



Quarterly Review

March 2021

(for the period 1st Jan 2021 – 31st March 2021)

Executive Summary

Wow – it’s been a year since we launched in April 2020 and what a year the team and our community have been on.

We set out to bring together the HR & Payroll Technology market by enabling a single community that showcased providers from across the globe and allowed them to connect, network, engage and share their knowledge in a completely virtual space. Designed as a virtual platform that is online 24 hours a day, 7 days a week, it provides useful information on software vendors and their partners, as well as bringing informative seminars and thought-leadership blogs from writers across the industry.

The platform has shown great momentum over the last 12 months, and we are proud to boast some of the worlds largest software providers, as well as some amazing start-ups too. Connecting with like-minded companies and showcasing their technology is what we do as new vendors continue to join each month. Our ‘Coffee Chat in 15’ and new jobs board continue to get interest and engaging visits.

We will continue to be innovative, and we are excited that next month we will hold our first “Community Think Tank” that will made up of representatives from the community and bringing ideas we can use to improve our platform and engagement. If you are keen to become a member of our Think Tank please reach out to me directly.

So as we head in to the start of our second year I wanted to thank you all for your continued support and here's to another year of growth and useful insights and engagement.

A handwritten signature in black ink that reads "Bob Rehill". The signature is fluid and cursive, with the first letters of "Bob" and "Rehill" being significantly larger and more stylized than the rest of the text.

FOUNDER & CEO

Our objective:

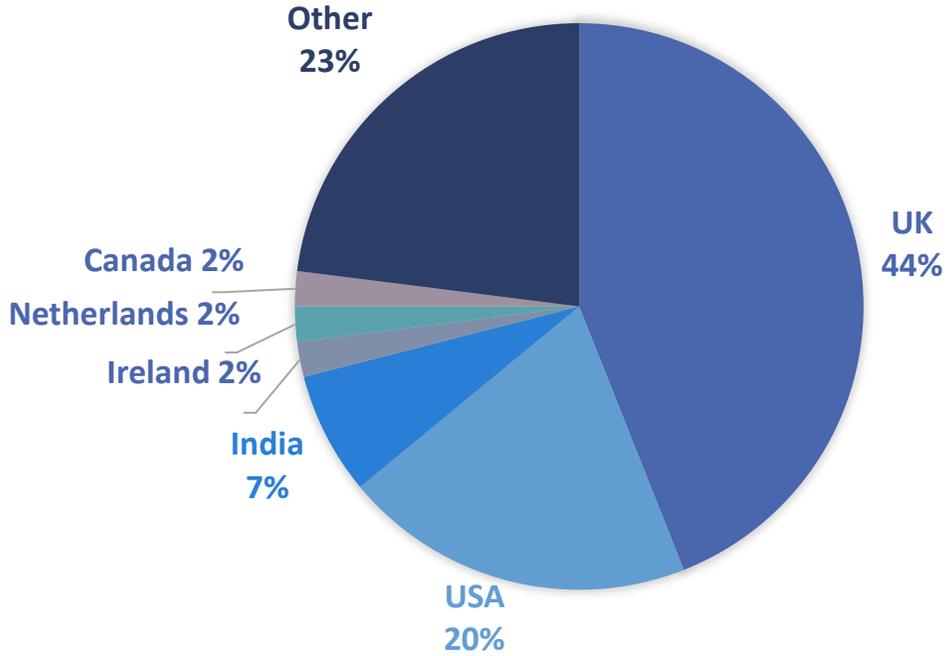
- 1. To drive awareness to the HRTech247 platform**
- 2. To drive traffic to the HRTech247 platform through organic and paid social marketing**

Dashboard Jan-March 2021

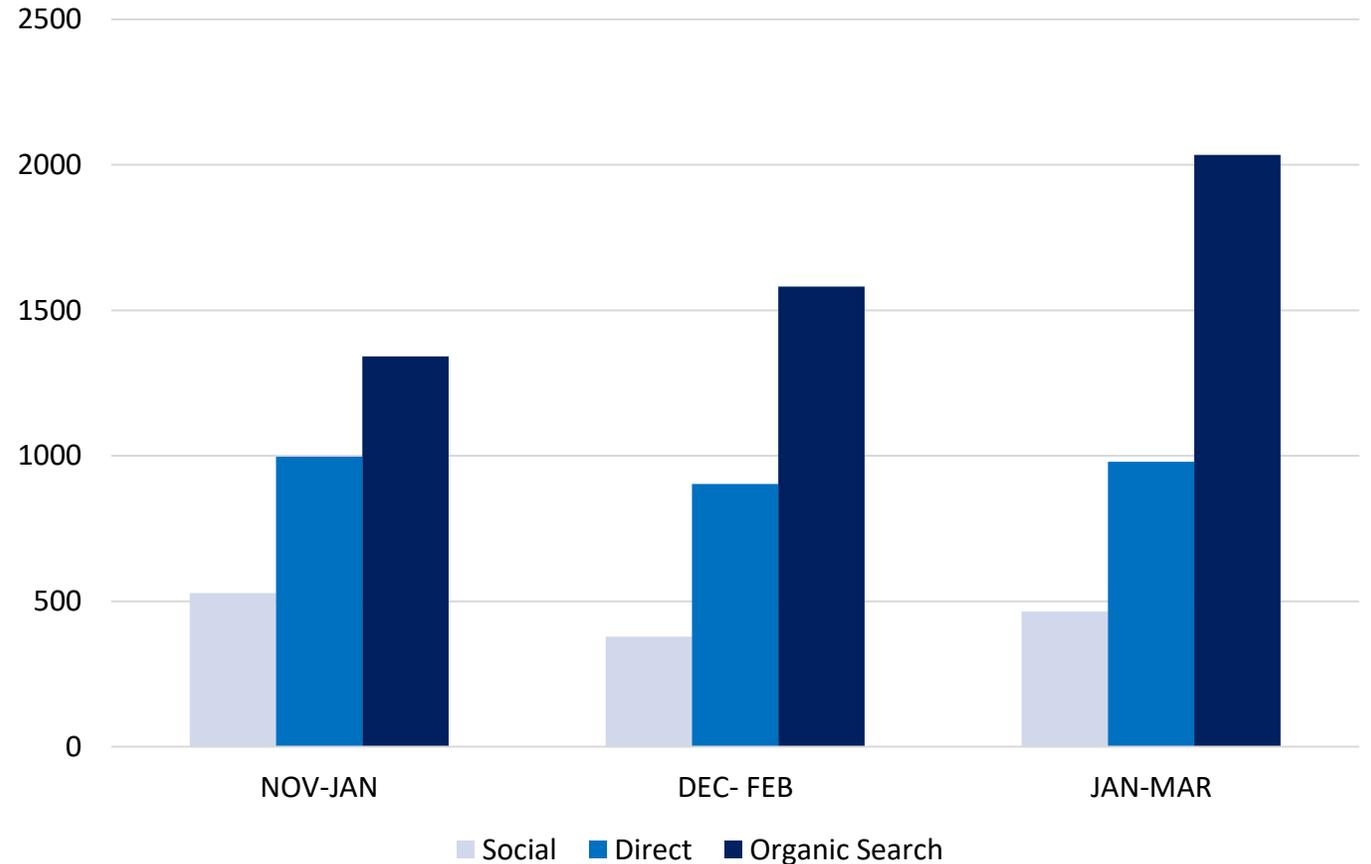
Total Page Views (Jan-Mar)

12,347

Visitor Location Overview



Acquisition Overview



Total Followers

Platform	Followers
LinkedIn	1,212
Twitter	173
Instagram	109

Planned Activities

As part of continuing to grow the HRTech247 community, we have the following activities planned during the next three months:

- 1) Continuation of both paid and non-paid social media marketing through LinkedIn, Instagram, Facebook and Twitter, plus exploration of Google Ads.
- 2) Build more upon our monthly newsletters to ensure great content is being sent to existing vendors and explore ways of increasing the numbers signed up via the website.
- 3) Market more actively the new Jobs platform which showcases roles available in the Technology vendor companies. This will serve to drive traffic and focus on influencers in the Tech space.



HRTech247.com
powered by Bob Rehill