

Monster.com Employs MSN To Extend Its Reach In Singapore

"Thanks so much!! You have really pulled through with a lot of click throughs. Fantastic Stuff!!"

The global leader in online recruitment, Monster.com.sg aimed to establish a dominant market share in Singapore. Monster.com.sg chose to concentrate its marketing efforts online and selected MSN as the most cost-effective means of reaching a new generation of working people.

MSN was able to extend the reach of monster.com.sg to many more individuals who were not previously familiar with the site, as well as providing a springboard for building the largest database of employee resumes in Singapore.

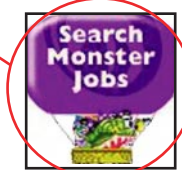
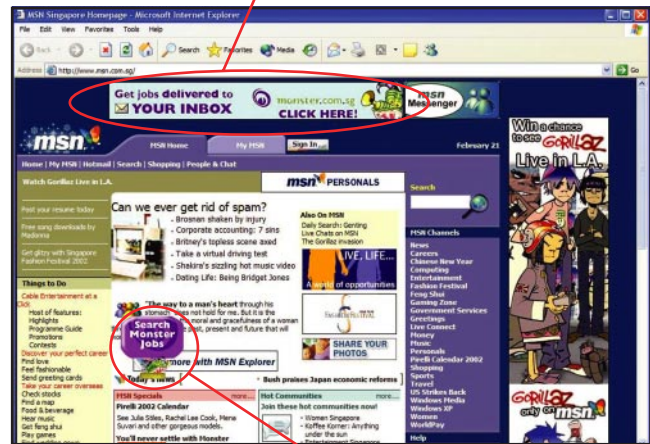
Attracting job candidates - and advertising spend too !

Monster.com.sg needed to attract many more job candidates' resumes - a measure of the reputation and popularity of recruitment websites and a stimulus for new advertising revenue.

To achieve this goal, the site needed the largest possible exposure to its target market of job seekers, extending brand awareness and educating potential job seekers on the benefits of placing their resumes online with Monster.com.sg.

With a high level of localised content and a big pool of web-savvy Singaporean users with above average incomes, MSN was ideally suited to achieving these goals.

"Online marketing has proven an extremely cost-effective way of marketing Monster.com in Singapore - it has brought in many new job candidates - and helped boost advertising income."



Target

- Primary target group: job seekers - office staff of all ages. With a particular interest in the 23-30 group of younger, well educated individuals who change jobs fairly frequently.
- Secondary target group: employers to post classified ads on the site

Goals

- Increase brand exposure
- Drive traffic to www.monster.com.sg
- To increase resume submissions
- Generate additional revenue with new job adverts advertised on monster.com

"MSN offers a great digital environment for Monster.com.sg to reach out to hundreds of well qualified job candidates"

monster

Monster.com.sg and msn - a successful partnership

The campaign commenced in September 2001 and a wide-ranging combination of online activities were used to raise Monster.com.sg's profile:

- Pop-up Banner ads ran on the MSN.com.sg home page as well as appearing in the MSN Hotmail accounts of all Singaporean users
- A text advert on the navigation bar at the top of the web page showed the message: "Need a job? Click here"
- Quick links were provided by MSN with a shorter message : "Find a job"

The initial campaign exceeded the expectations of Monster.com.sg and succeeded in driving around 1,000 extra click-through per day to the company's recruitment webpages.

MSN's Singapore website surpassed the campaign goals and over-delivered the targeted click-thru rate for Monster.com.sg by over 170% in 16 days.

The initial campaign has already been extended with a new promotion campaign on MSN Singapore.



"MSN's broad reach helped Monster.com accumulate a great number of leads in a short time) and the high quality of the MSN user profile has meant that our sales leads are of the highest quality."

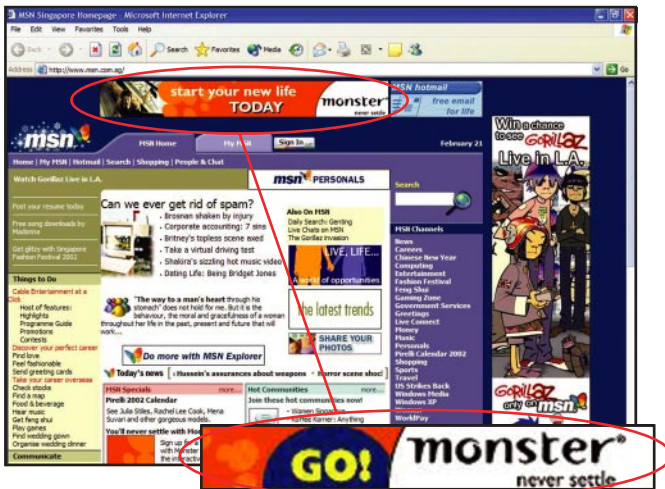
The MSN Advantage

• Industry Leadership and Digital Expertise

MSN is a leader in developing customised solutions and new digital market products and monster.com.sg was able to take advantage of a broad exposure across the MSN range of services to ensure their monster.com.sg website received maximum exposure. For example, MSN helped monster.com.sg to prepare pop up banner ads, texts in the navigation bar and quick links to maximise the promotion's impact. In turn monster.com.sg was able to leverage the potential of the MSN network to attract more targeted and qualified potential customers.

• Targeted Approach

In addition to being able to deliver monster.com.sg with direct response results for monitoring its online campaign, MSN is able to present a very targeted, potentially qualified user demographic profile. For example, MSN Singapore users are not only more web-savvy, but tend to have a relatively higher-income. Consequently, monster.com.sg was able to maximize the impact of its marketing campaign by focussing and truly targeting its marketing efforts, rather than communicate through a broad reach that often falls in into an uninterested, inappropriate user base.



Microsoft