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Marketing of Portals

1. Introduction

Tan Kin Lian & Associates have created a few portals, such as the following:

- Job Portal
- Service Portal

I wish to engage marketing associates to market the portal by identifying the relevant parties and sending e-mails to inform them about the portal. Where appropriate, this is to be followed up by a telephone call, or to answer questions from the enquirers.

The marketing can be done at home. The rate of payment will be based on the actual results, but is likely to work out to \$6 to \$10 per hour.

These portals are found here:

www.easysearch.sg

2. Job Portal

This portal aims to match job seekers and employers based on distance from their home to work place and the target rate of pay. The cost to the employer is low, but the key is to convince the employer that this is a good way to find suitable workers.

Our marketing target is to convince the recruitment agencies and large employers to place their advertisements in the portal. The key features of the portal are explained in the Home page and the Guide, which can be included in the marketing e-mail. These pages can also be extracted to prepare a marketing brochure (if it is more suitable).

We also wish to market this portal to the government and community agencies that help job seekers.

Many employers complained that they are not able to get local employees. This is due to the difficulty of the local employees in finding suitable jobs near their home. This portal aims to overcome this problem.

We will also take advertisements to inform the public about this portal.

3. Service Portal

This portal aims to find service providers (e.g. repairman, concierge, tutor) based on distance to the residence of the customer. The customer will select a service provider, who will be informed by SMS to contact the customer.

The marketing target is to identify and convince the service providers to register in the portal. The key features of the portal are explained in the Home page and the Guide, which can be included in the marketing e-mail. These pages can also be extracted to prepare a marketing brochure (if it is more suitable).

Many customers will find this service to be useful to locate service providers.

We will also take advertisements to inform the public about this portal.

4. Teams

Our marketing associate can form their own team, with assistants to help them in their work, so as to multiply their results.

The associate has to manage the quality of work of the team members and to provide the appropriate training to them.

Tan Kin Lian
kinlian@gmail.com
81685845