



# Why Your Business Choose Client-Branded Advertising

## The Reality

Most SMEs have a strong employer story but struggle to express it consistently across job boards and channels, reducing visibility and weakening engagement.

## The Advantage

Client-Branded Attraction improves visibility without outsourcing hiring.

We support the creative, technical and campaign setup so every advert reflects your brand and reaches the right people at the right time.

When done right, it:

- ✓ Strengthens brand consistency across channels
- ✓ Improves engagement and campaign reach
- ✓ Reduces internal workload and execution risk

## The Missed Opportunity

Most SMEs post manually and inconsistently. We help you create a coherent, on-brand presence that improves engagement and makes your organisation easier to choose.

## How We Help

At Recruitment Collective, we:

1. **Produce** – Create branded, inclusive job adverts and campaign assets
2. **Deploy** – Publish campaigns across major job boards as your organisation
3. **Optimise** – Monitor performance and refine copy and visibility
4. **Review** – Complete a daily application review and forward any that meet the basic role criteria directly to you
5. **Report** – Provide clear weekly insights to guide your next steps

**Deliverables:** Branded adverts, campaign assets, multichannel posting, application routing, performance reporting

**Result:** A consistent, on-brand attraction presence that improves reach and engagement while keeping you in control of applications and employer messaging.

## Pricing

Client-Branded Advertising campaigns are delivered as a fixed fee, depending on the role type, channels used and campaign duration.

£1,500.00 – £3,000.00 per campaign

Recruitment Collective - Making SMEs employers of choice