

Work Life Balance:
Top ten tips

Dr Glenn Carter
Pharmaceutical & Medical Professionals

10 Set goals,
plan and
prioritise.

eBrands

9

8 Practice
good time
management.

Story #4

Pharmaceutical and Medical Professionals

Knowledge. Connectivity. Trust.

Stories that make you look twice

One of a series of stories looking at employer branding from a fresh perspective.

Sydney

Melbourne

Brisbane

Perth

Adelaide

For 100's of Industry Jobs go to
www.pmpconnect.com

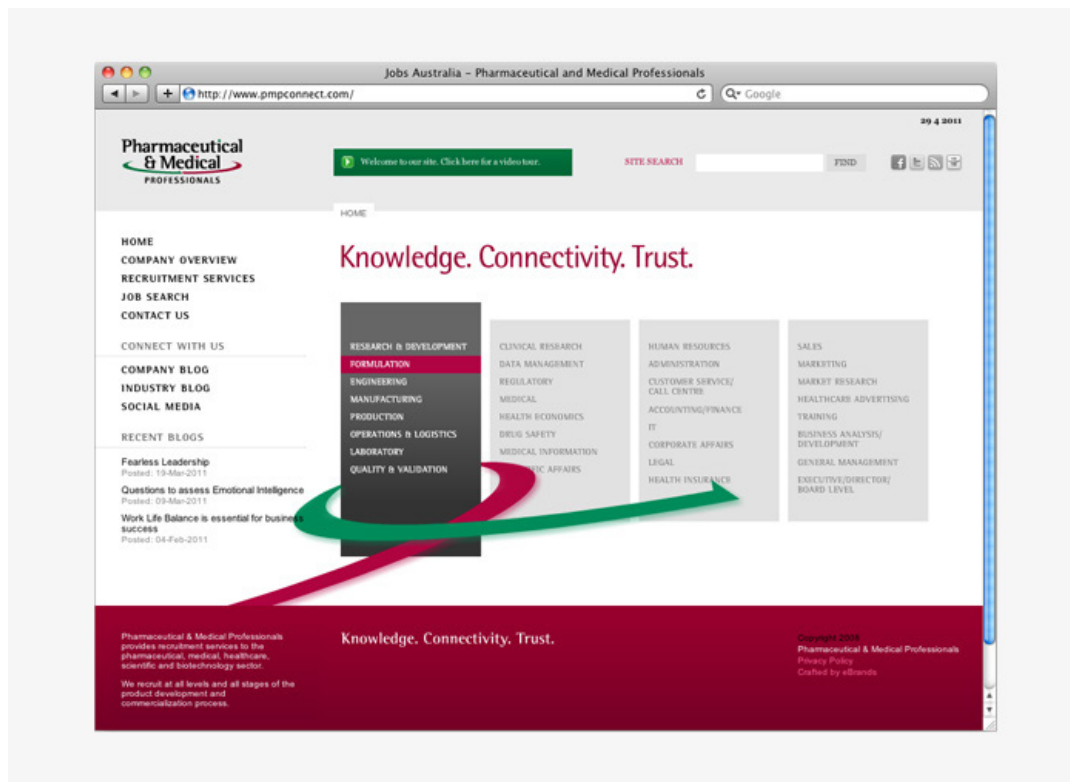


PMP is now Australia's leading provider of recruitment services to the Pharmaceutical and Medical Industries.

More than one third (35%) of companies have a senior-level executive who is responsible for social media company-wide, while 38% of companies say social media is 'on their CEO's agenda'.*

*2013 The reality of talent | Issue 3 | Social Media - Adecco

Looking to the immediate future and beyond, Pharmaceutical and Medical Professionals had the opportunity to position its digital brand to take advantage of its investment so far, focusing its efforts on generating customer awareness, cementing sector leadership and generating web based leads.



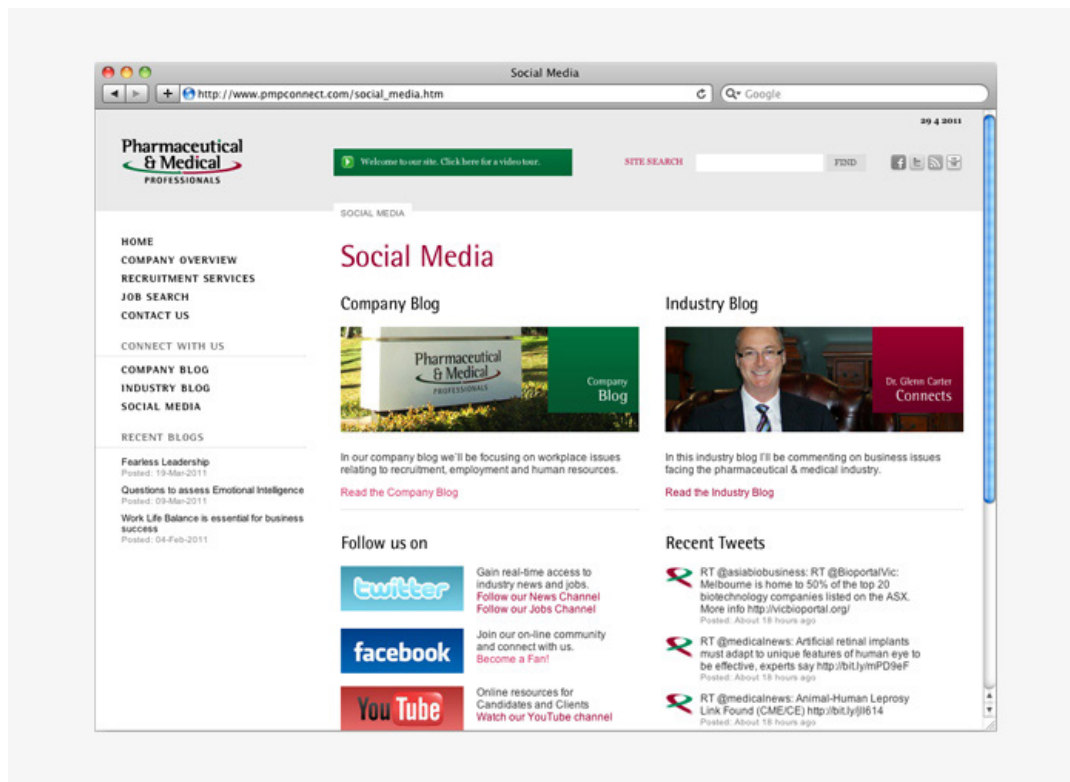
Product/Organisation type /Business

Recruitment Services to the pharmaceutical, medical, healthcare, scientific and biotechnology sectors.

Positioning

Pharmaceutical and Medical Professionals are the recruitment experts in their space.

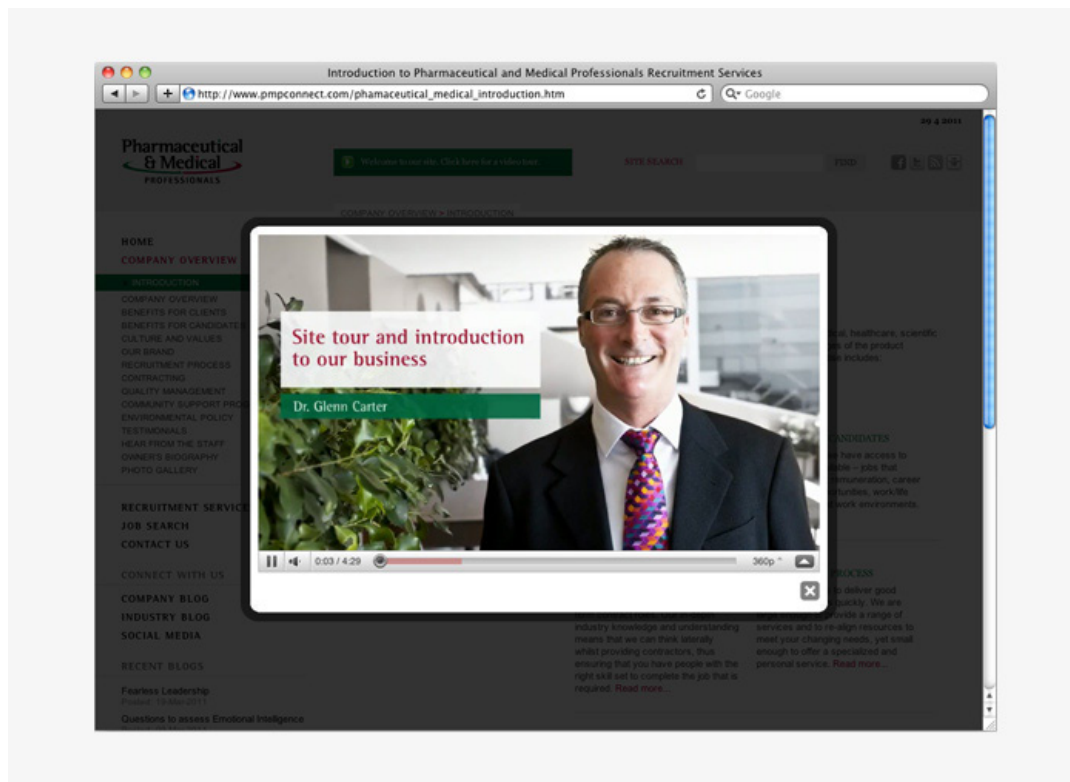
'Knowledge. Connectivity. Trust.' ...are part of eBrands 'Content. Search. Social.' strategy



Target Audience

Pharmaceutical, Science and
Healthcare sector job seekers

Blogs and adherence to the social media strategy has kept PMP at the top of Google rankings



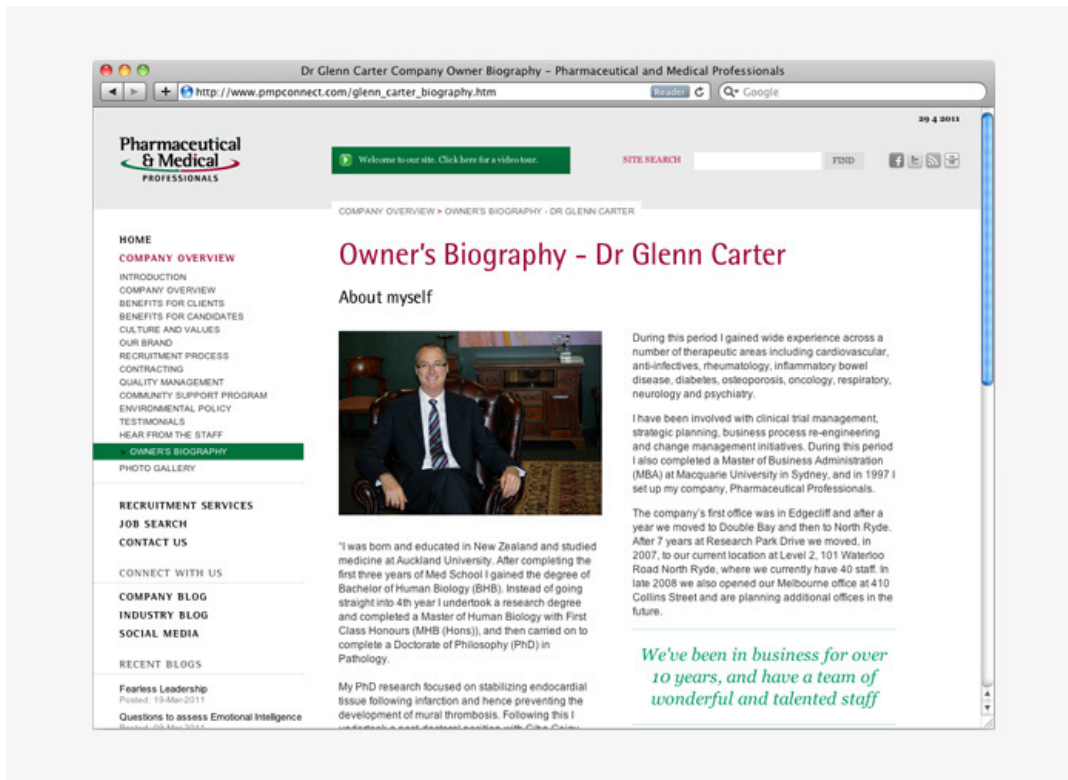
Engaging digital content geared towards lead generation, real traffic and lively social media content keeps PMP connected and top of mind.

Our communications strategy

eBrands positioned the digital brand with comprehensive content geared towards focusing on real traffic and lead generation and leading into a social media strategy.

This involved optimising areas such as site traffic and lead generation, plus creating social network opportunities to connect with contacts and potential customers to reinforce the organisation's positioning as the most connected pharmaceutical and medical recruitment company.

eBrands introduced Pharmaceutical and Medical Professionals to the 'Content. Search. Social' business model, a way of producing engaging content that maximises search engine ranking strategy benefits.



Communications strategy and brand awareness

eBrands expertise on this project

eBrands developed a social network communications strategy and brand awareness methodologies during the course of designing and building the Pharmaceutical and Medical Professionals website.

- More stories for another day:
- Hitachi Construction Machinery
 - SunRice
 - Kimberly-Clark
 - Coca-Cola Amatil
 - Crossmark
 - BAT
 - Tip Top



If this piques your interest, contact Mark at eBrands and ask him to send you one of our stories.
mark.macwhite@ebrands.com.au