

Feature	Benefit
<p>Where we advertise:</p> <ul style="list-style-type: none"> • Online job boards • Social media - Facebook, Twitter, LinkedIn 	<p>Reaching a wider audience where active & passive candidates are. People are simply not using the newspapers anymore.</p> <ul style="list-style-type: none"> • Millions of candidates register here • First port of call for job seekers • Clients benefit from our discounted recruiter rate cards. • You have access to millions of people, targeted to geographic locations.
<p>Simple process</p>	<p>Easy as 1-2-3</p> <ul style="list-style-type: none"> • Choose the best suited package: £185, £295, £595, or Volume Value • Send us the job description and book a campaign • You receive CVs direct to your inbox daily or weekly
<p>Long form copy</p>	<p>Job boards have the capacity for much higher word count than newspaper advertising.</p> <ul style="list-style-type: none"> • This means we add more job specification information to attract more people with the relevant experience and qualifications • This also allows us to write in a style that can use appropriate language to appeal to certain behavioural types rather than short, bland sentences to keep costs down.
<p>Copy professionally written - you provide the job specification, we write the advert</p>	<p>Saves time plus:</p> <ul style="list-style-type: none"> • Our copy writers are professional recruiters with a good understanding of human behavioural styles. • This means that we use proven NLP (Neuro-Linguistic Programming) and psychological profiling to attract the type of people you are looking for by using appropriate language patterns. • We also understand how to use keywords and phrases to best exploit the algorithm patterns, and candidate search phrases, used on the job boards.
<p>Collate & send CVs</p>	<p>All applicant CVs are sent directly to your inbox on a daily or weekly basis.</p> <ul style="list-style-type: none"> • You are better able to manage your time as you will not be distracted by individual alerts each time somebody applies. • Instead, you will receive the CVs in one bulk email so that you can deal with them at the time you have scheduled into your day/week to handle the recruitment process.

<p>Easy upgrade to initial screening service</p>	<p>Still as easy as 1-2-3</p> <ul style="list-style-type: none"> • If you have a large volume of responses or are struggling to find the time to screen, and respond to, applicants you can upgrade to the £595 package. • This means that we screen out the unsuitable candidates and send them rejection correspondence. • This leaves you with time to respond to the most suitable candidates and get them in for interview quickly.
<p>Volume value</p>	<p>Saves money if you recruit regularly</p> <ul style="list-style-type: none"> • If you advertise more than 5 roles per year you can access even greater discounts and value. • Companies purchasing 100+ adverts for the year pay just £95 per credit.
<p>Access to professional advice & guidance</p>	<p>Our Team has over 20 years' experience working in recruitment and are at hand through every stage of your campaign.</p> <ul style="list-style-type: none"> • So, we have advice and guidance available if you encounter problems. • This may be simply advice on current salary benchmarks or you may want some top tips on reducing interview no-shows or how to improve your internal recruiting processes.
<p>No placement fees</p>	<p>Any candidates sourced through your R123 campaign are not subject to placement fees - even if you make multiple hires!</p> <ul style="list-style-type: none"> • The price for the advert is all you pay – we have no other hidden costs!