

Resourcing Solutions To Suit Your Needs



i4Resourcing, 38 Vulcan Road, Norwich, Norfolk NR6 6AG



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Content



**Within this brochure you will find information about
i4Resourcing's job advertising services.**



- Online Job Board Advertising
- Applications Filtering – Managing Responses
- Telephone Screening, Appointment and Interview Booking
- Search and Select
- Head Hunting
- Website Building and Careers Portal
- Mobile and Tablet Advertising
- Facebook
- TV and Radio
- Buses Taxi and Train Stations
- Bus Shelters



Online Job Board Advertising

Online campaigns at a fraction of the cost.

i4Resourcing have been managing successful online recruitment campaigns for many years. We have agreements in place that give our clients access to more than a thousand job boards. i4Resourcing provides a selection of recruitment advertising packages to suit your needs.

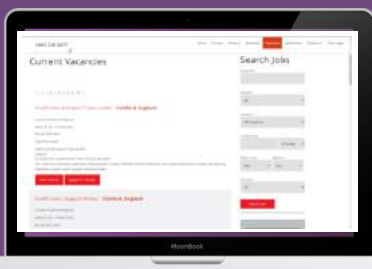
A fully managed recruitment advertising campaign can be set in motion with a single phone call or email. Our extensive buying power means that we can normally offer all inclusive prices that beat the cost of direct advertising alone.

- Increase Exposure across a huge network of over 1,000 job boards
- Advert Optimisation conducted by i4Resourcing – Saving you time
- Receive full access to our online Applicant Tracking System (ATS)
- One point of contact with dedicated account management
- Build your own database of candidates
- 95% of vacancies filled within 4 weeks

i4Resourcing provides a fully tailored service to suit your recruitment needs.



+ Many more affiliate boards extending into a network of over 1,000 online job boards.



Speak to your advisor today

T: 01603 415100 | W: i4resourcing.com

Application Filtering



To save you time and money, i4Resourcing can filter your applications for you.

All applications are manually reviewed by recruitment specialists ensuring your potential candidates are suited to your requirements.

Simply provide us with a brief and we'll take it from there. You'll never have to read an irrelevant CV again



i4Resourcing uses a simple flagging system. To save you time you can simply see which applications are suitable.



Suitable



Maybe Suitable



Unsuitable

Managing Responses



Using your requirements we can manage and send your applicants a response.

This could include:

- 'Thank you for your application'
- Send an application form or pack
- Send an online link to your careers portal.



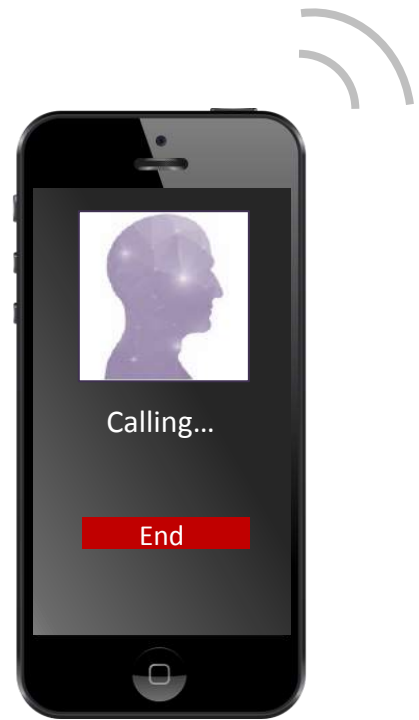
Telephone Screening

Reduce the strain on your internal team and have our recruitment specialists conduct the first round of your interview process.



I4Resourcing will call each relevant filtered candidate. The charge is made for each connected call to the correct person. A set of pre-determined and agreed questions will be asked. Once all questions have been answered, a form will be filled out and sent to you directly.

Saving you time and money



Appointment Booking

Once a list of applicants you would like to interview has been compiled. Simply give us the dates and times you would like to hold interviews and we can arrange your interviews for you.



Our aim is to always save you time and money.



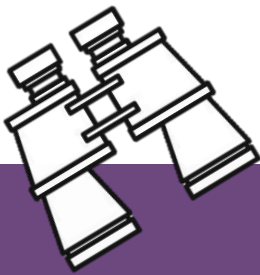
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Search & Select

Search & Select is a bespoke recruitment service to find the candidate you require.

i4Resourcing can target specific applicants to suit your requirements. For example, we can search for industry experience, required qualifications all within a specified radius of a certain location. This ensures that applicants are suitable for the role.



Looking for a special kind of person with unique skills and talents?



We can offer:

- CV Search facilities to find an exact match
- Headhunting services to get you that ideal person

Helping you to drive your business forward faster.



Head Hunting

Sometimes you need the very best.

i4Resourcing's specialist recruiters can target your competitors and identify their top level talent.

i4Resourcing's clients have the benefit of our headhunting service at a fraction of the market rate. Allowing your recruitment budget to stretch further.



Candidates that are in high demand are notoriously hard to attract. i4Resourcing can help you to get your opportunity in front of the right people. Our in-house industry specialists can identify and approach suitable candidates on your behalf.



At a glance:

- Discreetly source & identify passive candidates
- In-house market specialists
- Find the best talent for key roles
- Available with or without branded advertising
- Proven levels of success achieved

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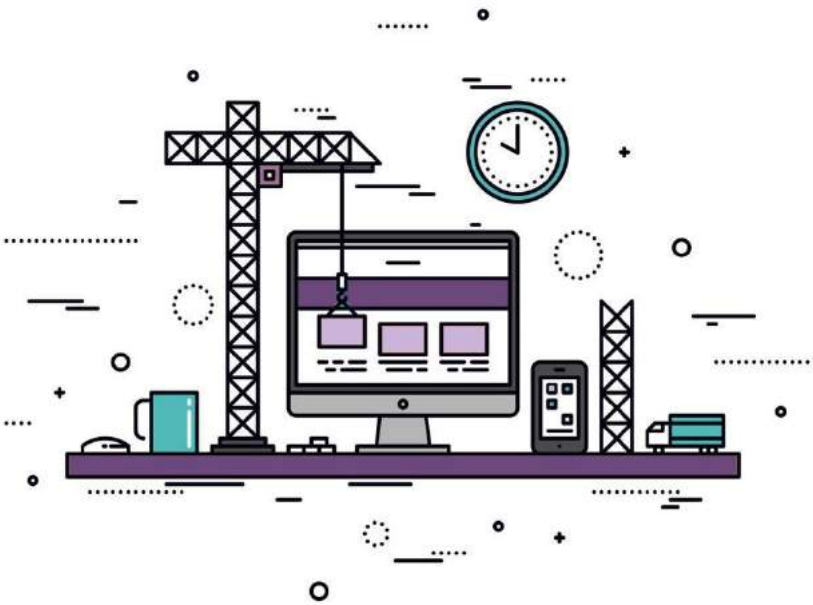
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Webpage Building & Careers Portal

We can build you a custom careers page!

A fully integrated webpage, where all your job vacancies are posted. A careers portal will link directly from your website, which we can host on your behalf.

All Candidates can apply through this portal, and their applications will go directly into our Applicant Tracking System (ATS) where you can manage the recruitment process.



Any candidates that apply via an advert that is advertised outside of this careers webpage, can also be directed to the ATS, so all your potential candidates are in one place to manage.

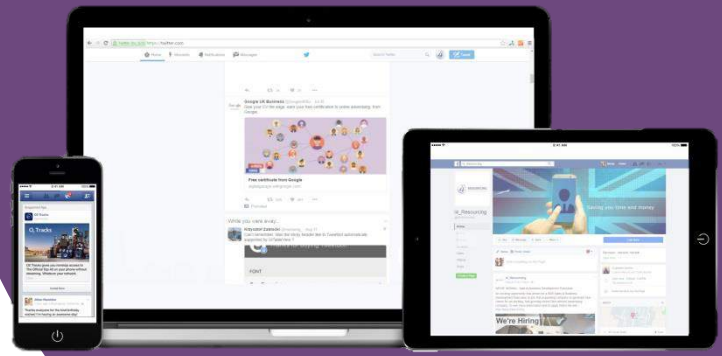
Depending on the Careers Webpage you need, the candidates can upload a CV, download a job specification and/or fill in an application form.

We can create a careers portal for your specific needs and budget. Depending on your budget, we can provide a basic page and layout, that over time you can grow to suit your specific requirements.



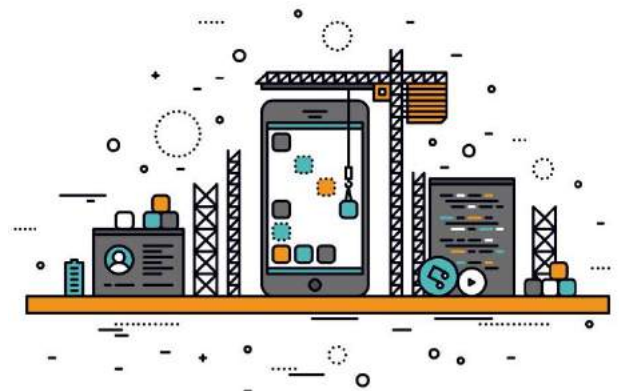
You can post your own job adverts onto your careers page or we can save you time and do the work for you.

Mobile & Tablet Advertising



Mobile advertising gives you the opportunity to increase traffic to your website, by only targeting a specific audience who have an interest with the content. We can target users based on what they like to read and what their audience will be looking for while on their phones.

i4Resourcing can optimise your campaign daily, this way we can find the best performing areas of the campaign altering the campaign as and when is necessary, allowing a push of the investment into the best performing sites/apps increasing the number of potential candidates interested in your vacancies.



i4Resourcing can target a specific audience from gender and location to their work interests and their hobbies. This is to reach an audience who are/ will be interested in your position advertised.

Targeting Example

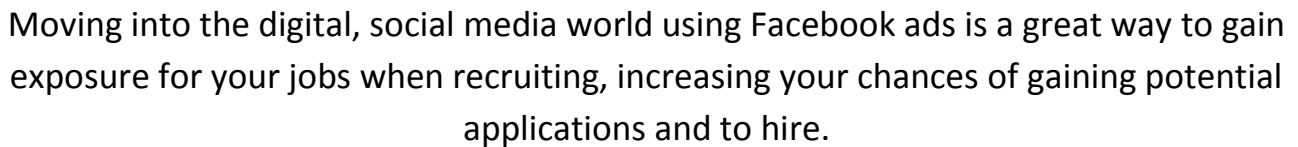
| | |
|---------------------|---|
| Gender | Male |
| Age | 25+ |
| Location | East Anglia |
| Interests & Hobbies | Marketing, Eastenders, Tennis (Work and Hobbies/Interests) |



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Facebook Newsfeed



Healthcare is a big industry that would benefit from Facebook advertising because it will reach out to targeted people such as nurses through social media when they may not be looking for a job. If the position advertised is not for the viewer, they may 'like' the advert which will reach out to all of the liker's audience who may be interested in the role. Increasing the potential of applications and awareness of the position.

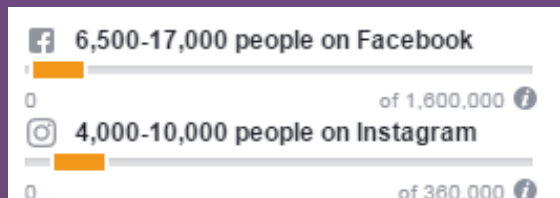
Location

You can target your audience by location, by selecting a city and radius you would like to reach out to.

Detailed Targeting

We are able to not only target peoples job roles and interests relating to their jobs (Healthcare, Carer, Nurse) however; we can target their hobbies, interests, favourite TV programmes.

Therefore, the advert will go out to all registered nurses who like EastEnders in the targeted location for example.



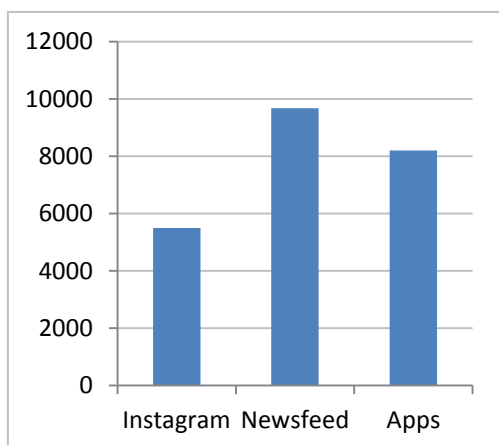
From setting the location and detailed targeting section, we can tell you the estimated daily reach of the advert on Facebook and on Instagram.

We are able to schedule your advert to go out at the best times to reach the maximum of the Facebook reach.

Preview

Once the detailed targeting stage has been created. We can create the advert. On the right is an example of a registered nurse advert. Notice there is an apply now button at the bottom on the right of the advert this will take you to your advert on CV library.

This post will gain likes, comments and shares from relevant people on Facebook we targeted



We are able to see how many people the advert was shown to also we can see how many clicked on the 'apply now', likes, comments and shares, which will help boost your advert to an extended network.

We will be able to send you a report of how well your Facebook advert done and, what the best time of day was for your advert.

Results



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TV & Radio Advertising



TV Advertising

i4Resourcing can advertise your company and job vacancies utilising TV advertising.

There are several channels you can advertise on:

- **ITV** – Plan small regional campaigns
- **Channel 4** – Large regional campaigns (North and South split)
- **Sky** – National only



Radio Advertising

Radio ads are an effective, low-cost medium where you can reach your target audience. Radio creates emotional reactions in listeners and in turn, consumers perceive your advert as being more relevant to them personally. This leads to increased market awareness and service uptake. Advertising on the radio can target men and women, as well as a wide range, which will support your campaign to raise awareness of your company and brand.



Buses, Taxi & Train Stations



Catching The Eye

Promoting Brand and Jobs Positively together

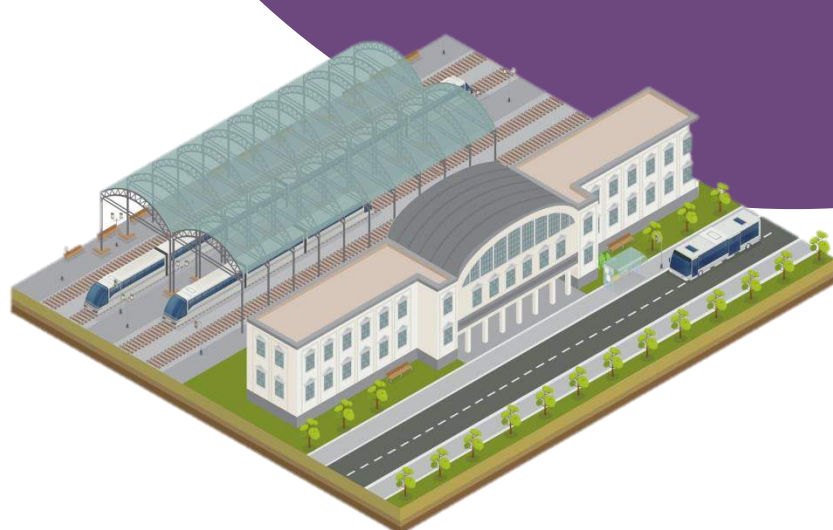
By applying offline Brand Marketing techniques to talent attraction i4 can cleverly linkup online solutions with offline advertising campaigns.

Offline Marketing is still an effective awareness driving tool that offers a targeted approach. We firstly apply simple logic to the demographic of the jobseeker, understand the targeted audience footprint and deliver a detailed campaign.....

By Location

Everybody needs to travel to work, the shops or simply socialising. When doing this, it generally includes transportation of some kind so an alternative way to promote your job message is work with i4 create a positive visual advert on....

Taxi's - Train Stations – Buses & Trams



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Bus Shelters

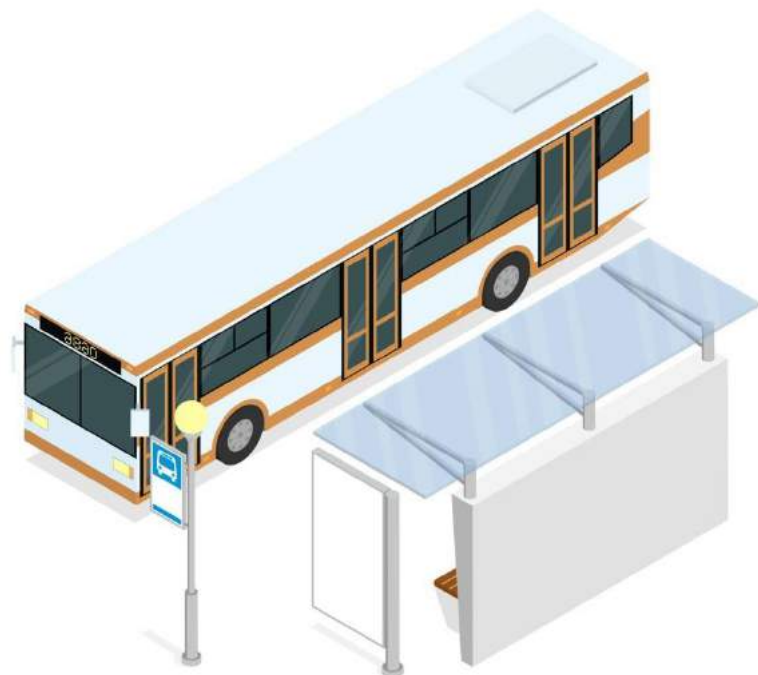
Placing bus stop 6 sheets in close proximity to your target area will ensure that you are engaging your target audience multiple times, as they are a 7 day a week, 24 hours a day advertisement format. It enables you to have the ability to talk directly to consumers on a local level.



We would place the 6 sheets in close proximity to hospitals, community centres and doctors etc.



We are suggesting outdoor as it is the most visual medium. It delivers a large scale brand message at close quarters and has the ability to anchor a visual brand image in the mind.



Billboards & Service Stations

Billboards

We have thousands of billboards throughout the UK. They are large stunning advertising structure that helps advertisers get noticed by thousands of people every day. Whether it's a 48-sheet or a digital billboard, make your company stand out and inspire your customers.

- All our billboards are in areas with a population of over 25,000
- Each 48-sheet is illuminated, which means campaigns are highlighted 24-hours a day
- Digital 48-sheets across London are viewed 8 million times every two weeks
- 96-sheets are perfect for getting brands noticed



Service Stations

6 Sheet Panels combine effective broadcast cover and awareness. Their 72% recall rate proves that visitors remember brands throughout their journey.

Petrol Station advertising offers access to a dual audience – both vehicular and pedestrian whilst on business or leisure, plus a wealth of different demographics including families, truckers and



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Petrol Stations & Pump Advertising

Pump Advertising

Ad Nozzles are an unmissable and highly accountable way to target motorists every time they fill up at petrol stations.

The forecourts pump 72% of all fuel volume. These include locations such as Total, Esso and BP fuel forecourts plus Sainsbury's, Tesco, Morrison's and Waitrose supermarkets, with Moto hospitality and Road chef motorway forecourts too.



Petrol Stations

6 Sheet panels combine effective broadcast cover and awareness. Their 72% recall rate proves that visitors remember brands throughout their journey.

Petrol station advertising offers access to a dual audience – both vehicular and pedestrian whilst on business or leisure, plus a wealth of different demographics including families, truckers and professionals on the move.



Bespoke Advertising

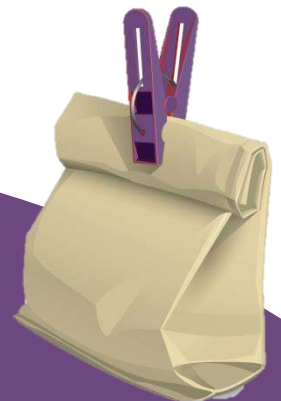
Motor Way Services - Washroom Panels

Washroom advertising can add a huge impact to your campaign with an average of 78% recall rate and placed in an uncluttered environment where they cannot be missed. The average dwell time is 55 seconds in male facilities and 105 seconds in female facilities, and with 94% of people taking their phone to the washroom this creates the ideal time for online and social media searches.



Washroom panel advertising has proven to generate website visits, and makes sure your brand, phone number or web address is in the minds of your audience.

These washroom panels will be placed in motorway services.



Sandwich Bag Advertising

Sandwiches are by far the nation's favourite lunch choice. In fact, the UK spends a staggering £7.5bn on sandwiches every year and the fans driving this spend are time-poor workers, the majority of whom eat at their desk.



Advertising on sandwich bags is a simple, effective way to get your brand in hand and capitalise on daily lunch and snack breaks.



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Contact Us



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