1456 decision makers
across 935 organisations

Mapped approximately 2900
candidates

Geography:
United Kingdom



Sector:
Digital Media



Client:
An established
Digital Media
recruitment company.



Client Challenges:

- The client was exploring the viability of expanding their business to other locations such as Hong Kong and Australia.
- With expansion in mind, it was essential for the client to create a strong network of clients and candidates in order to penetrate competitive markets effectively and ensure steady growth.
- The client needed to identify their demographics and also the human resources requirements.
- A great deal of market research and knowledge was required to make the expansion a success and for designing the best strategy to establish themselves in these new markets.

Our Solution:

- IMS People Possible designed a process for executing the research activities required for the Hong Kong markets.
- IMS People Possible deployed 2 recruitment resources, assigned to client and candidate mapping tasks, garnering a wider knowledge of the market.
- The team mapped 935 organisations within Hong Kong that run Digital Media operations and presented the potential to be customers.

Results:

- Across 935 organisations, we mapped 1,456 decision makers (CEOs, Directors, VPs, Managers, etc.) complete with their profile and contact details.
- Throughout the client's business sector space, we mapped approximately 2,900 candidates, based on a list of hot skills required in the Hong Kong market.
- IMS People Possible's team sourced contact details for over 50% of the 2,900 candidates, that had been generated from web research.
- The research compiled by IMS People Possible gave our client easy access to many potential candidates and customers, providing them with an invaluable start in their expansion.

Disclaimer:

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