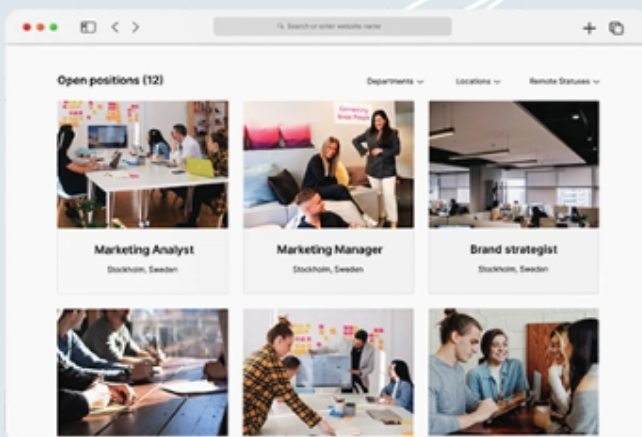


# Jobtip Social Recruiting



While you're experts in choosing the right candidates, we're experts in finding them.



Millions of users hang out on social media daily - and so does Eterni's next co-workers. We help you target your recruitment ads to the right group of potential candidates on platforms such as Instagram, Facebook and LinkedIn. With experience from over 100,000 recruitment campaigns, Jobtip helps you achieve higher accuracy and lower costs-per-hire.

## 6 steps to the right candidates

**1** We identify the target group by retrieving information from Facebook, Instagram, Twitter, Google, LinkedIn, cookies, websites, digital user behavior and retargeting.

**2** Our skilled marketers produce a landing page and social media ads based on your graphic profile, which are then targeted towards relevant social media users.



**3** We always test several different ad variants against each other for about 48 hours to see which one the target group likes the most - a so-called A/B test.

**4** Once the A/B test is complete, the results are analyzed and the winning ad receives full exposure for the remainder of the advertising period.

**5** The ad is constantly optimized so that it maintains a strong delivery towards the target group throughout the period.

**6** When the campaign has ended, you will receive a statistical report that you evaluate together with your Jobtip contact person.

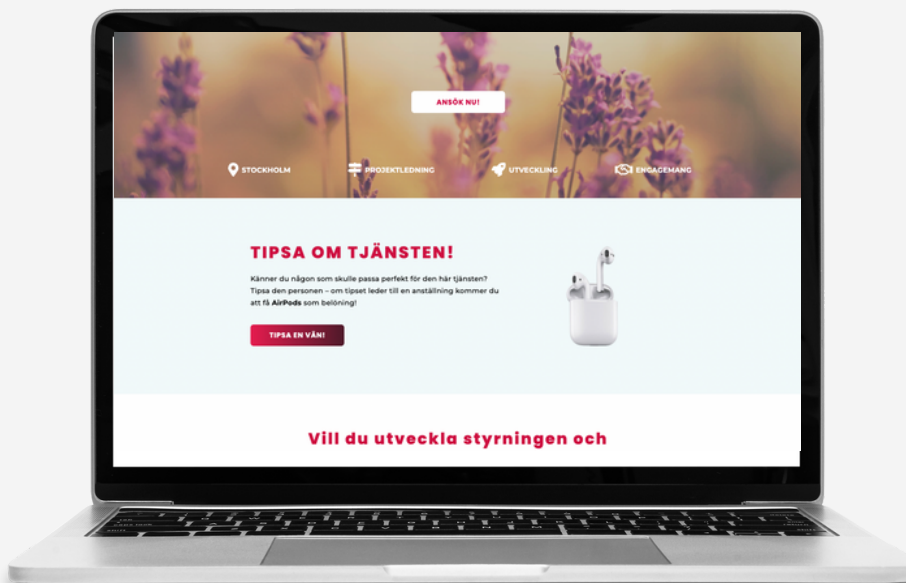
## We reach the right candidates

By using Jobtip's services, we ensure that you always reliably reach the right candidates. Via our various key functions, such as our tips service, we can reach out to relevant candidates' networks. With the help of our mobile application, which is automatically connected to LinkedIn, we make it easy for candidates to apply to your vacant positions.

## Optimized landing pages

One of the most important features of our landing pages is the re-targeting technology. We operate the same way as e-commerce retailers do: to cost-effectively remind candidates who have shown interest in your job ads or career page to return to your ads and apply for the position.

Only 2% of candidates choose to apply when they see the ad for the first time in their feed. With the help of retargeting on Facebook, Instagram, Google, etc., we are able to increase the number of quality applications for you.



# We help you create attractive job ads



## Job ads

A targeted job ad on three media channels; Facebook, Instagram, and LinkedIn, with full exposure for three weeks.

Price: 9 900 SEK

## LinkedIn Jobslot

LinkedIn Job Slot ensures that your job is always visible to your target audience on LinkedIn.com, the app, and email campaigns.

Price 2 weeks: 2 000 SEK

Price 3 weeks: 3 000 SEK

## Social Media Boost

Do you need a boost for your recruitment campaign?

The boost is suitable, among other things, for those of you who know that you have a hard-to-recruit position or need to reach out to a larger geographical area.

Price: 4 900 SEK

## Job branding

With our Job Branding add-on service, our skilled copywriters write appealing ad copy to attract the right candidates and increase the number of applications.

The result is attractive and eye-catching job ads that stand out from the crowd!

Brand new ad copy incl. interview: 4 000 SEK

Rewrite existing ad copy: 2 500 SEK