In today's competitive marketing, getting to a face-to-face interview can be extremely hard work. And, as recruitment consultants we are used to delivering bad news in a diplomatic way that empowers individuals to learn from their experience. But in almost half of the cases, it is the interviewee who lets themselves down, either by being ill prepared, late, or forgetting things like the name of the interviewer etc.

After speaking to our clients we wanted to let you in on a secret….apart from the skills aspect, interviewers do not hire people who fail to demonstrate they have researched their company. It really is as simple as that!

With this in mind, we have put together a step-by-step guide below on how to research the company successfully.

Who is responsible for the research?
Whether you have applied direct or via a recruitment agency, such as ourselves, it is your responsibility to ensure that you have fully researched the company. After all it is your career at stake, and you will be the one answering the questions in an interview!!

What can I do to research the company?
There are three simple steps that we advise all candidates to take, underline before attending an interview.

- Speak to your recruiter, if you have one. They should be able to give you some helpful insight into the culture, size and environment that you can expect within the company. They may also be able to tell you about the types of people they employ along with the background of those individuals.

- Research the company fully. Don't just read a company's 'About Us' page, five minutes before going into an interview. If this is you, stop now, as you are ruining your chances!!

  You are more likely to recall recent snippets of information that interest you, rather than a whole website, so consider the following:
  o What their vision or mission statement says about them as a company?

  o What interesting projects have the company worked on recently?
  o What was their last news article / blog about?
  o What was their last tweet or Facebook message about?
  o Do they have a YouTube Channel?
  o What do their clients say about them?
  o What do their competitors say about them?
  o What do they say about their competitors?

- Research now! Never leave your research and preparation to the last minute. Your research should begin as far ahead of the interview as possible, to enable you to collate enough information to give you a well round view of the company. Make notes about what you discover and condense your notes into handy bullet points that you can use as prompts for questions or answers during your interview.

Where else can I find information about the company?
If you think finding all of this information is impossible, there are some fantastic websites that you can take a look at, such as 'Glassdoor' and 'What Are They Really Like?' which provide reviews of companies.

'My World of Work' also provides information about the industry you are interested in and much, much more.

You may also wish to consider setting up Google Alerts, so that you receive emails when the company's name is mentioned in any online articles.

Never Underestimate the Power of Flattery
One of the best and proven ways to convince your interviewer that you are the right person for the job, is to be able to demonstrate what you know about their company and what makes them better than their competitors. After all, everyone likes to hear something good about themselves!!!

We have a number of roles for Developers, Consultants, Administrators and Engineers. We would be happy to talk to you about your needs and then introduce you to some clients, who we feel would suit you. Just phone us on 020 8123 7769 or email us: rod@resourceondemand.com and one of our team will be happy to help.