



Quarterly Review

July 2021

(for the period 1st April 2021 – 30th June 2021)

Executive Summary

At the start of our journey, 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. In just over a year, the HRTech247 platform has shown great momentum and provides invaluable information on software vendors and their partners, as well as bringing informative seminars and thought-leadership blogs from experienced writers across the industry.

We are proud to boast some of the worlds largest software providers, as well as some amazing start-ups too, proving that connecting with like-minded companies and showcasing their amazing technology is what we do.

Our 'Coffee Chat in 15' series and jobs board continue to gather interest and engaging visits, and we are continually striving to improve the functionality of the website. For example, we are really pleased to announce that you can now view the platform in 9 languages! This is a really exciting development and we will be adding capability for further languages throughout 2021.

We will continue to be innovative, and we are excited that this month we will hold our first "Community Think Tank", 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. We will share feedback from this first session in our next round-up.

Thank you all again for your continued support, we love having you on board.

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:

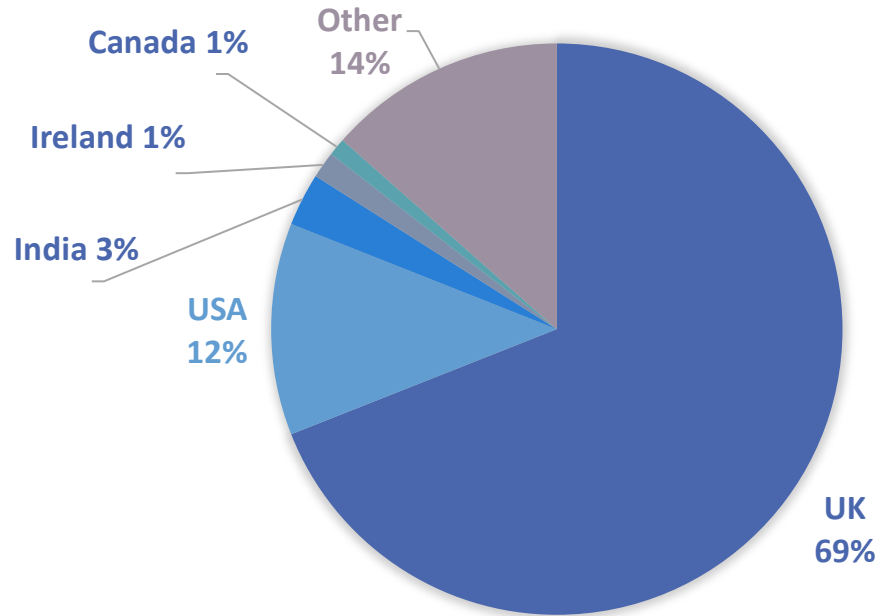
- 1. To drive awareness to the HRTech247 platform**
- 2. To drive traffic to the HRTech247 platform through organic and paid social marketing**

Dashboard April-June 2021

Total Page Views (Apr-Jun)

14,809

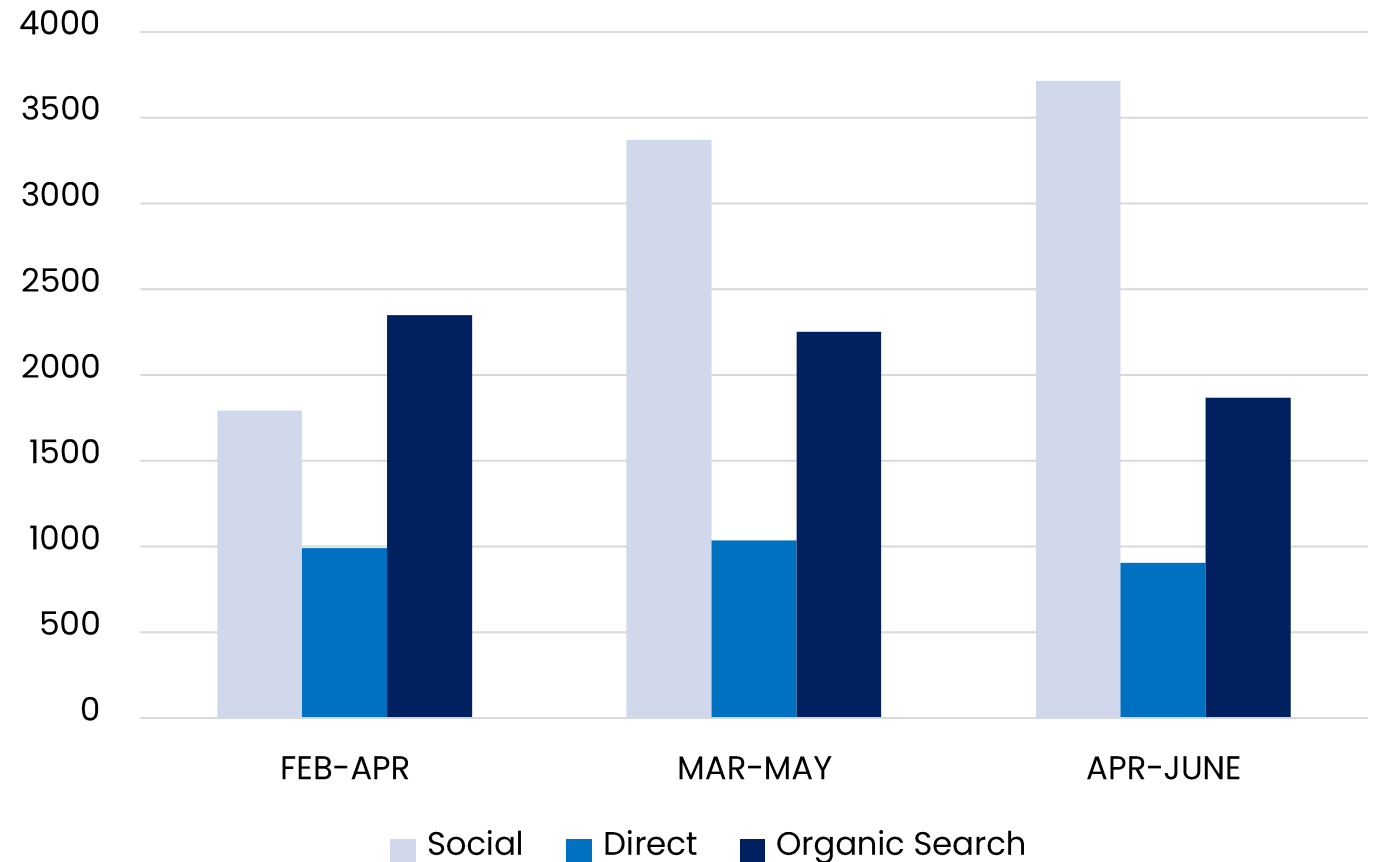
Visitor Location Overview



Total Followers

Platform	Followers
LinkedIn	1,346
Twitter	253
Instagram	2,423

Acquisition Overview



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.
- 4) Leverage the events calendar, a place where community members can share their virtual or physical events with the community, completely free of charge. From webinars and Q&As to trade shows and conferences, our events portal is here to exhibit upcoming HR & Payroll events that you need to know about.



HRTech247.com

powered by Bob Rehill