

HUDSON DIGITAL SOLUTIONS (HDS)

Bespoke online advertising

Hudson

Great people. Great performance.

HDS DIGITAL PREMIUM +

Bespoke job advertising and promotion options to meet your specific needs. Ask Hudson to design and cost the optimum solution to ensure you attract the right talent and promote your employer brand.

DIGITAL ADVERTISING

- ▶ Bespoke digital advertising campaigns (outside job websites) based upon target audience demographics and behaviours
- ▶ Retargeting campaigns based upon audience behaviours



PAY-PER-CLICK CAMPAIGNS

- ▶ Job vacancy promotion on search engines (eg Google) gives your roles and brand prominence on job search results
- ▶ Fixed budget



EMAIL CAMPAIGNS

- ▶ Targeted email campaigns to jobseekers delivered through established job website databases



BESPOKE SOCIAL MEDIA CAMPAIGNS

- ▶ Posting on LinkedIn, Twitter and Facebook
- ▶ Social media advertising



BRANDED MICROSITE

- ▶ Dedicated URL
- ▶ Fully compliant with your brand guidelines
- ▶ Multiple pages providing in-depth information on your roles and company
- ▶ Optimised for search engines
- ▶ Video and animation embedding options
- ▶ Applications managed by Hudson or integrated into your own applicant tracking system (where appropriate)



All advertising and promotion options are subject to availability.