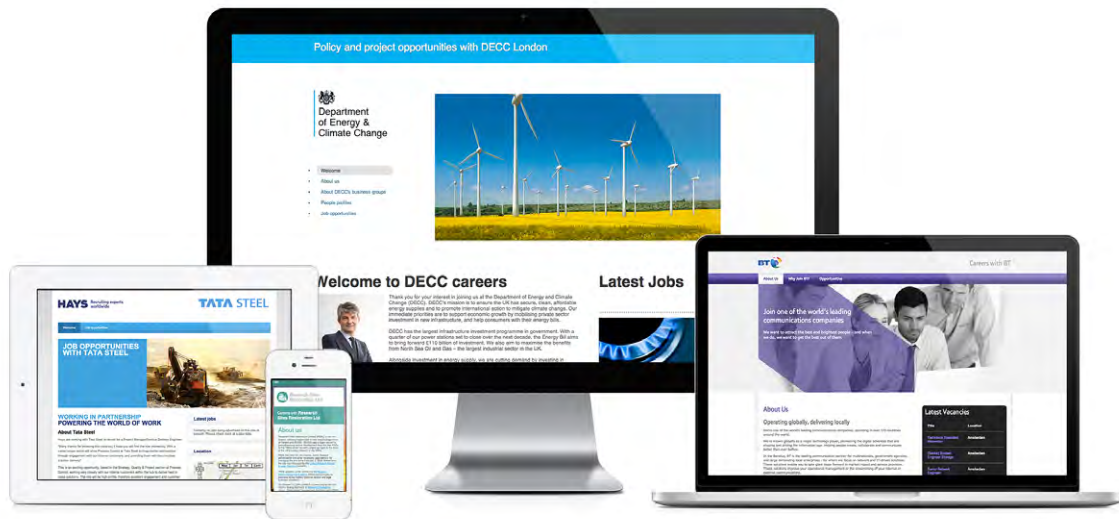


DIGITAL SOLUTIONS ENHANCED TALENT ACQUISITION



Welcome to Digital Solutions

The recruitment market has been transformed by social media, smartphones and always-on connectivity, meaning employers need to use a more sophisticated and innovative approach to talent acquisition.

To meet this increasing demand, Hays has developed Digital Solutions, an enhanced suite of candidate attraction products, designed to find you the right candidates and showcase your employer brand.

Whether you have a one-off role or need a higher volume of temporary and/or permanent hires over a period of time, we can build a flexible and responsive campaign that will deliver against the most demanding of recruitment objectives. Our approach is tailored to attract the right candidates, with the right skills and qualifications, in 20 specialist sectors across the UK.

We utilise a range of online advertising channels to increase your profile and drive traffic to a dedicated, smartphone/tablet enabled microsite. With our two core offerings – Digital Plus and Digital Premium – we have an effective solution to suit your requirements.

Digital Plus

Designed for single job vacancies and based on a streamlined, co-branded profile page. With priority branded advertising on hays.co.uk and leading job boards, each campaign can be delivered within 48 hours.

Digital Premium

Our full employer branded microsite product, available with an extensive list of additional features to build a truly bespoke and integrated solution.

The benefits of partnering with Hays

Working with us, you'll benefit from our valuable insight and strategic direction to find and attract the right talent. But that's not all. The other benefits you'll enjoy include:

Raising your profile

In a recruiter-saturated market, employer branded advertising will make your campaign really stand out to the 200,000 jobseekers who visit hays.co.uk each week.

Media discounts

We have long established agreements with a wide range of leading job boards, allowing us to pass on favourable advertising rates to all our clients.

Reduced time to hire

For most businesses, hiring delays can be costly. Our solutions speed up the recruitment process and ultimately help to reduce your costs.

**To find out more about Digital Solutions,
contact your local Hays recruitment consultant,
or visit hays.co.uk/digitalsolutions**

DIGITAL PREMIUM BESPOKE CANDIDATE ATTRACTION



Introducing Digital Premium

A bespoke, employer branded solution with extensive job board advertising, designed to create an engaging candidate experience that will showcase your organisation as an employer of choice.

Built for any scale of recruitment campaign, whether high volume contingency or specific single role requirements, and available with a comprehensive list of flexible content features, we can build you a truly tailored and integrated talent acquisition solution.

How it works

Designed specifically to look and feel like an extension of your brand and built with any combination of standard or advanced features to suit your specific needs.

Every microsite is smartphone and tablet enabled and receives priority promotion on hays.co.uk as a high profile 'featured employer' for the duration of your campaign.

Effectiveness

A Digital Premium campaign remains the most effective way to target and engage a wide pool of candidates and convert these into your future workforce.

Smartphone users and passive candidates can be attracted through the 'Apply with LinkedIn®' application method.

Apply with LinkedIn

DIGITAL PREMIUM

Standard features

- Bespoke, employer branded design
- Smartphone/tablet enabled
- Multiple vacancies
- On-going campaign management with reporting and full management information
- Branded job ad on hays.co.uk and leading job boards
- 'Apply with LinkedIn®'

Advanced features available on request

- Candidate assessment and testing
- Advanced traffic drivers, including Google® and Facebook® PPC, promoted tweets, LinkedIn® postings, online display ads and bespoke e-shots
- Customised Google Maps™
- Embedded video
- Employee profiles, FAQs and project galleries
- Extensive corporate and HR information

To find out more about our Digital Premium solution, speak to your local Hays recruitment consultant, or visit hays.co.uk/digitalsolutions