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TALENT IN **TECH**NICOLOUR
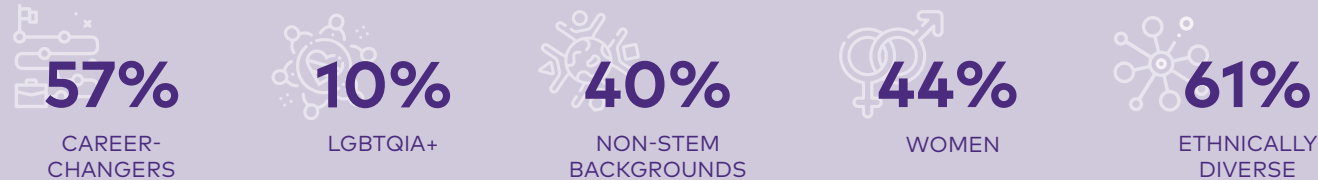
BESPOKE MARKETING CAMPAIGNS

SOLVING GLOBAL PROBLEMS WITH TALENTED PEOPLE

BESPOKE MARKETING CAMPAIGNS

_nology is a tech training and talent provider. We create and deliver world-class, diverse tech talent for businesses globally.

We break down perceived barriers so the highest potential individuals can enter the tech sector, regardless of their background. Our marketing, assessment, training, and support strategies enable them to find a career in which they can truly thrive, meaning we can deliver best in class tech talent. Our marketing team work to ensure our messaging is reaching the right people, proven by the fact that we have a 98% success rate of filling roles within the tech sector with our course _nologists.

HEADLINE STATS:

57%	**10%**	**40%**	**44%**	**61%**
CAREER-CHANGERS	LGBTQIA+	NON-STEM BACKGROUNDS	WOMEN	ETHNICALLY DIVERSE

We offer bespoke, multichannel advertising campaigns to guarantee we reach an audience that these opportunities would otherwise be inaccessible to, fulfilling the needs of the client whilst promoting diversity and inclusion at every stage We specifically target underrepresented groups, including women, ethnically diverse individuals, the LGBTQIA+ community, and those from underprivileged backgrounds. By marketing directly to these groups, we are able to dispel myths around working in the tech sector and pave the way for the future workforce through representation and equality.

While each region/ talent pool is slightly different, we've had great success with using a combination of image ads, sponsored messaging, lead gen forms, and dynamic creative ads to reach and connect with relevant individuals when promoting job opportunities.

WE TARGET USING THE FOLLOWING CRITERIA:

- Location
  (including commutable distances)
- Skills
- Current or past roles
- Employer

We also build and run separate campaigns, specifically targeted at LinkedIn users who a) have the skills relevant for the job opportunities, and b) have an interest in the company specifically. This audience is usually incredibly small, but, if it's large enough for LinkedIn to allow a paid campaign to run, then these users are very likely to respond to ads, with the added benefit that they are already invested in the company brand, thus increasing the likelihood of employee retention.

We use the same criteria to reach out to our LinkedIn connections directly. We have over 500,000 first-degree LinkedIn connections of tech-skilled individuals who are 3x more likely to respond than non-connections.

In order to ensure our campaigns are as inclusive as possible, we utilise a diverse range of imagery and content to reflect the communities we want to engage with. This enables us to attract a diverse range of applications from underrepresented backgrounds, LBGTQIA+ individuals, women in tech, and ethnically diverse individuals.

The aim of our paid campaigns is to encourage people from the following categories to apply to roles we are recruiting for on behalf of our clients:

- Women
- Ethnically diverse individuals
- LGBTQIA+ individuals
- Non-STEM
- Career-changers

COBRANDING EXAMPLE:

THINKING OF A CAREER-CHANGE?

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_nology.io Regardless of your background or previous experience, there's space in tech for you!

In partnership with ASML, we'll give you the coding skills you need to pursue a role in their tech team. You'll embark on 12 weeks of remote training, learning everything you need to know in order to kickstart your career as a technologist at ASML, with plenty of support from us along the way...

#techjobs #techtraining #retraining #employeeretention #upskilling

POWERED BY
_nology
TALENT IN TECHNICOLOUR

1 DAY AGO

Add a comment...   Post

REACHING MORE PEOPLE

ALL ADVERTS AND ORGANIC SOCIAL MEDIA WILL BE SHARED BY OUR CSR PARTNERS, FURTHERING OUR REACH TO UNDERREPRESENTED COMMUNITIES AND ENCOURAGING A DIVERSE TALENT POOL TO APPLY.

GOOGLE SEARCH AND MICROSOFT SEARCH NETWORK

Campaigns run on both the Google and Microsoft search networks. Campaigns are grouped by the audience they will be targeting. Ad groups will then be based on the relevant keywords group. Ad groups will be adjusted continually to be inclusive and far-reaching.

WEBINARS

We've had great success in using targeted campaigns to attract individuals to our company events/webinars. We use a combination of Facebook, Instagram, and LinkedIn or display marketing (depending on the types of individuals we require). For example, Instagram is useful in attracting younger individuals who may be interested in a career in tech but don't know where to start, whereas LinkedIn or display ads can be a great way to target people in specific roles who may want to retrain or upskill.

By interacting directly with these talent pools during events, and being available to answer questions, we can build highly engaged and relevant audiences for very niche and specific talent.

GOOGLE DISPLAY/ MICROSOFT DISPLAY

Display network ads enables us to target users based on their online behaviour, eg websites they visit, demographics, behaviour, interests etc. Display networks are utilised to showcase adverts to underrepresented audiences - this is done by adjusting bids to ensure adverts are displayed on the relevant sites these communities connect with:

- Users visiting job sites like Diversity Job Site, Women's Career Channel, Ethnic Job Site, Vercida UK etc
- Users visiting relevant charities, communities, and support resources online

SUPPORTING CONTENT

Using visuals alongside job ads and replacing pull-through images on links to branded images improves engagement rates on LinkedIn. This means more people will like and interact with the post, and it then appears in more and more people's feeds, thus extending our reach and improving both the volume and quality of applications.

PREVIOUS COBRANDED CAMPAIGNS

Cobranding aids diversity due to the increased likelihood of job security; it also enhances clients' employer brand and allows them to reach audiences they may not normally have access to improving both the volume and quality of applications.
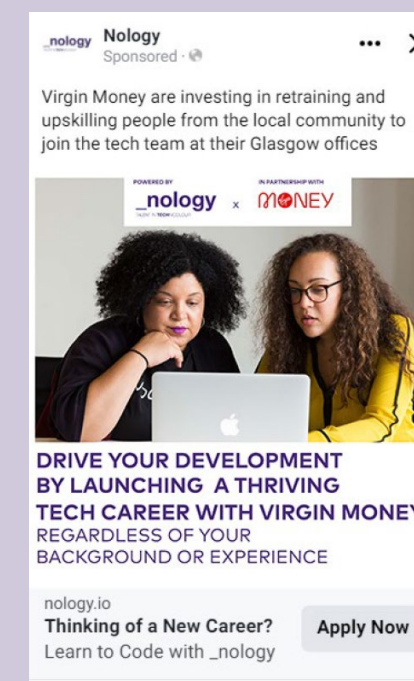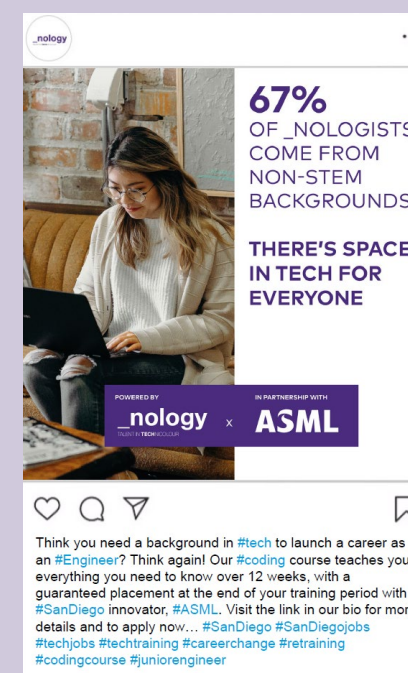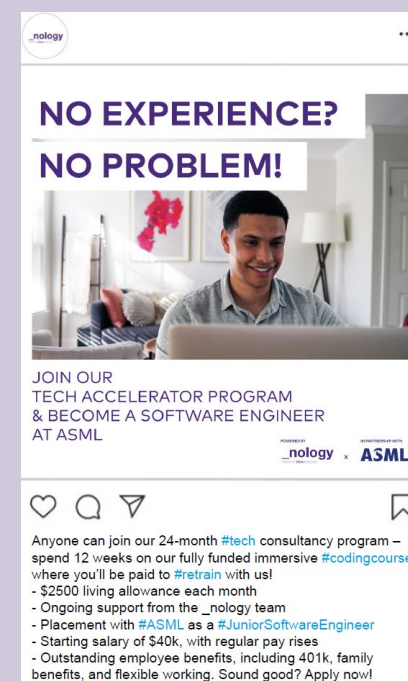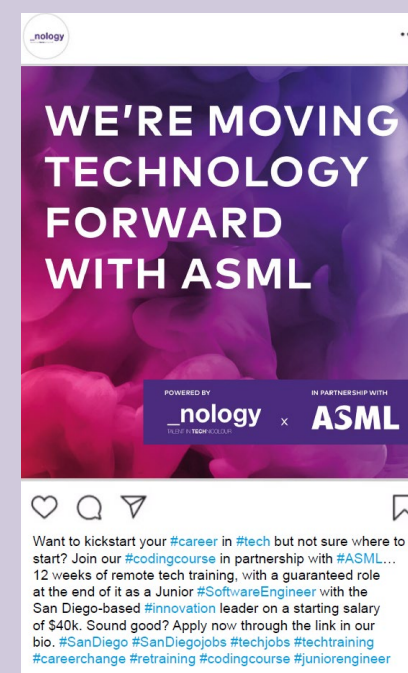
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MAKING TECHNOLOGY BETTER, **TOGETHER.**

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