



ARV SOLUTIONS :: OCTOBER NEWSLETTER

WHY MEET IN THIS DIGITAL AGE?

We seem to hear at every turn how important it is to have a strong online presence and engage with social media. However after reading a [blog](#) about the power of physical presence, I realised that actually, all the clients we have recently done successful business with, are those we have met in 'old fashioned' face to face interactions.

BENEFITS OF ONLINE

Virtually all our candidate attraction strategies are based [online](#) these days, such as advertising across a wide selection of job boards, and utilising numerous online CV databases. We also use social media extensively as an increasingly important part of our "blend" of candidate attraction methods. Our vacancies are [tweeted](#), posted in [Linkedin](#) Groups (we even run our [own Group](#)), as status updates, advertised on our company [Facebook](#) page, and much more. This spreads the word about our vacancies and abilities and it certainly helps us find even more of the best candidates.

It works - but only to a point. Our success with candidates comes from our extensive real world conversations, gaining trust, and understanding that leads to better recruitment.

*Importantly for us, our online presence is largely put there via whizzy systems that post our adverts, blogs and most updates automatically – we'd never have time to administer this effectively if we did it manually.
- This helps us spend more time communicating in the real world.*

MEETING Adds Real Value

Back to the point: we, and of course pretty much all businesses are most effective and most successful in "real world" communications – this is how we can really interact, engage and build actual relationships that **Add Real Value**: understanding, successful placements, referrals, recommendations, and repeat business.

I checked back through our records and noted with interest we have met almost all active clients for the whole year to date (I'd better arrange to meet the other two soon).

ENGAGE

The moral of the story is (a moral from a recruiter?) that your business can gain far more benefit through engaging closely with recruitment consultancies, **and ideally us**. The recruitment industry can be its own worst enemy prompting clients to keep agencies at arms length due to the overly sales oriented approach of some. My advice is to engage fully with one (or a few at most) who understands your sector, and who you can build trust With to get to know your business. The closer you can bring them into your business the more you will gain, from faster, better recruiting, and a host of benefits such as industry information, talent pool building, industry trends etc.

OTHER RECENT NEWS

TIMBER EXPO

Our staff visited [Timber Expo](#) recently and were pleased to meet with both existing clients and some potential new ones. We always learn a lot from this type of event, giving us a better understanding of our clients businesses, products and new innovations – and of course meeting face to face. Next year's event is already filling up and promises to be bigger and better – stands seem to being booked fast.

MODULAR BUILDING INSTITUTE

I was recently invited to join members of the [Modular Building Institute](#) representing Modular Building companies



from USA, Canada, South America and Australia. There seemed to be a lot of interest in our technologies in the UK, and real potential for our companies and people to gain opportunities internationally. They were touring some of our landmark projects and manufacturing sites and started off on our home turf in Bristol. It was great meeting them all, and they seemed to survive their initiation into [West Country Scrumpy](#) reasonably well.

We'd love to meet with new clients, interested in getting better results from a recruitment agency. Ask me to get in touch to arrange a meeting soon – via one of the digital media channels – or just give me a call.

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