



with

MOVEMENT
TO WORK™



Marketing Services

From Talent Analytics and insight to bespoke candidate journeys, a range of digital and physical solutions that deliver. The engaged talent you need, when you need it.



A relationship for success.

TheTalentPeople and Movement to Work are dedicated to fair and equal selection of Early Talent for their dream careers.

Whether School Leavers, Placement Seekers or Graduates, we will get your brand and vacancies seen by those most important to you.

With the UK's #1 Talent Dataset we can accelerate your candidate attraction and engagement. Increase your RoI and watch the applications roll in.

"We work with a large range of employers and colleges to help promote social mobility and ensure that organisations large and small have access to the next generation of talent.

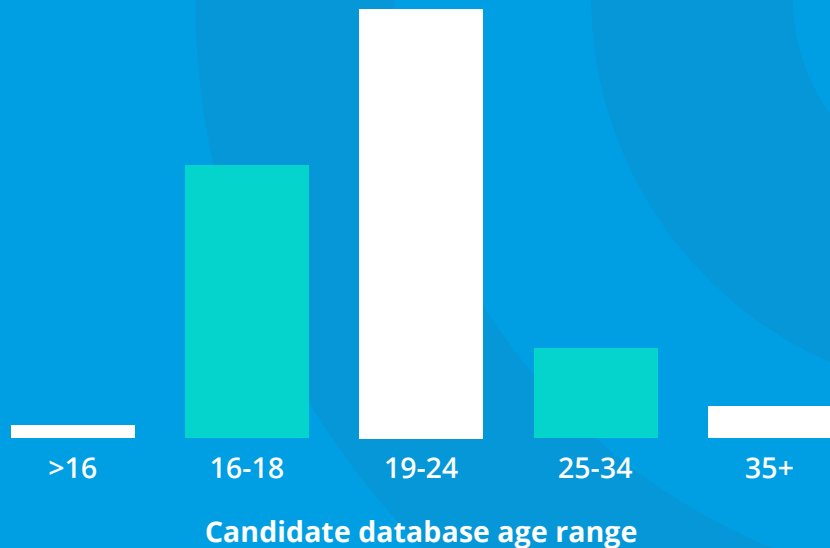
As a social enterprise, our partnership with Movement to Work and all the members of the movement is a great way of working towards this shared goal. We're always keen to help all of those committed to the Movement with their attraction and recruitment activities and happy to share advice and insight, as well as helping with the design and execution of your wider attraction and recruitment activities."

David Allison FRSA | Founder

Tailored email campaigns.

Email gives us the ability to reach the candidates personally and get the information they need right to their electronic doorstep.

This feature comes in a variety of shapes and sizes, fit for all clients and purposes.



National candidate email feature.

Access huge click traffic from our most active candidates around the UK by featuring your opportunities in our national candidate mailers. Get the reach your roles deserve without the price tag.

50,000

Active candidates

20.92%

Average opens

962

Peak feature clicks

Career advisor email.

Connecting with the education industry opens doors to early talent. Our database of over 1,700 careers advisors offers you the ability build career awareness at the top of the education funnel.

1,745

Careers advisors

MILLIONS

Students looking for advice

Targeted email.

Connect with the candidates that matter most to you. Segment and target individuals using over 20 different criteria including: geography, education level, career interest, age and more.

243,748

Active email users

65.53

Peak opens

8.09%

Peak clicks

McDonalds

A Personal Touch.

We have been supporting McDonalds in delivering high quality applicants to fill their degree apprenticeship program and build their management talent pipeline.

A combination of marketing channels and human recruitment approaches allowed us to provide huge results and demonstrate our candidate database strength to achieve key results

The campaign efforts were supported by a managed service from our expert recruiters. Through personal phone contact, more, relevant candidates were shortlisted and engaged with to acquire feedback on the candidate journey and prompt application. The results were key to the campaign's success.

THE RESULTS?

3

Targeted emails sent

3

National mailer features

222,037

Total emails recieved

29.82%

Open rates peak

6.22%

Click rates peak

229

Outbound calls made



Social interaction.

Extend your reach as far as you can with our bespoke social campaigns. Utilise all the main social channels and connect with our brand to drive active users to the places you need them.

Have the process managed end to end by our experienced team and maximise your investment to achieve the results you deserve.

Organic results.

Combine your approach with the popular GetMyFirstJob and TheTalentPeople brands and get people engaged with what you have to say, where you want to say it.

Paid promotion.

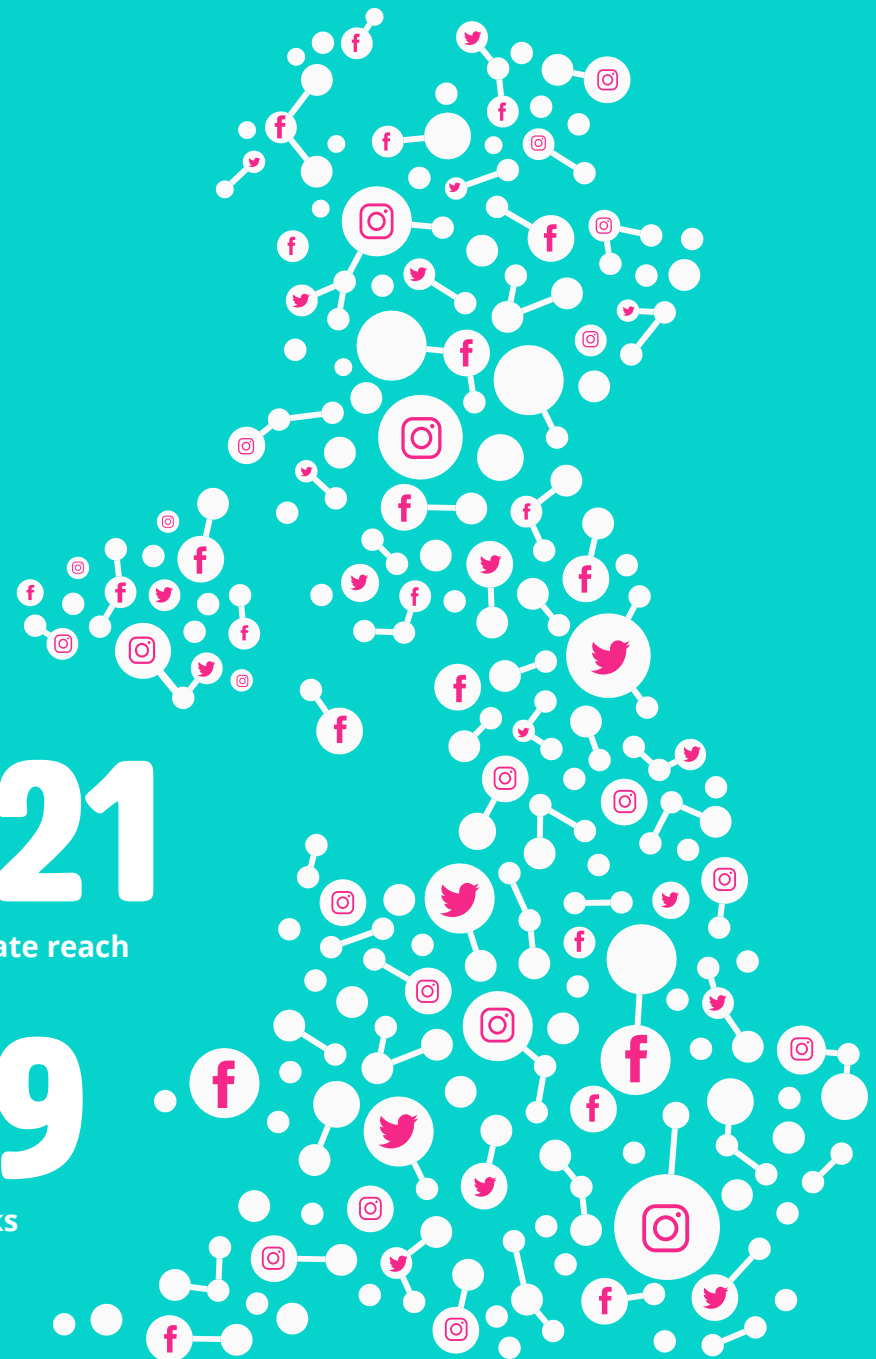
Accelerate your results by engaging in total managed paid social campaigns. Amplify your reach and engagement by placing your message exactly where you need to and target only those who matter most.

547,621

Potential organic candidate reach

£0.09

Low cost per clicks



QA

Targeted approach. **Bigger results.**

Two Paid Social Media campaigns were carried out on Facebook to promote the QA brand and generate traffic for the QA application page and a case study.

The campaigns targeted individuals between the ages of 16-35 with diverse technological interests and of varied backgrounds and genders.

QA wanted to achieve the highest numbers possible and drive last minute results to the pages that mattered to them.



THE RESULTS?

2

Number of campaigns

109,799

Candidates reached

£0.48

Cost per click

45%

Female

Click gender split

55%

Male

618

Candidate clicks

OBJECTIVE ACHIEVED 😊

Onsite applications.

Access the candidate traffic of GetMyFirstJob and put your brand and opportunities where it matters. With the industry's #1 pool of engaged candidates, and an unbeatable registration and application system, you'll see why we generate better applications time and time again.

Vacancy advertisement.

Get listed on GetMyFirstJob and be automatically visible on the leading government jobs boards too. Access advance application reporting and experience what it means to be connected to the industry's most engaged candidate database.

Homepage feature.

Get your brand front of shop with a GetMyFirstJob homepage feature to promote your brand. Connect this to a Company Profile Landing Page and your vacancies to experience true website application conversion.

Company profile landing page.

Build awareness and brand promotion with a bespoke landing page. List your vacancies from here and access the huge GetMyFirstJob Emerging Talent traffic to generate the applications your vacancies deserve.

800+

Page 1 Google search terms

370,000+

Registered candidates

1.2 MIL

Visitors per year

3:30

Average time on site

17,000

Applications per month

35,000

2018 placements

4,500

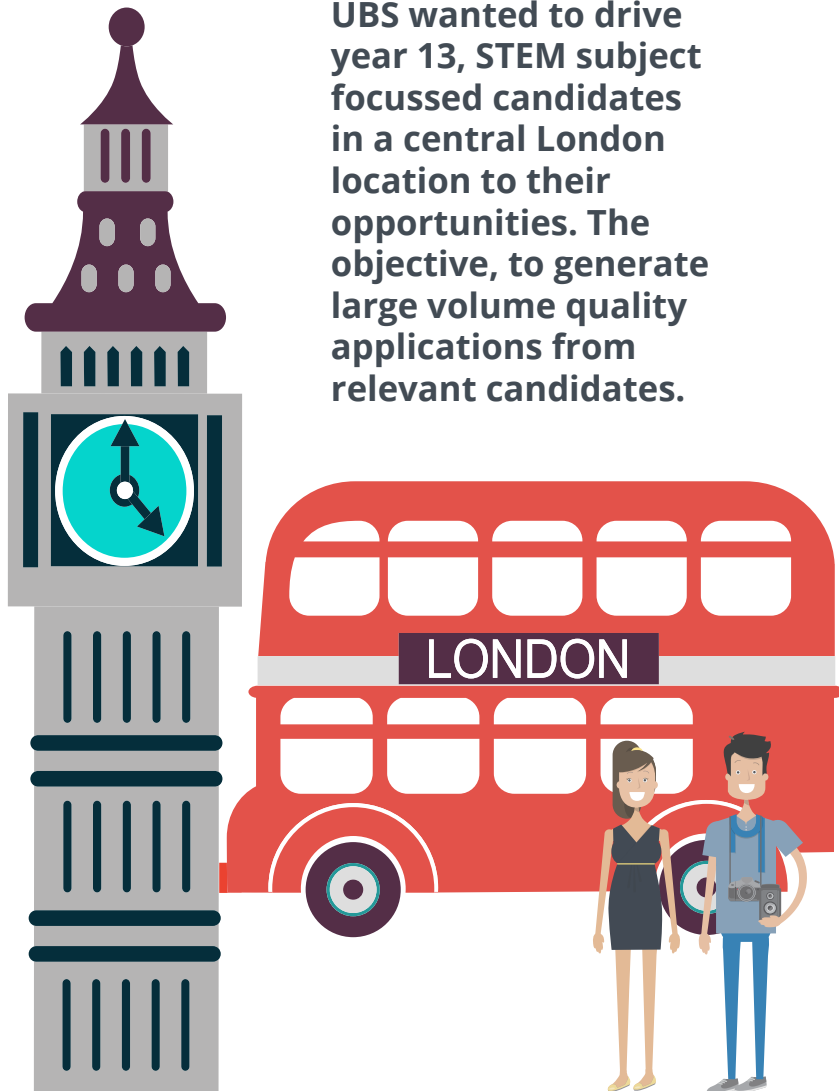
Registrations per month

UBS Performance optimised.

UBS wanted to drive year 13, STEM subject focussed candidates in a central London location to their opportunities. The objective, to generate large volume quality applications from relevant candidates.

The candidate journey was a key consideration for the campaign's success by UBS. The vacancies were placed on GetMyFirstJob to maintain a familiar route to application for the individuals.

A bespoke landing page was constructed to capture high quality candidate website traffic and direct individuals to UBS' vacancies. The result? Exponential growth and high volume applications achieve.



THE RESULTS?

2

Vacancies posted

1

Landing pages created

1

Targeted emails sent

235

Emails received

65.53%

Open rate

8.09%

Click rate

453.33%

Percentage increase in applications from website presence.

OBJECTIVE ACHIEVED



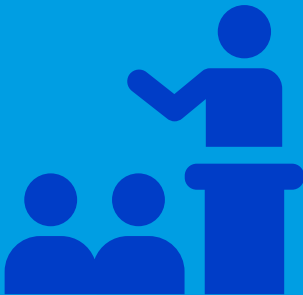
Engagement boosting.

We don't limit ourselves to conventional marketing and neither should you. When you have something good to say, say it! Getting in front of the individuals that count with the information that counts is what we do.

SO WHY NOT TRY US OUT WITH SOMETHING A BIT DIFFERENT?



School talks.



Successful career guidance often starts at school. Which is why we prefer to be front of class when explaining what we do; offering a foundation for student decision making and allowing them to choose right for their career first time.

Careers broadcasts.



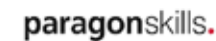
Reaching young emerging talent is key to successful communication. That is why we support a range of sectors and brands to get career advice and heard by candidates nationally.

Custom applications.



In conjunction with the TalentPortal, we can deliver custom websites and application processes to meet your exact needs. These application forms provide solutions from one off events to complex applications with eligibility checking and candidate feedback built-in.

Who trusts us?



“GetMyFirstJob provide a professional and tailored service. They are keen to listen, quick to respond and considerate of your business needs. They understand the market very well and do their best to deliver a campaign above and beyond your expectations. Overall a pleasure to work with, whilst yielding some great results.”

Faye Sawyer
McDonald's Restaurants Ltd

“We have only recently started working with GetMyFirstJob, but the two apprenticeship campaigns that we have worked on with them so far, for Nestlé and O2, have performed extremely well. We will certainly be including GMFJ in proposals for similar campaigns going forward.”

Steve Johnson
Sparks Career

“ I am hugely impressed with their site, the returns we have achieved over the campaigns we have run, but most of all their willingness to work with us to ensure a campaign's success. Equally they are eager to listen to suggestions from us as to how we can improve candidate journey and have implemented several changes to their site structure on this basis. I would happily recommend their use in this space.”

Sharron Fowler
Penna

Rate card.

Onsite applications.

Branded company profile	List Price	MtW Price
With vacancy listings	£350 pcm	£245 pcm
Sponsored Vacancy Listing	£350 pcm	£245 pcm
Brand promoters		
Homepage feature	£400 pcm	£280 pcm

Application management.

Managed recruitment	List Price	MtW Price
Per vacancy	£495	£345
Per day	£220	£155

Tailored email campaigns.

Targeted email campaign	List Price	MtW Price
Creation and setup	£350	£245
Per 1000 recipients	£150	£105
Candidate email feature	£550 pcm	£385 pcm
Career advisor email feature	£550 pcm	£385 pcm

WHY NOT TALK TO YOUR MARKETING SPECIALIST NOW?

Call our team on:

Office: 023 9387 6400

Email: info@thetalentpeople.co.uk

