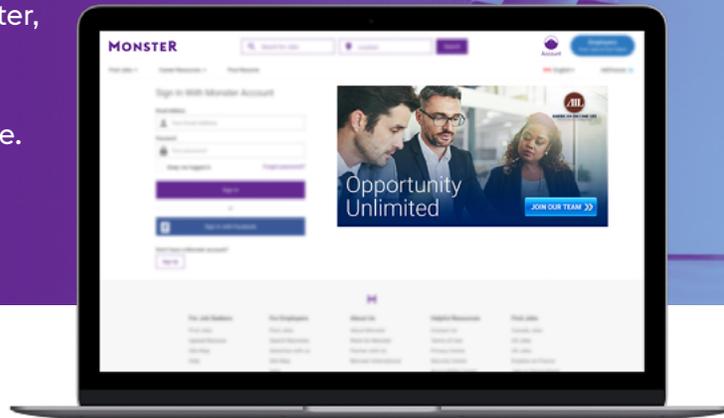


EMPLOYER BRANDING SOLUTIONS

# ONLINE VISIBILITY CAMPAIGNS

Get everyone to see how amazing you are!

At The Foundry by Monster, we put together Online Visibility Campaigns to make your brand shine.



## In the right place at the right time.

Now that your Employer Value Proposition and career website truly reflect your company's identity, you are ready to start promoting through every possible avenue.

Our Online Visibility Campaigns rely on sites such as Google, Instagram, Facebook and Monster to help you make the most of your amazing employer brand and career website.

Each audience has its own unique habits and, in order to get in front of them, you need the right media blend. Partnering with The Foundry, you are teaming up with big players:

**Monster** gives you premium access to engaged candidates with multi-channel

campaigns placed on Monster and on affiliated sites so you can attract the right candidates faster.

**Google** gives you access to millions of users.

**Facebook** and **Instagram** are two of the most effective platforms to reach out specific audiences with extremely precise targeting.

We make them work for you.

## Online Visibility Campaigns include:

- Audience definition
- Media buying (Monster, Google, Facebook et Instagram)
- Optimization
- Reporting
- Ad creation

THE **FOUNDRY**<sup>™</sup>  
BY MONSTER

**MONSTER**  
FIND BETTER

# Trust your employer brand to a proven performer

## MONSTER

FIND BETTER

For 20 years, Monster has been gathering job seeker data. How they think, how they behave, how they convert. No one else can build and execute your employer recruitment projects the way we can.

**THE FOUNDRY** by Monster is a big-idea, good-enough-is-not-enough team of digital strategists and solution experts from Monster. As an Employer Branding Agency, we help recruiters and HR professionals across North America forge their employer brand, tell their story and fortify their recruitment marketing. And we'd be delighted to play a part in your recruiting success.

### What our clients have to say

*"Their team of digital experts and strategists provide critical insight, which allows us to make calculated and quick decisions. The passion they bring to every meeting helped bring our employer brand to life. The Home Depot of Canada holds The Foundry in high regard as they have proven themselves to be true partners."*

– Home Depot

To jumpstart your employer brand, contact your Monster Representative or visit [bythefoundry.com](http://bythefoundry.com).

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Employer Branding Agency