

Case Study - Baltic Recruitment



Baltic Recruitment Services offers a professional recruitment and staffing solution to businesses looking to recruit for the tourism, farm and construction industries. Baltic Recruitment Services specialises in Polish, Eastern European and other EU staffing requirements. With two offices in the UK and offices Poland, they help companies to find the perfect solution to their recruitment and staffing needs.

Due to the growth in the number of workers arriving in the UK from the new European Union member countries (as of 2004), Baltic Recruitment Services decided to expand into international markets, initially opening an office in Poland. Recognising the potential of recruiting from Eastern Europe they decided to offer their recruitment services in other Western European markets. It was identified that key markets within Europe for their services would be Spain, Finland and Sweden, resulting in the decision to localise their website so that it would appeal to companies based in each of these countries who were looking for a simple one stop solution to their recruitment needs.

The Challenge

To provide new English website copy

To provide a localised version of Baltic Recruitment Services' website for the Finnish, Swedish and Spanish markets

To encourage Finnish, Swedish and Spanish businesses looking to recruit new staff to employ Baltic Recruitment Services as their recruitment agency

To strengthen relationships with Baltic Recruitment Services' offices and partners within Europe

To adapt the content of the site to reflect the fact that the new microsites would not be running dynamically on the server.

To raise brand awareness within Europe

The Solution

Liaison with a copywriter to create a website reflective of Baltic's expanded vision

Creation of three localised websites to generate interest and encourage new clients to get in touch

Dedicated in-house Technical Project Manager to maintain quality and provide technical solutions

Liaison with Baltic Recruitment's web development team to adapt key web pages to ensure they were user friendly

In-country research by translators enabling adaptation of website content to make it relevant to each country

The Results

Launch of an informative localised website to welcome potential companies to a long term relationship with Baltic Recruitment Services

Increased brand awareness in each marketplace.

Improved relationships between UK offices of Baltic Recruitment Services and international staff.

The Account Manager for Baltic Recruitment was Daniel Rajkumar.

The Project Manager for Baltic Recruitment was Rob Edwards.

Want to know more?... Contact us on 01924 360460

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