



Posting jobs targeted on the Cambridge Cluster? Time for a Change?

Posting on www.connectedcambridge.com will save you time and money!!

Dear

How does the Connected Cambridge service work?

- Our robot (Cyril) finds new jobs posted on your website in an agreed area (eg jobs with “Cambridge” or “East Anglia” in the title or in a particular tab or pull down menu)
- He then lists these on www.connectedcambridge.com/jobs under your logo and also in our weekly e-letter (which is e-mailed to over 3000 local recipients who have signed up to the Connected Cambridge group on LinkedIn over the last two years).
- When visitors click on your job in either of these areas they are taken directly to the job content on your site.
- If the jobs listed on your site change – so do ours, automatically!
- After six months Connected Cambridge e-mail you a report so you can see how many click throughs to your site were generated and from which jobs.

The screenshot shows the website www.connectedcambridge.com/jobs. The page features a navigation bar with links for HOME, JOBS, EVENTS, NEWS, DISCUSSION, SIGS, and ABOUT US. The main content area is titled "Cambridge Jobs (updated at midnight)" and lists several job openings, including Desktop Support Administrator, Product Specialist, Database Administrator, Customer Service Trainer, and Head of Marketing Communications. A featured event section highlights "Entrepreneurs on the Move 6pm October 26th at CB2 in Norfolk Street with Mark Burton Founder of Fellows Brewery Register Here!". The page also includes a "Submit Your Content" section, a "Receive Our e-letters" sign-up form, and a "Join Connected Cambridge!" section. The footer displays logos for various partners, including CfBI (Centre for Business Innovation) and Ability Resourcing.

What does it cost?

- If Cyril reposts the first 10 jobs matching your criteria from your site each day its £150+VAT for six months
- For the next 10 its £100+VAT
- For each block of 10 after that its £50+VAT.
(so if you wanted the first 40 jobs listed each day for six months it would cost £350+VAT).
For most of our members the cost per clickthrough to a specific job on their site is 5-10p

Why should you use this service to post your jobs?

- Zero effort for you! You do not need to post or remove anything in a 3rd party site .. ever. Cyril does that for you each morning at 1am!
- Easy to read listings .. readers just scroll on their smart phone or laptop and see your logo and most recent job titles .. every week
- Simple pay to post deal – no lock-in, no commission, no set up cost. If you are not advertising jobs just now .. don't pay! When you want to stop or re-start just tell us.
- Reach local eyeballs. The vast majority of Connected Cambridge hits are generated by our e-letter which is sent to over 3000 local readers who are also tempted by our events and news. Do not be fooled by sites which generate lots of hits from search engines checking through vast databases of old news items.
- Our “end of term report” means that you can see exactly what you got for your money .. in a format which you can share with your team and forward by e-mail to your boss.
- Peace of mind. We do not invoice until you are happy with the way your jobs are showing on www.connectedcambridge.com
- Some of the best names in town including: Abcam, Granta Design, Mathworks, Sagentia, Polytec, TTP and Whitehill Pelham use the Connected Cambridge service – come and join them!



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Got more questions?? Give us a call on 01223 850 173 or come along to one of our “Entrepreneurs on the Move” networking events (last Wednesday in the month) at CB2 for a demo. We look forward to hearing from you. Your www.ConnectedCambridge.com team.