

MICRO CASESTUDY

Inspire Sales Representatives with target group-specific landing page

How the service company opta data implemented an SEO-optimised and mobile-compatible landing page for recruiting sales talent.

opta data group

Number of customers:
55,000

Number of employees:
2,500

softgarden customer since:
2014



Business segment
**Billing, software and services
in the healthcare sector**



Searched job profiles
Sales and IT

softgarden solutions

- Media consulting
- Google campaigns
- Job ads
- Career Site Pro

Challenge: Pick up sales talent digitally and individually

The company is growing strongly - in addition to the highly competitive IT specialists, the opta data group is primarily looking for candidates for sales. Already since 2014 opta data used **softgarden Media Consulting** to place targeted job ads on the appropriate job boards. With accompanying **Google campaigns**, opta data achieves additional reach, because the job search today starts for a large part of the candidates on Google. But even these measures were not enough for the fiercely contested sales talent.

Solution: Landing page for distributors

In 2019, opta data decided to implement the **softgarden Career Site Pro** in order to reach its target group digitally in an even more targeted manner. The intuitive modular system allows companies to independently design career and recruiting pages in their own corporate design – including SEO and conversion optimization. Thanks to the multi-page option of Career Site Pro, opta data publishes a landing page geared to sales talents and their needs in a flash.

“ We were amazed at how quickly we were able to independently implement our landing page with the **softgarden Career Site Pro**. After one and a half hours, the page for sales talent was on the Internet.”

Marius Bischewski
Junior Personnel Officer at
opta data Abrechnungs GmbH



Conclusion: Conversion rate improved, costs saved, jobs filled

The implementation of the landing page did not require any additional support thanks to the intuitive softgarden tool. With the help of the mobile-optimized landing page, the company has gained a clear competitive advantage over other employers in recruiting:

- ✓ **More attention from sales talent**, because no standard solution.
- ✓ **Higher conversion rate**, which means more qualified candidates.
- ✓ **Lower costs due to better position in Google search results**, because relevant content on the landing page matches the search terms of the candidates.

