DIGITAL SHIFT

CASE STUDY

RECRUITMENT PLATFORM / 2014-2023

Blue Pelican

Building and evolving an owned digital recruitment platform



Illustrative cover artwork from the published case study

WORKFLOW

Rebrand → Build platform → Support campaigns → Test changes → Improve

The challenge

Blue Pelican needed a recruitment platform that supported candidates, consultants and marketing campaigns. It also needed to protect search visibility and give the team more control over day-to-day publishing.

Discovery

Digital SHIFT connected brand, recruitment content, candidate journeys, analytics and platform delivery. After launch the team worked through problems such as consultant email routing and navigation. Later updates included staged tests and joint client checks before rollout.

What changed

Blue Pelican could reuse campaign pages and publish through approved access while preserving existing content links. The platform continued to evolve over the course of the 2014-2023 partnership.



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Read the online case study

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