Our services

TMP

For more information, please click here

Candidate sourcing & engagement
Assessment services
Creative services incl video
Digital design & production
Technology incl web development
Social Media Strategy
Search (PPC) team
Media planning & buying team
Social Media Advertising (SNAP)
Campaign management
Candidate management

Your team

Ally Bernardo
Client Manager
07957 824 247
ally-anne.bernardo@tmpw.co.uk

• Campaign or strategic based advertising support
• Senior, complex, ‘hard to fill’ or high volume roles
• Explores alternative routes to market and cost efficiencies
• Oversees and ensures overall service meets your expectations

Luke Moss
Client Service Co-ordinator
020 8501 9709
luke.moss@tmpw.co.uk

• Day to day transactional support
• Media advice
• Quotes
• Provides proofs
• Manages advertising placements
Snapshot of steps to success

Campaign Measurement (CM/MI)

- Monitors its campaign effectiveness against key objectives
- Optimises campaign performance
- Maximises return on investment

CM/MI is strongly recommended when advertising on 3 or more online channels. Costs are dependant on the types and number of media platforms being used, please ask for further details.

Executive Search & Specialist Sourcing

- A retained, thorough and senior level search
- Focuses on a fresh talent search for every assignment
- No ‘little black book’, no recycled candidates, no sales environment
- Reduced costs (compared to traditional head-hunting approaches)
- Inclusive of Social Media advertising
- Inclusive of OP Assessment

Costs are tailored to individual projects and are typically 50% that of standard agency fees.

Example Dashboard

SignPosting

A light touch alternative to Exec Search and Specialist Sourcing. Signposting involves:

- Identification of a set number of suitable candidates (targets)
- Design and creation of brand led communication
- Engagement with candidates over a two to four week period to field questions and encourage applications
- Production of a market search report based on candidate feedback

<table>
<thead>
<tr>
<th>30 targets</th>
<th>£1,500</th>
<th>75 targets</th>
<th>£2,800</th>
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<tbody>
<tr>
<td>50 targets</td>
<td>£2,200</td>
<td>100 targets</td>
<td>£3,300</td>
</tr>
</tbody>
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‘Register Your Interest’ (RYI) Portal

- Short, mobile optimised form
- Reduces dropout rate from candidates transferring to a PC to apply
- Engagement with your Recruitment team at an earlier stage of process leads to increased number of applications
- E.g: Register Your Interest Portal Example

Cost: £150 per portal (cost for use on microsite may differ)

SNAP (Social Network Amplification Platform)

- Builds reputation with passive audience in their social space
- Reaches out to individuals who may be open to changing roles, but not actively job hunting
- Targeting based on JD/advert
- Design and creation of brand led visuals
- Engagement encouraged in the form of shares/retweets, likes/reactions, comments and clicks
- Optimisation after 1 week of activity to ensure productive use of budget

Costs are tailored to individual projects and start from £1,850.

SNAP+

- Includes use of AI to interrogate Big Data
- Enables engagement via email with an additional pool of suitable candidates

Costs are tailored to individual projects and start from £2,850.

Case Studies
The advertising process

Identify need for advertisement

Send advertising request, JD/PS/advert & budget to TMP

Standard Advert

Re-advertisements/Senior/’Hard to fill’ roles

Up to 48 hours

TMP: Liaises with media to obtain stats/cost

Up to 5 working days

TMP: Takes phone brief from client and hiring managers

Completes attraction briefing form and liaises with media put together attraction strategy

Copy requirement?

TMP: Liaises with Copy Writer

QA then sends copy to client

Written sign-off/approval & PO provision

Written sign-off/approval

TMP: Records order on system

Books media space

Dispatches advert and logos to media

ADVERT APPEARS

TMP: QA & provides client with live links

*dependant on resource availability
we’re tmp.worldwide

we help employers recruit and engage the right talent

@tmpworldwideuk

TMP Worldwide UK