

refero case study



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Henry Chuks, refero

Ogam helps refero take its unique technology to market

London-based refero is the UK's only provider of an electronic reference data management system, widely expected to become standard in the HR industry, used by both employers and recruitment consultants. Already approved by the Recruitment and Employment Confederation (REC) and pioneered by several leading recruitment agencies, refero's technology start-up was off to a flying start. Behind this young company are two of the UK's experts in the employee referencing process, and IT professionals, Henry Chuks and Victor Macaulay.

refero disappointed with initial PR coverage

In late 2006, with their business up and running, technical experts Henry and Victor turned to a local PR agency to announce their proposition. Disappointed with the coverage achieved, Henry Chuks spotted an advert by Ogam, a specialist technology marketing agency, and got in touch. Henry explains: “We didn't feel we were getting value from our existing PR agency, so we met with Ogam, and realised instantly what we were missing. With Ogam we felt we had found partners – people who were able to understand our business and offer sound, jargon-free advice.

“We got a lot more for our money and found they were eminently more flexible in their approach.”

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Ogam takes refero back to basics

refero gained a lot of free advice from Ogam around its PR strategy, but soon realised that it was going to need to put some marketing basics in place to take its proposition successfully to market. With Ogam's help, refero developed a brand new business presentation, showing the company's credentials and key messages in a way which made closing new business deals much easier.

refero encouraged to address corporate market

Whilst the new business presentation was allowing refero to make great inroads to recruitment agencies, Ogam felt that ultimate success for refero and its sRDMS product would require reaching a "critical mass" with employers. This would mean a strategic marketing plan to bring on board the corporates. So Ogam went away and researched the market on refero's behalf, and came back with a plan of attack. Henry admits "We were very focused on the recruitment sector until Ogam came along. They encouraged us to take a long-term view, and we were extremely impressed with the results."

Corporate marketing plan brings focus to the sales effort

With the arrival of the new corporate marketing plan, refero was able to see the big picture, look to the future, and know exactly how to get there. As a small start-up company with limited resources, it was important for refero to know how they were going to get the "biggest bang for their buck". The marketing plan gave them a guide to move forward, and most importantly, allowed them to prioritise and focus.

Ogam appointed as retained marketing consultants

Today, as refero approaches its first year of trading, the future is looking rosy. Henry and Victor are confident their sales efforts are being focused in the right areas, and have just signed up their first corporate client – a large media company. With complete confidence in Ogam's ability to provide sound marketing advice, refero has appointed the company on a retained basis to handle all areas of its marketing strategy.

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