

# What does the running of a single digital employment campaign include?

## 1. Campaign planning and preparation

- analysis and identification of the target group based on the requirements of the specific job position and the client's specific expectations
- design of the campaign's visual identity, taking into account materials provided by the client (includes the preparation of 6–8 creative graphic proposals)
- preparation of communication content for advertisement on social media
- assistance in composing a qualification questionnaire by experts in employment and digital marketing, aimed at easier candidate selection
- preparation and posting of the job advertisement on the Optius job portal

## 2. Adjustment based on feedback

- incorporation of client feedback and subsequent campaign upgrades or adjustments
- preparation of new or improved content within the same campaign, in line with the proposed changes

## 3. Targeted advertising

- development of an advertisement aimed at precisely selected target groups, including budget planning for advertising on social media
- management of a 14-day advertising campaign on Facebook and Instagram

## 4. Candidate management

- automated collection of applications and review of candidates

## 5. Access to candidate data

- access to candidates' contact information (email address, phone number) and their responses from the qualification questionnaire

## 6. Candidate communication

- notification of all applicants, including those who were not selected

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with a digital recruitment solution.

