



Quarterly Review

January 2022

(for the period 1st October 2021 – 31st December 2021)

Executive Summary

Happy New Year! We hope that you all enjoyed the festive period with your loved ones.

Although the year has begun on an uncertain footing and many organisations are still working remotely, we hope to soon see a return to regular business following the Covid-19 pandemic. We remain committed to our original purpose of providing a unique proposition sitting in a very specific space between both online and physical events. We are proud to bring together the leading HR & Payroll Technology market by enabling a single community that showcases providers from across the globe and allows them to connect, network, engage and share their knowledge.

This year, we are making some exciting new enhancements to the HRTech247 platform. Firstly, following your feedback, we are updating the enquiry area on your virtual space. From now on, your enquiry form is being replaced with your contact details, so instead of visitors getting in touch with you via the form, they will be able to contact you via phone, email, website link, and social media. To get this set up, please add your enquiry contact details to your Client Profile by the end of January to ensure that everything is in place for when this new feature is live on the platform, or alternatively get in touch if you require any assistance.

Secondly, you can now take HRTech247 on the move! Our Coffee Chat is 15 series is now available wherever you listen to your podcasts. So if you have already done a Coffee Chat with us, you can find it posted already, or if you interested in recording one, please get in touch with Louise Miles and she can book you in.

Thank you again for your continued support, we love having you as part of our community and we are looking forward to another exciting year working together!



FOUNDER & CEO

Our objective:

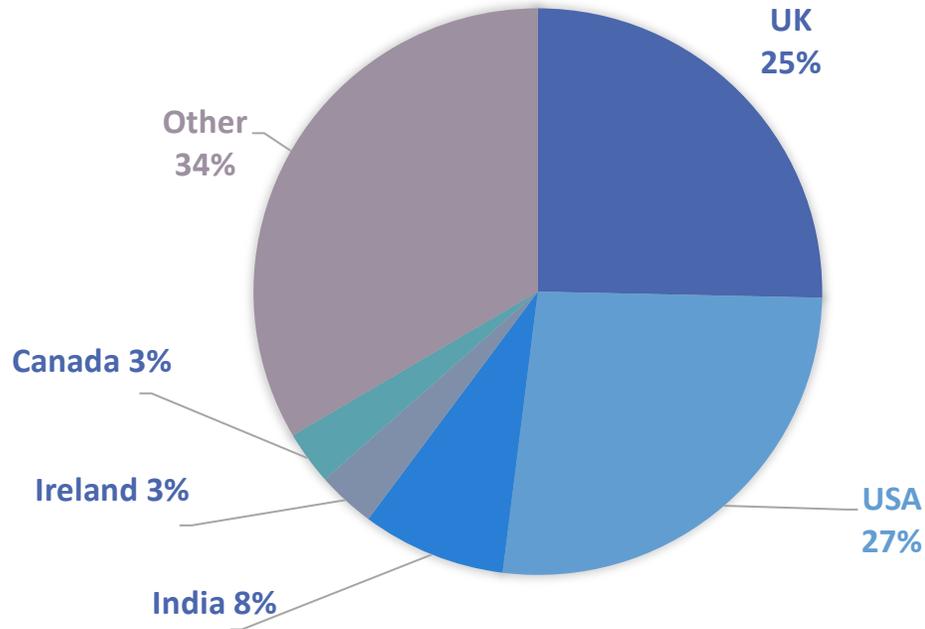
- 1. To drive awareness to the HRTech247 platform**
- 2. To drive traffic to the HRTech247 platform through organic and paid social marketing**

Dashboard Oct-Dec 2021

Total Page Views (Oct-Dec)

8,552

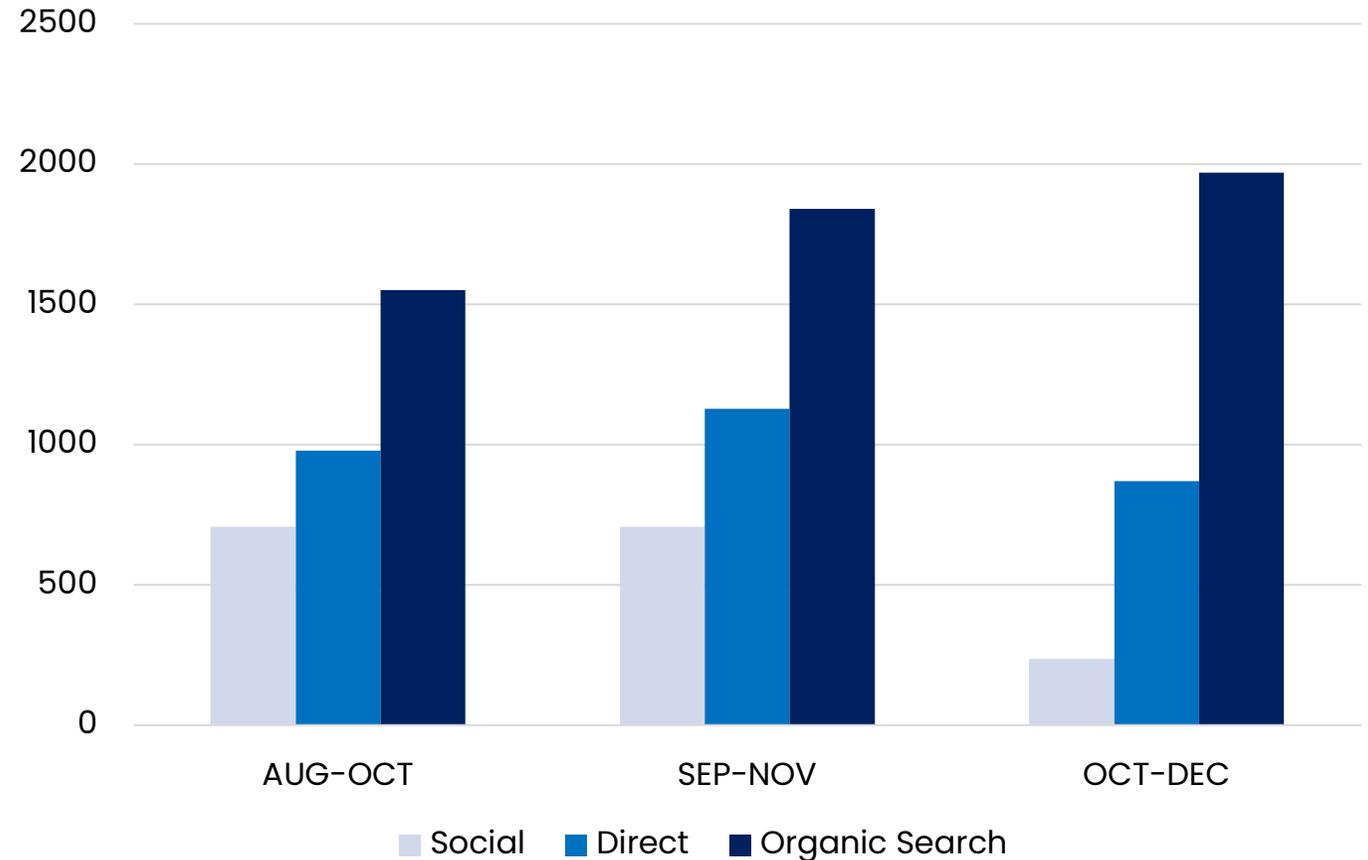
Visitor Location Overview



Total Followers

Platform	Followers
LinkedIn	1,469
Twitter	303
Instagram	2,129

Acquisition Overview



Planned Activities

As part of continuing to grow the HRTech247 community, we have the following activities planned for the first quarter of 2022:

- 1) Continuation of both paid and non-paid social media marketing through LinkedIn, Instagram, Facebook and Twitter, plus exploration of Google Ads.
- 2) Continue to leverage the Events Portal, a place where community members can share their virtual or physical events with the community, completely free of charge.
- 3) Implement the new enquiry area on virtual spaces, so instead of visitors getting in touch with you via the form, they will be able to contact you via phone, email, website link, and social media.



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