

Client-Branded Advertising

Strengthen your brand. Increase response. Hire effectively.

A flexible recruitment marketing service that promotes your vacancies under your brand, helping attract stronger applicants, build trust and reduce recruitment administration.

Who is it for?

- Operational, frontline, generalist and volume-hire roles
- Employers looking to reduce recruitment costs and admin
- Businesses wanting to strengthen their employer brand and EVP

What's included?

We create and manage a branded campaign that:

- Converts your job description into a compelling, SEO-optimised advert
- Features your logo, imagery and messaging
- Promotes the vacancy across CV-Library, Reed, Totaljobs and Indeed
- Provides analytics and source reporting
- Screens applicants and presents qualified candidates
- Gives you access to a candidate portal, reducing inbox administration

The benefits

- Candidates know they are applying directly to your business
- Every applicant receives a professional response
- Up to 60% more applications than unbranded or generic adverts
- Premium visibility through featured listings and optimised content
- Your team saves time by focusing on relevant applicants
- The campaign can remain advertising-only or move into a full recruitment process

Process

1. Brief and branding
2. Advert creation
3. Multi-board campaign launch
4. Applicant screening and responses
5. Shortlist handover

Costs

Service Feature	Advertising Only £700 + Vat	Advertising & Sifting £925 + VAT	Advertising & Vetting £1,495 + VAT
Professionally written job advert	✓	✓	✓
Company branding and featured advert (28 + days)	✓	✓	✓
4 x Premium Job board advertising	✓	✓	✓
Advert posting and campaign management	✓	✓	✓
Applications managed by ARV Solutions		✓	✓
Applicant response management		✓	✓
CV review and sifting		✓	✓
Candidate shortlisting		✓	✓
Access to secure candidate portal		✓	✓
Campaign and application report		✓	✓
Salary and availability checks			✓
Telephone and vetting interviews			✓
Detailed candidate summaries			✓
Fully vetted shortlist			✓

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Where do we advertise?

	CV Library - Featured job	Totaljobs – Premium Advert	Reed – Featured job	Indeed - Sponsored job
Average performance increase	Up to 60% more applications when compared to a standard advert	Up to 16% increase in applications when compared to a recruitment agency advert	Featured credits deliver around 18% more views and 15% more applications compared to Premium ads	Sponsored Jobs posted directly on Indeed have 5.1% more impressions than non-sponsored jobs & 3.7% more applications
Number of days live	28	28	28	Up to 28
Company profile page	✓	✓	✓	✓
Job badge on advert	Featured	Premium	Featured	
Appear top of search results	✓			
Company branding on advert	Client logo	Client logo Hero image Background colours Video Static images	Client logo Banners Video Images	Client name or logo
Dual branded advert	✓	✓	✓	
Promoted across partner sites	✓	✓	✓	Glassdoor and Tech Network if threshold met
Included in job alert emails	✓	✓	✓	✓

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