

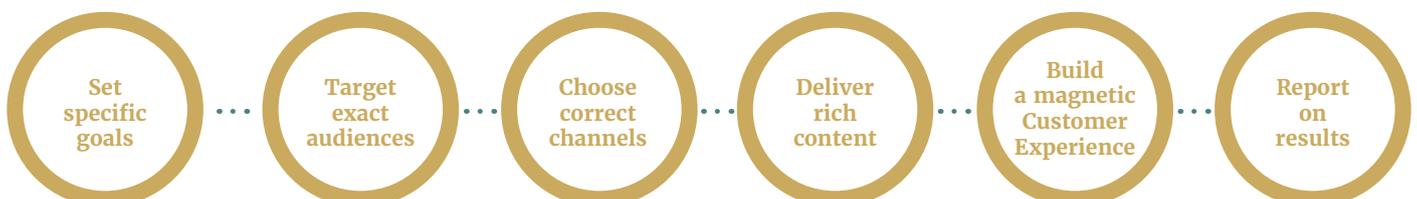
Marketing-led employer brand and direct recruitment campaigns across social media.

A digital attraction campaign uses online platforms and channels to engage with specific groups of candidates, increase employer brand awareness, and promote an organisations careers. These campaigns are flexible and can be customized to meet specific goals.

Marketing-led employer brand and direct recruitment campaigns across social media

- >> Get the attention of specific candidates on their favourite social media
- >> Share engaging content about the careers and culture of your organisation
- >> Communicate what makes your company unique and a great place to work
- >> Engage with candidates on a regular basis and keep your careers top of mind
- >> Build a strong employer brand and attract the talent you need

With our proven six-step process



Set specific goals

We build brand awareness for a new site or relocation, create engagement with your employee proposition through likes, comments and shares of relevant content or drive specific candidates to job search, form fill or call back completions.



Target exact audiences

We can target your audience by job title, location, function, industry, current or previous workplace, education, interests, opinions and more.

We can target an audience on their commute to work, at the gym, in a recruitment event or as they enter a specific geo-location.

We can build a “lookalike” audience profile that matches your current employee profiles, we can target by keywords audiences search for, by events, by conferences or by exhibitions we expect a specific audience will attend.



GEOGRAPHIC

- COUNTRY
- REGION
- CITY
- POSTAL CODE
- NEIGHBOURHOOD
- URBAN/RURAL



DEMOGRAPHIC

- AGE
- GENDER
- LIFE STAGE
- INCOME
- RELATIONSHIP STATUS
- SOCIAL STATUS

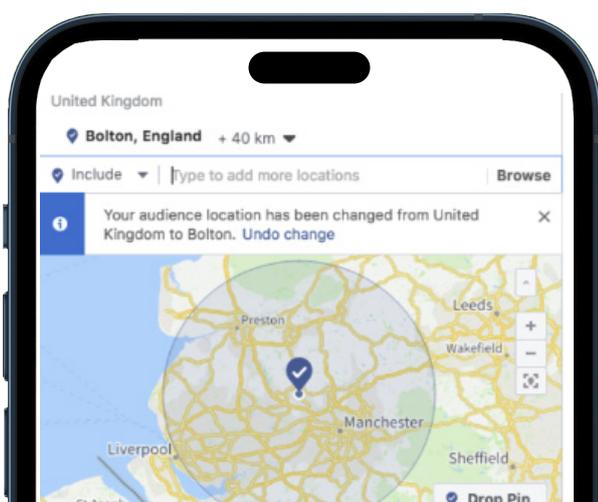


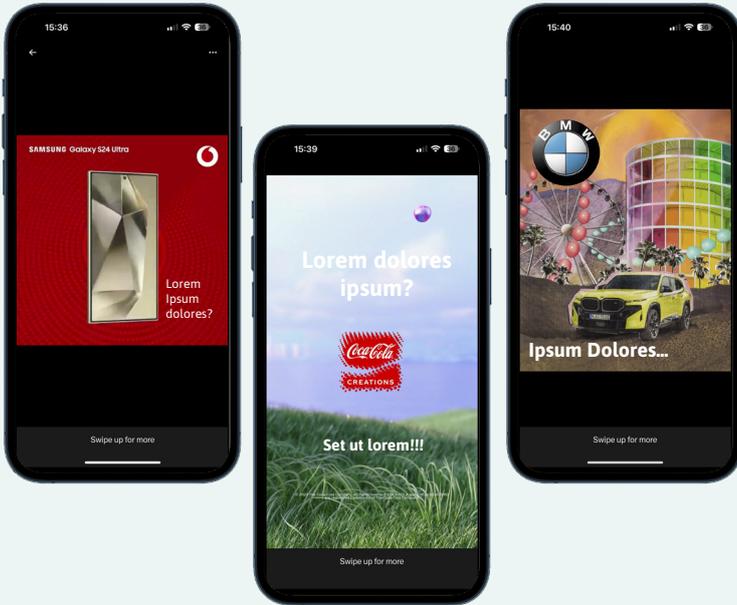
BEHAVIOURAL

- INTENT OF USE
- BUYING STAGE
- NEW OR REGULAR USER
- WEBSITES VISITED
- TIME SPENT ON WEBSITE

Choose correct channels

We use the latest social tools to identify the online habits of your target audience and ensure the correct blend of channels is selected for the campaign.





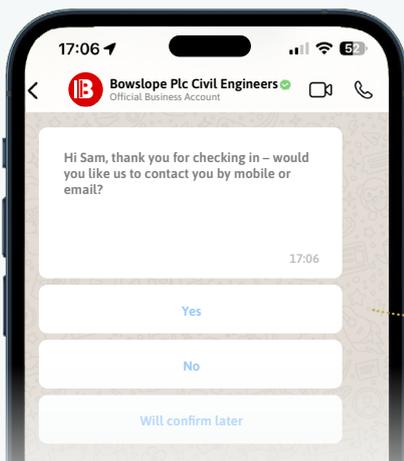
Deliver rich content

We cut through noise to attract attention with rich, personalised campaigns. We use specific headlines and imagery for each audience group and deliver across a range of formats on each platform. We put campaigns through a learning process to understand what platforms, imagery, headlines and even times of day are more effective. We optimise campaigns and candidate journeys to put budget where there is most chance of success.

Build a magnetic Customer Experience

Landing pages and lead gen forms >>

Our campaigns maximise your opt-ins with highly visual, on-brand landing pages and lead forms that are responsive and help maximise conversions for every platform.



Quick reply button

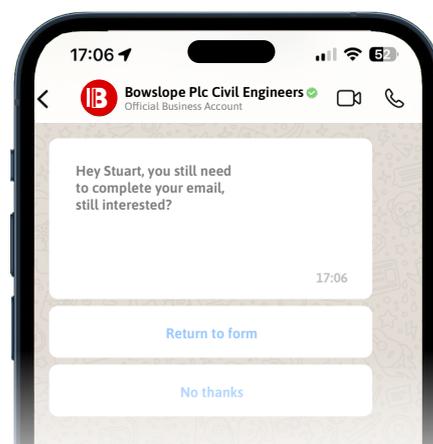


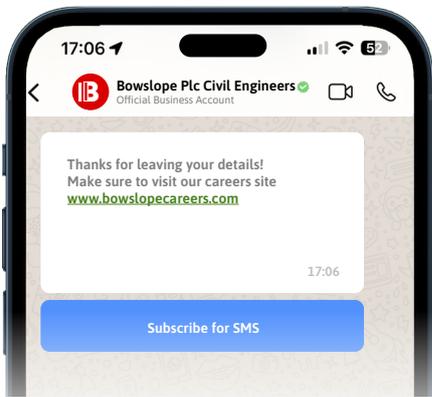
Engagement tools

Turn views into conversations with tools such as auto responder, interactive buttons, instant reply and feedback options.

Conversion completion >>

Reduce process abandonment and nudge candidates to complete forms and actions with pre-built abandoned conversion flows.



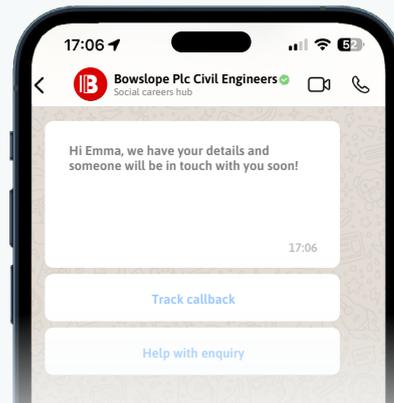


Post-conversion

Thank candidates for sharing their details and use the moment to capture opt-ins to talent pool or drive traffic to careers sites.

Next step engagement

Keep candidates informed of the next steps with real-time contact notifications.



Report on results

We report on awareness, engagement and conversion for each platform.

We are data-driven and use insights improve results throughout the campaign period.

Awareness

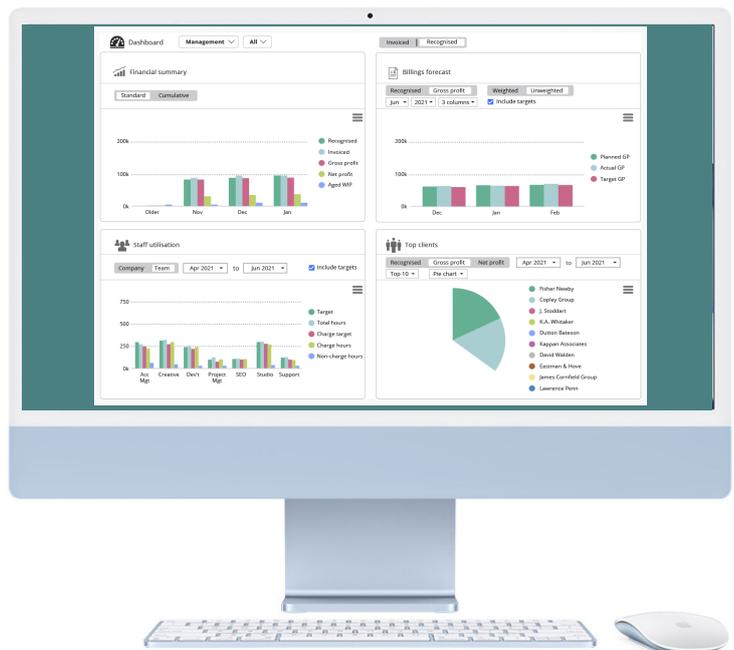
Help potential candidates to become aware of us. Measured through: Reach, Impressions, Follower growth

Engagement

Influence candidates to think positively about us. Measured through: Likes, Comments, Shares, Downloads

Conversion

Convince candidates to talk to us. Measured through: Form completion, Clicks to ATS



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