

RECRUITMENT CAMPAIGN BOOSTER

Recruitment Marketing. Employer branding actions program optimizing recruitment campaigns.

1 COLLECT INSIGHTS FROM LABOR MARKET

Get to know your employer brand with information from current and potential employees. Based on the data from the local labor market, precisely define your target group.

2 PLAN RECRUITMENT CHANNELS TO REACH CANDIDATES

Depending on the identified target group, choose the best communication channels for the recruitment campaign.

3 GET TO KNOW THE EMPLOYEE PERSONAS IN YOUR ORGANIZATION...

...in order to create job offers based on the values and needs of the candidate. This allows to match the employee to the organization and increase the effectiveness of recruitment.

4 CREATE AN OPTIMAL COMMUNICATION STRATEGY

Highlight the best attributes of the company and relate them to the requirements of the candidates.



**HIRE
THE BEST**



WHY K+ ?

GRUPA KOMUNIKACJA +

SYNERGY EFFECT

Integrated teams and communications strategies that allow you to achieve better results

QUICK WINS AND SPECIFIC EFFECTS

We focus on achieving fast and measurable effects

EVERYTHING AT HAND

A full range of communication services in one place. Contact with a single agency as one-stop shop.

LET'S WORK TOGETHER!

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That's how our Clients evaluate us in the Net Promoter Score system!