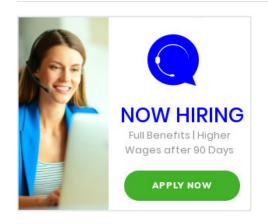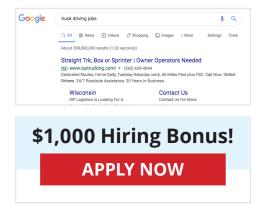# RECRUITMENT PACKAGE

Tips for Successful Employee Recruitment

- Improve Your Candidate Pool
- Hire the Sure Thing
- Look First at In-House Candidates
- Be Known as a Great Employer
- Involve Your Employees in the Hiring Process
- Pay Better Than Your Competition
- Use Your Benefits to Your Advantage
- Hire the Smartest Person You Can Find
- Use Your Website for Recruiting
- Mobile Accessibility

PRODUCTS TO CONSIDER		
Landing Page	Standalone web page, created specifically for the purposes of advertising campaign. Landing pages are designed with a single focused objective – known as a Call to Action (CTA).	$1,100
SEM*	**CONTEXTUAL (KEYWORD) TARGETIN** G Display text ads on Google, Yahoo and Bing relating to business keywords and competition on web pages that contain keywords related to a business.	$4–$5 CPC
FB/Instagram *	**CAROUSEL ADS** The carousel ad format allows you to showcase up to 10 images or videos within a single ad, each with its own link. The interactive format is more engaging than a single ad unit and encourages people to swipe through for more information. Highlight different products, showcase specific details about one product, service or promotion, or tell a story about your company.	$15 CPM
Banner/Display*	**AUDIENCE TARGETING** Shows display or video ads to specific groups of people based on categories such as age, gender, demographic, income, etc. **CONTEXTUAL (KEYWORD) TARGETING** Shows display or video ads on web pages that contain keywords related to a business. **BEHAVIORAL TARGETING** Shows display or video ads to specific consumers based on their previous online behavior. **SITE RETARGETING** Shows display or video ads to users who have previously visited a business's website.	$10 CPM
Other	**WEBSITE** **VIDEO** **REPUTATION MANAGEMENT**	

* 3-month minimum, $1000 minimum spend per tactic

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