



Best Social Media Campaign 2021 Application

Entry: Best Social Media Campaign

Entrant Details

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Solution Title

Facilitating growth by utilising technology in the employment and recruitment industry in Malta and across the EU.

Company Name

Broadwing Ltd.

Adjudication Criteria

This category seeks to reward the individual or organisation that, in the opinion of the adjudication committee, have managed to nurture an effective online social (community) platform or channel across which online users are able to create, interact, collaborate and share content, whether text, images or video.

Main Adjudication Criteria

Innovation

Introduction

Marketing has undergone a fundamental shift lately. Gone is the old approach - working off assumptions or a gut feeling. Today, marketers turn to the most reliable source of information - **customer data**. We have unlocked the true potential of data with data-driven marketing to make better decisions and have the best formula to take our business global, capture the audience's attention, generate new leads and ultimately maximising ROI in both time and money.

Who are we?

Supported by cutting-edge technologies and an approach that embraces innovation, we know the mechanics required

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behind creating a robust online strategy and presence that would hold its own against a nationally saturated market. Our function as recruitment partners is to bring together employers and career seekers whilst maximising their time, efforts and resources.

Why are we participating?

Technology has always been a key aspect of Broadwings' philosophy for success, and with the impact of COVID, implementing technology has never been more critical to success in the recruitment industry. Broadwing Limited recently launched a new and improved recruitment portal and career website offering more features through a modern interface optimised for the users' experience. This forms a part of our constant commitment to deliver a top-notch candidate and client experience while providing our recruiters with the best tools to exceed their targets.

Facilitating growth through scalable employer branding and recruitment marketing

There is no doubt today that a strong web presence is an essential part of every communications campaign. Through extensive industry research, competitor analysis, and internal knowledge, the maturing job placement agency was able to design and develop a bespoke strategy and digital marketing campaign that would compete with Malta's already booming employment market, as a memorable contender amongst its many competitors.

How unique and distinctive is the campaign?

A well-thought-out strategy is crucial to the success of any project and ensures that the business' objectives are met. We executed strategy through market research, big data, and business intelligence by creating a unique user-centric customer journey. From ideation to delivery, we fostered CX and digital transformation by producing designer-quality customer journey maps and personas, to deliver insights that matter to the business. **This project was positioned between the business' operational goals and its online marketing strategy.**

Does the innovative approach provide tangible competitive advantage?

We utilised effective process-driven achievements to support all the strategic objectives through **comprehensive research and analysis**. We needed to ensure that our strategic expectations were **realistic and viable** before moving into action and therefore we set off with an exhaustive discovery and planning phase. During this, we assessed the existing websites usage & server logs, google analytics, user traffic, search console and heatmaps to gain **quantitative insight** into **"what works and what does not"**.

Next up we focussed on gaining an in-depth perspective of **"what people want and expect"** as part of our **qualitative analysis**. We assessed the findings from our curated "mind-maps" and "feature wish lists", and the analysis of competitor campaigns, websites, market trends, web design trends, and several discovery meetings. We tested, iterated and improved on our campaign to consistently increase results and cost-efficiency.

Does the campaign inspire adoption in similar events?

In the spirit of adaptation and understanding that recruitment needs have and will continue to change, the Broadwing strategy inspired adoption from its own acquisition of the Muovo recruitment brand, which had already been well established and in operation for over 10 years. While this in itself was a great business venture and a strategic acquisition in its own right, as well as adding a second stream and target audience to our candidate pool, the PR this gave to Broadwing was of great value due to Muovo's good standing.

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Upon taking over Muovo we soon established that Muovo required a breath of fresh air and complete brand revival. With that in mind, we rebuilt the Muovo site entirely and re-established the brand as one of the most effective in recruitment with the support of a robust social media strategy to help with this. With eyes still on Broadwing, we kept Muovo as a separate and secondary channel to target clientele from a different angle rather than absorb it into the primary Broadwing brand.

Working through Muovo gives companies complimentary access to Broadwing's recruitment services and access to Muovo's marketing team. Company profiles will be featured on Muovo's social media networks which include a strong presence on Facebook, Instagram and LinkedIn.

Visual Appeal

Visual Appeal

Rather than focusing on WHAT we do - we will instead embark on a strategy of focusing on the **WHY** and the **HOW**, a testament to Simon Sinek's Golden Circle approach. We identified 'why' our online strategy would attract clients and organisations and 'how' our image wants to be perceived by customers - to stimulate online growth and engagement.

Does the campaign exploit eye-catching graphical elements?

We express the broadwing brand by the regal and mighty bird of prey in flight, swooping down onto its next target. **Our campaign represents motion, precision, efficiency and great power.**

While designing the Broadwing campaign, we wanted to create something that clearly represents our purpose, our method and our values. This exhibits our multi-faceted nature; creativity and innovation mixed with compassion and being people-focused. **Simultaneously, we move swiftly, efficiently and with great power.**

Is there a skilful mixture of visual elements (i.e. colour, fonts, imagery, etc.)?

The name Broadwing is used to describe a bird of prey that is characterised by a large and wide wingspan. Our visuals and imagery are inspired by the ancient falconry tradition which dates back to the 13th century when the European emperors used to send their best falconers to obtain the most valuable birds of Maltese origin.

We use a skilful mix and balance between Playfair Display and Gotham font types. Playfair Display is a transitional serif typeface and is influenced by typefaces from the mid to late eighteenth century. On the other hand, Gotham is a geometric sans-serif typeface family, with letterforms inspired by examples of architectural signs of the mid-twentieth century.

We chose Magenta as our primary colour since we wanted something bold and impressive which elicits feelings of innovation and creativity. It represents balance and harmony in all aspects of life, be it, physical, mental, emotional and spiritual. Magenta means movement, change, and transformation; a colour that announces; "I am moving forward. I am growing."

Like Magenta, the colour Purple represents balance and harmony. Purple is the product of the calming energy of blue mixed with the passion and energy of red. It is a regal colour, often associated with luxury and ambition whilst also being calming and nurturing.

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We also see the colour purple in recruitment terminology. The term Purple Squirrel is used to describe an individual or candidate who perfectly fits the mould that a company is trying to fill through their recruitment process. **It is the colour for the ambitious, the compassionate and the proactive.**

How consistent are the campaign's visual and graphical elements during the lifecycle of the campaign?

Our brand identity is more than just a logo, it is the face of a company. It is a design scheme made up of a number of elements and guiding principles that work together to create a distinctive look and convey the core of what the company stands for, its values and its personality.

We have formulated standards and guidelines that reflect our brand. Our brand promise has always been communicated across the board and held at the centre of every marketing initiative. The full measure of our campaign has been built not only through interaction with customers but incrementally, ad by ad, channel by channel, platform by platform. Each element of communication reinforces what our campaign represents.

Does the application optimise utilisation of the chosen platform or channel?

Every piece of design that we create is linked to our strategic goals. We use creativity and computer-aided design to aid in the creation, modification, analysis, and optimisation of visuals associated with digital media.

Interactivity

Interactivity

We review the perception and reception of the campaign amongst customers online, in the digital space, and in general media.

- What do people say about you positively and negatively?
- What themes and topics are associated with your brand?
- What stages of the engagement cycle is your campaign typically engaged with?

How enticing is the campaign to encourage user engagement? (Comments, likes and shares)

• We are storytellers

- Each post serves to tell micro-stories, so we combine visually exciting imagery with equally impactful captions.
- We use a distinct visual style and consistent filters
- We make use of the full range of Instagram products, such as Stories, IGTV which are all calling out for engaging video content!

• We choose the right hashtags

We make use of best practices that suggested that seven or fewer hashtags are the best approach, otherwise, posts look cluttered and spammy. Hashtags help spread content into different feeds, and to different audiences. We make use of interest-based hashtags to make sure you are reaching the right audience.

• We use Instagram traffic to increase website traffic

Although we're not able to put clickable links within posts, we keep the URL up to date with the bio section of a profile to encourage referrals.

• We partner with influencers

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Influence tie-ins on Instagram have proved successful and should be considered. Due to influencers being viewed as 'independent', a collaboration with well-researched parties has added genuine authenticity.

- **We use emojis effectively :)**

Are different social media tools implemented within the campaign to encourage user engagement and interactivity such as use of 'stories' featuring polls, surveys and interactive questions?

We embarked on interactive media, such as carousels, stories, polls and many other ways to increase follower growth, creating positive sentiment, and rewarding fans by hosting social competitions.

Example of polls:

1. Remote working, do you prefer:

1. Full remote from home
2. Back to the office and the before times
3. Hybrid of both remote from home and work

2. What do you value most in your company:

1. Salary
2. Career Progression
3. Self-development
4. Culture

3. What company perk is most attractive to you:

1. Healthcare & Insurance
2. Events and Activities
3. Car/Gym/Phone allowance

4. Which Bonus salary structure do you prefer:

1. Performance Bonus
2. Company Shares
3. Percentage bonus based on personal sales
4. Paid leave/insurance company paid dinners

Content

We monitor all the content produced and which content customers respond to, and which they do not.

- We track interaction and build interest profiles of visitors on all the content as a campaign can produce online including blogs, news and email content
- We use our insight dashboard to view content marketing effectiveness and refine strategy

We identify what topics to produce and what content users actually engage with and respond to. The aim of the campaign implementation is to deliver a more engaging and relevant experience to our visitors and email recipients through better content.

Success will be measured by:

- Content audit over the topics you've historically used
- Streamlined editorial processes:

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- Segmenting audiences
- No guesswork when building personas
- Outlining editorial calendars for coming months
- Better engagement and greater numbers of returning visitors
- Increased CTRs from email
- The ability to govern and manage all of your content in one place

Tone of Voice

Passionate and inspirational, but never patronising. Understanding of female audiences, but not gender exclusive. As a recruitment and fledgling brand, with a youthful audience, copy and captions should retain a professional feel, with a friendly and warm air. We're a Maltese brand and have a license to be witty, even humorous, but never 'try-hard' or arrogant.

- Content must be 'trendy' on-trend but not disposable or fleeting.
- We're considerate, fair and respectful, brave and courageous.
- Our fans come first, and we're part of a bigger team, a series.
- We'll have a brace of heroines and ambassadors who should match our tone and our purpose, whilst retaining their own personalities.

Creating professional campaign banners

- Our look and feel must always be clean, professional and contemporary.
- We have a clear visual structure to the design.
- Our content is managed without compromising the integrity of the design.

Objective Attainment

There is no doubt today that a strong web presence is an essential part of every communications campaign. It is essential that all online media work together to convey the same message and support each other, in order to create the appropriate engagement and momentum needed in this busy marketplace.

Social Media has been one of the biggest game-changers in the market and provides a powerful tool to engage with your target audience, it has also become one of the greatest contributors to SEO. It is essential to treat each platform as a separate tool and communications need to be tweaked to reflect the nature of the platform and its users.

Broadwing was incorporated on 28th February 2018 and consistently reported quarterly growth up until the end of Q3 2021 while maintaining a perfect 5-star rating. We have continuously and actively onboarded new clients and have been able to increase our client base despite the economic downturn caused by COVID-19.

Broadwing has achieved exponential organic growth in its social media following since its inception in 2018. This has been accomplished through consistent and targeted organic marketing and the launch of various sub-brands including Muovo, Check My Salary, Find A Job, and HR Talks.

1. Total Facebook Followers: **+45,210** with over **80%** based in Malta
2. Total LinkedIn Followers: **+5,091**
3. Total Instagram Followers: **+1,342**

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A perfect **5-star rating** on Google & Facebook with over 60

The <https://broadwing.jobs> website has continued to improve in ranking since its launch and is currently ranking 1st on Google when searching for **“Recruitment Agency in Malta”**.

There’s a lot more to a successful social media strategy than follower numbers, but increasing our clients reach across different audiences and demographics is important to both the campaign and our organisation.

Industries and their accompanying follower counts can and do fluctuate through many variable factors. A varied content strategy, targeted to several different audiences and markets will reduce this fluctuation and also ensure positive follower growth.

The use of third-party social media management tools not only help planning, scheduling and content distribution but also provide regular analysis and reporting.

Whilst ROI and the commercial benefits of social media for any campaign are becoming more and more recognised, it is important to create authentic and lasting brand awareness, avoiding a slew of promotional messages. A focus on meaningful content and a strong brand personality through social channels are key.

We are currently in the process of developing a smart integration between the Broadwing website and Facebook Jobs via their Beta API in order to automatically publish jobs on Facebook, with custom questions for each sector and job to automatically request additional information relevant to the specific job, filter candidates and direct them through different journeys based on their answers. This will significantly increase the number of direct applications received through Facebook while reducing time for administrators and recruiters to process applications and request additional information.

Targeting

Whilst news and results-based communications will form an important part of our regular content, our social media and digital channels are not broadcast only. Interaction and engagement will ensure we are listening to our fanbase. We target job seekers and employers alike, through a number of **key points behind our audience-first approach**.

Identify. We Identify the content, communication or objective, along with audience or demographic. What are the key industries and sectors? Age ranges? Gender? Is this short-term news or a long-term campaign for example.

Immerse. We immerse ourselves in this audience. What do they like? What are their other interests? What content do they engage with? How do they consume this content?

Create. Each piece of content we designed/shot was created or resized to fit perfectly within the platform it is being posted on. This has had a huge impact on engagement and interaction levels. The power of good, consistent imagery cannot be underestimated. Within channels like Facebook, and Twitter, image-led posts have a much greater engagement rate than any other. Video content provides great reach opportunities, especially on Facebook.

Amplify. Amplification served to increase the reach and exposure – are we targeting the right candidates? Has the relevant partner (for instance, Muovo, Find a Job, or Check my Salary) collaborated on this – can they amplify the content too? Will media spend be relevant or appropriate. Do we need to reach an audience outside of the ‘norm’?

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Analyse. Test, review and analyse our content. Is the audience segment as interested in the topic as we thought? Was the targeting correct? Was it posted on the right platform? Maybe images or interactive media perform better instead of a video?

Facebook Pixel

The use of Facebook Pixel with events to track and better understand the candidates' path to registering and applying for a job through the website. This data allows for the creation of custom audiences based on actions people have taken when interacting with our social media posts, adverts and website in order to target them with relevant ads, increasing conversion rate and the ROAS (Return on Ad Spend).

Remarketing and targeted advertising

We use remarketing to users who previously visited our website or page, and inviting profiles to like the page after they have engaged with a campaign post. With the end of cookies, remarketing is also being tackled through the use of custom landing pages, to be able to create ads targeting users who visited a specific page on our site.

Targeting based on the user type of different groups

We attract clients by purchase ads and publishing posts on specific B2B pages, such as WhosWho and BusinessNow, whereas candidates can be targeted by posting organically in relevant Facebook/LinkedIn groups and community channels. Groups and communities make it easier than ever to share with friends, family and teammates. We have built an umbrella of targeted community groups and channels, providing expert career advice from industry specialists.

Spend across Facebook, Instagram and less frequently on LinkedIn will form an important part of our campaign's social media strategy. As Facebook and other platforms change their algorithms, campaign's are having to allocate more spend through social media advertising to reach the same amount of people as was previously possible through organic posting alone.

Facebook and Instagram will form the main focus of the strategy, divided into the following:

- Advertising the page to new followers (follower acquisition)
- Advertising content to new followers (follower acquisition and increasing reach)
- Advertising content to existing followers (increasing engagement)

Facebook and Instagram spend is aimed at serving content to new and existing followers to increase reach, engagement and videos views (where relevant), monthly drives to advertise the page/profile to new followers with a marked interest in the topics we cover and helps with follower acquisition. Facebook ads driving traffic to our website and further convert social followers will also be key.

We created a Lookalike Audience within Facebook ads based on the types of people that visit our website to then create a large audience to market to. This is a great example of how we use sampling to attract new, relevant users.

Administration

To review the perception and reception of the campaign amongst customers online, in the digital space, and in

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general media, we ask ourselves?

- What do people say about you positively and negatively?
- What themes and topics are associated with your campaign?
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We carry out social listening over a given period of time to analyse sentiment and advocacy across all social channels. Listening to what people say on social platforms in association with our campaign gives us a greater insight into how our services and brands are perceived versus how we perceive and talk about them.

This will help us and you to interact and engage with the target audience using more effective language and tone of voice/sentiment. We will also look at three competitors and provide insight as to where we sit in the marketplace.

We make use of social media listening and tracking through tools such as SEM Rush to monitor brand mentions on the web and social media, used by the Recruiters and Marketing team to interact with customers efficiently. This is also used to monitor the use of specific keywords on relevant groups in order to post the right content at the right time.

For example, if a user mentions that they are looking for a job in Finance, our marketing team can comment on the post with a direct link to our finance jobs which will result in a much higher conversion rate than general ads. In the same way, if a user mentions Broadwing in a positive way, the marketing team can advertise its services using the positive direction from outsiders posts. On the other hand, if there are any complaints posted on third-party groups or pages, social and brand monitoring will give the company an opportunity to respond and control the narrative as quickly as possible.

Analytics

Use data originating from various Analytics packages (such as Google Analytics, Facebook insights etc.) to assist and define 'personas' which will then influence the client's approach towards the message creation.

The channel uses historical analytics data from previous campaigns to benchmark and track the success of the new campaign. The KPI's used vary depending on the type and purpose of the post/advert such as the number of interactions could be in the form of clicks to the website followed by conversion (registration), page likes or simply engagement (post likes/reactions/comments).

In general, our focus is based on the ROAS to determine the cost and value of a post/advert. For example, the value of a page based solely on page likes would depend on the cost per like. On the other hand, the cost of each candidate registration through a social media ad would need to be compared with the success rate of candidates placed that were generated through social media.

If the average cost of a candidate registration via social media is €20 and 1/20 candidates are placed at an average revenue generated of €3000/placement: **Then the ROAS is: €3000 / (€20x20) = 7.5x (750%)**

Platforms Used

Social media & digital communications channel approach

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Primary channels for social media and digital communications are split across the following owned and third-party channels.

- LinkedIn
- Facebook
- Instagram
- Twitter
- YouTube
- Website
- Email

Whilst there are other channels, such as Pinterest, Google Business etc, the above inform and lead the decisions into which the above audience strategy can be applied.

LinkedIn

If what you're looking for in LinkedIn is a way to network closely with a group of people you know, then fine, 100 connections might be ideal. But when you're in a job search you may have additional goals.

You want access to the right people, such as hiring managers and other insiders at companies you'd like to work for. LinkedIn has worked extraordinarily well to promote our campaign across the contacts you have. The more likely that you'll be at least a second-degree (i.e., you know someone they know) or third-degree connection to that person. This makes it much more likely to connect and respond to the campaign message.

So going for a large *quantity* of connections can be the first step towards the highest *quality* connections.

Facebook

Best performing Facebook posts are: highly visual (with no embedded link) with three to four line descriptions (maximum). Links through to content can be added in the comments section under the post, which still drives traffic but doesn't affect engagement rates.

Longer copy posts can be effective, but only when used sparingly and at the right moment.

Twitter

Twitter is not only a way of sharing news with fans and media, but it's the home of conversation. Twitter is all about breaking news, and putting fans at the heart of it all.

Instagram

With average engagement (across all accounts) over 10 times higher than Facebook, 54 times higher than Pinterest, and 84 times higher than Twitter, Instagram has quickly become a primary channel for all brands. It's a channel for engagement, but also for increasing fanbase into new audiences and demographics.

Bonus Criterion

Environmental, Social and Corporate Governance (ESG)

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Environmental, Social and Corporate Governance (ESG)

As a recruitment business, we are in a unique position. The nature of our industry puts people at the heart of what we do. Consequently, community impact is something we hold close to our hearts and have measured since day one.

Since our conception, we have continued to emphasise and demonstrate a natural aptitude for social wellbeing and community impact. This means far more than providing our training and empowerment courses or holding our people-centric talks at some of Malta's biggest conferences. We do a lot more than that, for example;

As part of our commitment to improving the HR function within organisations in Malta, Broadwing was a proud partner of the FHRD Quality Mark awarded to organisations for their professionalism, competence, and contribution to their HR function.

For our international clients and candidates, we introduced a relocation scheme, 'The Safe Landing Programme'. Through this we made it our mission to make the process as smooth as possible, ensuring newcomers are fully settled with a high standard of living in no time at all with as minimal stress as possible.

We also take our corporate social responsibility very seriously. Our large social media following, and in-house design and marketing team regularly launch campaigns to raise awareness for good causes such as breast and testicular cancer awareness, LGBTQ rights, as well as take part in office recycling initiatives, in particular, the hundreds of CVs processed during the year, to package Christmas Gifts for our esteemed clients and candidates, and help the environment by reducing landfills, gas emissions, and save trees.

...and, involved ourselves in a few memorable events; one, in particular, saw us organise a South African Gathering commemorating their Freedom Day. The social event was held at Hammett's Gastro Bar in Sliema and gave expatriates an opportunity to share their experiences of their move to the sunny Mediterranean island of Malta including topics such as the Maltese lifestyle, citizenship, residency, property & investment and finding a job in Malta. The event also doubled as a fund-raising activity for the Malta Guide Dog Foundation with attendees and organisers alike donating to the 'Help a Blind Person Gain Independence' campaign.

The Broadwing flock has also taken part in charitable events such as the Blexr Charity Cup Football to raise money for cancer charity hospice Malta where several teams competed and as a collective, raised a substantial sum for a fantastic cause.

Aside from promoting awareness campaigns and participating in charitable events, we are also strong advocates for continuous development through upskilling and the use of e-learning. Both of which have been essential to adapting in today's disruptive business environment and more recently the COVID-19 pandemic.

Community involvements are part and parcel of what we set out to do every day; we empower people to achieve their goals, whether that be through a job placement, relocating to a new country, helping others outside of the industry, or upskilling and training to enter a new industry.

How does the company contribute to and practice good corporate governance?

We set an entrepreneurial example

Broadwing believes in fostering a diverse, multi-cultural and multidisciplinary team through a flat-based office structure, allowing its founders to lead by example, give advice and support their colleagues in both their work and



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personal lives. This encourages individuals to build relationships, share experiences, learn from one another in an ever-changing landscape.

We encourage a collaborative environment

Cross-pollination of ideas is a must and although we're experiencing notable growth, our team is small enough that everyone has a voice and input on everything, even if it's not part of their core responsibility or strength. Historically, as companies have grown, they lose the diversity of ideas, fresh perspectives and innovation that can come from transparent communication, so for us, it's important that encouraging a collaborative environment remains engrained in our company culture.

We exercise transparency

Our employees have a clear understanding of the bigger picture, including all the costs, relevant financial information, threats, opportunities, and the future plans and direction of the company. This gives all the team members the opportunity to weigh in before decisions are taken.

We encourage flexible working

We offer our team a state-of-the-art office with ample outdoor terrace space and promote a good work-life balance through not only a gym membership within the building but also a flexible working environment. This gives employees the freedom to make their own schedule and work at their own pace towards our targets, increasing productivity, engagement, loyalty and overall happiness within the company. All of which set a good foundation for better ideas and a more productive company.

We create a culture of questioning

We ignite our creativity when it comes to internal processes and entrepreneurial methodology by questioning 'the norm' and constantly optimizing our processes to ensure that we're running at optimum efficiency, even if this means going against the grain and disrupting industry processes.