



Customer Success Story



Vovéo Marketing Group



Vovéo Marketing Group, full-service creative marketing agency, posts their jobs to MarketingJobForce.com to find highly-qualified, specialized candidates that deliver real results.

Client Testimonial

"We were impressed with the number of quality candidates we were able to reach through our MarketingJobForce.com job posting. We plan to use this site again for our future recruitment needs and recommend them to any employer looking for a cost-effective solution to recruiting highly-specialized candidates."

-Sam Damico
Vice President
Vovéo Marketing Group

The Challenge:

Quickly and easily identify high quality candidates using a cost-effective recruitment solution.

Vovéo Marketing Group is a full-service boutique marketing agency built around one simple concept – real results. The agency, located just outside Philadelphia, PA, sets high standards and expectations for their employees to ensure that their company offers unconventional, results-oriented approaches to solving sales and marketing challenges.

As Vovéo continues to grow, so does their demand for highly-qualified and specialized candidates like development associates, graphic designers, writers and project managers. As a smaller boutique agency, Vovéo struggled to find highly specialized candidates within their recruitment budget. In the past, they utilized general job boards, which offered primarily unqualified candidates. With the creation of several new positions and a growing frustration with general job boards, Vovéo decided that it was time to incorporate niche recruitment into their hiring program.

Beyond.com Recruitment Solution:

Post jobs to MarketingJobForce.com, which are instantly distributed across all relevant sites in the Beyond.com Network

Each job posted to MarketingJobForce.com is distributed across all relevant sites in the Beyond.com Network, which consists of thousands of niche career communities. This approach allowed Vovéo to benefit from the quality of a niche site combined with the expansive coverage of a larger job board. As a result, Vovéo gained maximum exposure to a larger number of highly specialized candidates. In addition, MarketingJobForce's intuitive user interface helped the Vovéo team sort through candidates and narrow down the best applicants for the job quickly, allowing them to focus their efforts on client needs.

"By posting a job with MarketingJobForce.com, we were able to target a larger number of qualified candidates, giving us the ability to quickly and easily meet our hiring expectations, without sacrificing quality," said Sam Damico, Vice President of Vovéo.

Measurable Success:

Increased number of highly qualified applicants, leading to a successful hire within 1 month.

According to Damico, "We were impressed with the number of quality candidates we were able to reach through our job posting in a short period of time. After receiving numerous qualified resumes, we quickly narrowed down the list and contacted three candidates for an interview, which resulted in a successful hire for our organization. With a surplus of qualified candidates in our database, we plan to make a second hire as a result of just one job posting."

Vovéo will continue to use MarketingJobForce.com for future needs and recommend the service to other companies seeking a cost-effective solution to recruiting highly specialized candidates, according to Damico.