

HR Marketing Solutions

English



Recruiting Software

Human Resource Marketing

Achieve the perfect blend of HR Marketing and eRecruiting.

There's nothing like a good cup of coffee! Especially when taken with some milk and sugar. It is fairly safe to say that milch & zucker – or “milk & sugar” – is not the type of name that is immediately associated with marketing or software development or, for that matter, the topic of human resource management. Nevertheless, we here at milch & zucker decided long ago that it would be an apt analogy to liken our clients and their diverse business requirements to a good old-fashioned cup of coffee. Of this most popular of hot beverages there exist numerous bean varieties and countless blends, for which we see ourselves as the milk and the sugar, without doubt the two most popular admixtures. Sure, coffee by itself is a wonderful beverage, but add a splash of milk and a sprinkle of sugar and the culinary enjoyment increases tenfold. And it is here that we come to our first conclusion: It is the mixture that is responsible for the taste. Strange as it may seem, human resource projects and the making of a good cup of coffee have more in common than you might think.

milch & zucker has been successfully combining marketing and software development under one roof since 1998, specialising primarily in the field of human resources. Needless to say, we too are able to distinguish between employer brands and eRecruiting processes on the one hand and the aroma of a hot and energising beverage on the other. Despite these farfetched parallels, there are plenty of similarities to be seen. Similarities that, with the help of our individually developed marketing and software solutions, milch & zucker is able to integrate into comprehensive recruiting strategies.

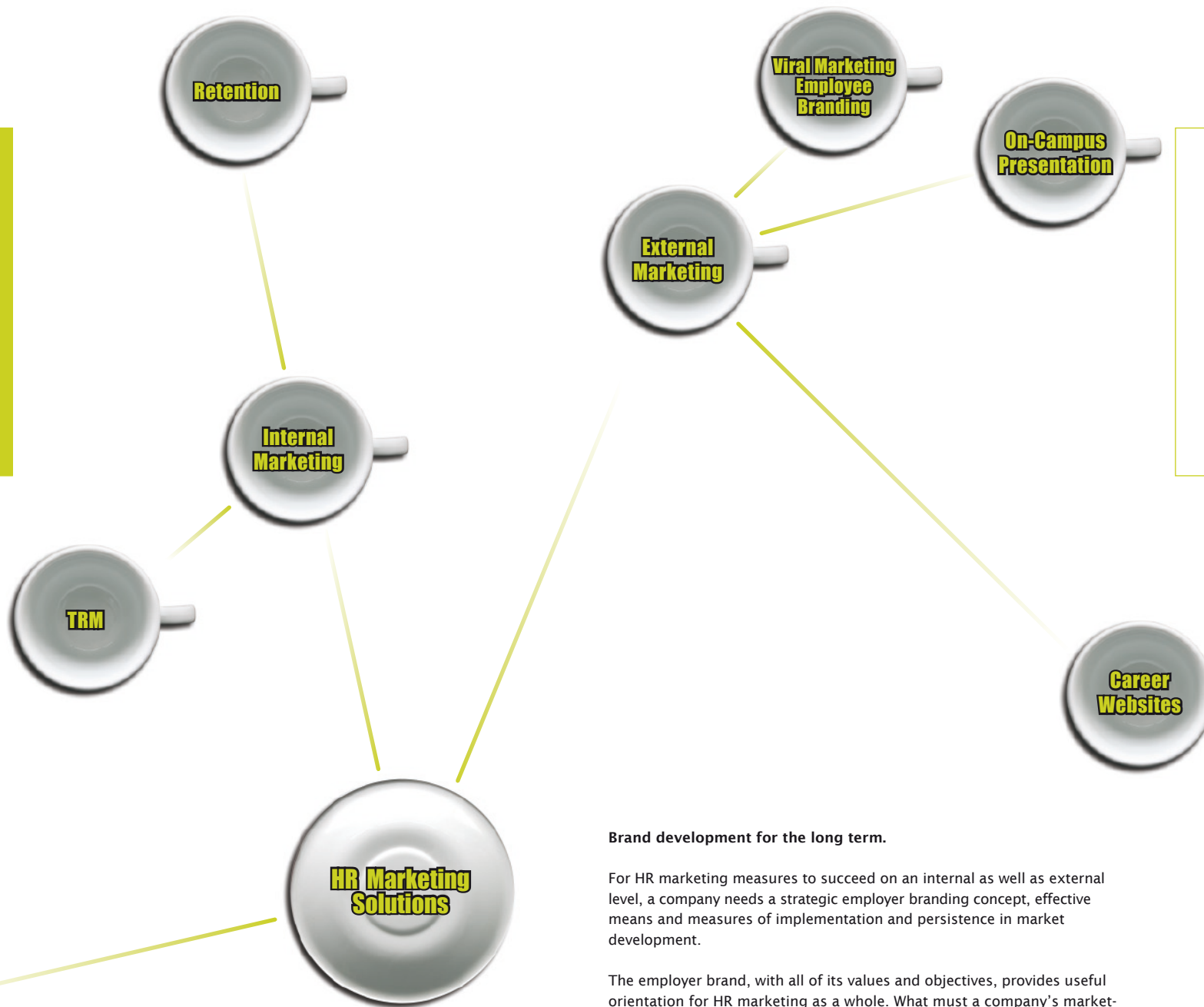
Why are HRM projects more flavoursome with milch & zucker?

HRM specialists generally hail from a wide variety of professional fields and backgrounds. In order to successfully realise HRM projects, one needs exactly such a range of industry experts – management consultants, Internet and advertising agencies, software providers, system specialists and so on. However, with a glut of service providers to choose from, selecting those that are best suited to guarantee a harmonious end product becomes a difficult task. Every project calls for the coordination of processes and the optimisation of results. Time and money are obviously always of the essence. Thankfully, we know of a proven recipe that guarantees success: Simply use milch & zucker.

When it comes to the topic of communication with applicants and employees, milch & zucker is second to none, providing its clients with a balanced mixture of conception, creation and realisation on both a marketing and IT level. This unique combination ultimately leads to the development of well-conceived and finely tuned HRM solutions.



**Employer
Branding**



Brand development for the long term.

For HR marketing measures to succeed on an internal as well as external level, a company needs a strategic employer branding concept, effective means and measures of implementation and persistence in market development.

The employer brand, with all of its values and objectives, provides useful orientation for HR marketing as a whole. What must a company's marketing mix and market development strategy entail in order to increase both brand recognition and brand success, thereby attracting the most suitable candidates? Simple. Conventional image campaigns, job advertisements posted in online and print media, career websites, graduate recruitment and viral marketing. That's all.



Employer branding.

The brand is at the beginning of all things! Even if a company's HR marketing efforts are tokenistic, an employer still needs to be somehow recognisable. Image improvement should be a matter of course to all those who aspire to attract talented candidates. In practice, this is not always the case. Properly developed employer brands exude a special appeal, and this appeal represents a real competitive advantage.

The first step in developing a successful employer branding concept is to determine and formulate an employer value proposition (EVP). This analysis serves to define brand values and determine the direction of all subsequent communication measures. The basis thereof is provided by a variety of current and renowned surveys as well as a well-founded benchmarking evaluation. milch & zucker employs a proven and standardised three-phase method for the elaboration of this EVP (see opposite page). The fourth and final step? Market development.

Tailored market development.

If the objective is to increase the attractiveness and image value of an employer brand, one needs a persuasive communication strategy and the right mixture of communication and recruiting channels. Finding out which media, means and measures are best suited to attract the most suitable candidates, that is the key!

Internally oriented personnel marketing measures.

Communication is a vital aspect in the field of personnel development and retention. As an employer, your most important assets are your employees. That's because no resource is more important than the human resource. It is a company's true capital, worthy of continuous investment. **Retention Marketing & Talent Relationship Management** should focus on targeted communication for creating a corporate image, promoting employee loyalty, providing pertinent information and offering ample opportunities for ongoing personal and professional development.

Externally oriented personnel marketing measures.

Your marketing mix should be as individual as your company. Not too complex, not too static. Different target groups have different requirements, which may change over the years. And companies and market conditions will change with them.

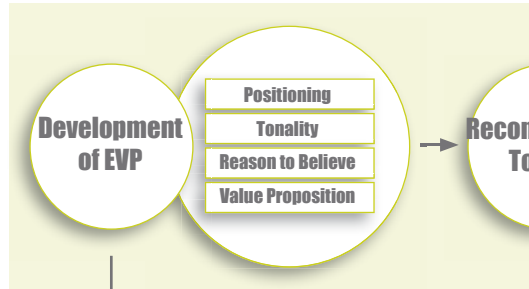
Whether it's conventional communications media such as **ad campaigns**, **brochures**, **job advertisements**, your **career website** or **give-aways** at a graduate congress, the marketing mix developed for you should not only reach your target group, it should guarantee response and lasting effect.



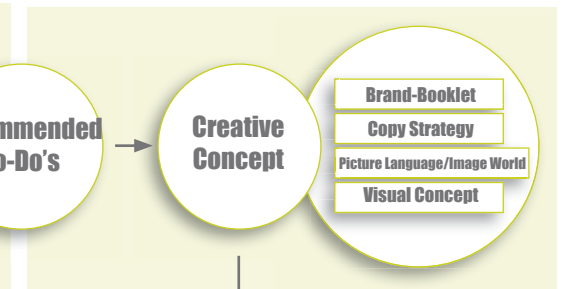
Project Step 1



Project Step 2



Project Step 3



Testing



Project Step 4





Favourable self-presentation and structured application.

Analyses of corporate websites have shown that up to 60 percent of website visitors are also potential applicants. Today's corporate website not only promotes the consumer brand, it must also represent the employer brand. And let us not forget that potential applicants may also be potential consumers. *Career websites* also serve to generate contacts per eMail and other media forms. Hence, it is important for process chains and infrastructures to be well prepared for such onslaughts.

Together at last. Marketing and software development.

Effective communication and the simultaneous optimisation of vacancy and applicant management processes will do much to strengthen a brand while increasing employer branding and eRecruiting efficiency. Employer brands need care and attention, and a suitable dialog with applicants must be conceived and initiated. However, these measures are of little use if the subsequent communication and information processes are not conducted efficiently. If performed properly, the combination of communications and process optimisation will offer many opportunities to improve performance capability.

From conception and integration of recruiting strategies via branding, content, design and usability all the way to assessment and processing.

Modules developed in this manner may be integrated in existing eRecruiting solutions as well as the ingenious *Beesite® Recruiting Edition*.

Systematic marketing with feedback.

The implementation of online media is gaining in popularity. What's more, the possibilities provided by *Web 2.0* are attracting more and more active Internet users and applicants, promoting them to produce websites, *blogs* and *podcasts* and using them to discuss their respective employers ("*Employee Branding*"). Today's marketing mixes must be more efficient (budget exploitation), more effective (implementation) and more individualised (tailored to meet your requirements). Sometimes, brainpower is better than budget power.

Once the marketing mix is determined, milch & zucker supports you with the necessary "*roll-out*" of the Employer Branding Guidelines and the defined marketing package. The "internal market", i. e., your colleagues in their respective recruiting departments, is of particular significance. At all locations. In every country. milch & zucker helps you on an organisational level, in theory and practice, with the technical support of its *HR Marketing Toolbox BeeComplete®*.

We will thus provide you with your very own "market development toolbox", featuring a catalogue with all pertinent means, measure and media, as well as templates for the production of brochures, flyers, advertisements and the like.



Our clients are satisfied ... and so are industry experts all around the world.

Enjoy the flavoursome aroma of our well-engineered and technically mature HRM solutions. You'll find yourself in excellent company. Leading international corporations such as ...

- Basler Versicherungen
- BASF
- Bayer
- Bertelsmann
- Credit Suisse
- Deutsche Bank Gruppe
- Daimler
- Ergo Versicherungsgruppe
- Griesson-de Beukelaer
- Gruner & Jahr
- F. Hoffmann-La Roche
- HypoVereinsbank / Uni Credit
- IKEA
- www.JobStairs.de
- Lufthansa
- OBI
- Siemens
- OTTO

and

- RAG Aktiengesellschaft

... have in the past 10 years acquired a taste for that which we brew up in our kitchens. More importantly, the results of the recruiting activities and processes implemented on behalf of our clients speak for themselves. Our clients praise and recognise the quality of our work.

Industry professionals have sat up and taken notice as well, as the numerous top-ten finishes in various surveys and competitions would suggest. Here are a few excerpts:

- Wiesbaden University of Applied Sciences:
Survey "Human Resources on the Internet"
- Potentialpark, Stockholm:
Survey "Top Recruiting Websites"
- Luchterhand, Munich:
Competition "Human Resources Management Award"
- Profnet, Dortmund:
Industry Surveys "Financial Institutions", "Food",
"Internet Agencies"
- Staufenberg, Cologne:
Survey Electronic Recruiting, Competition "Staufenberg Award"

Rest assured that we won't be resting on our laurels. Our success only serves to drive us to even greater achievement. If you would like to find out more about the awards and accolades that we have collected over the years, simply visit our website at www.milchundzucker.com.



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