



MARKETING & BRAND

IGNITE Marketing and Brand is aligned towards driving strategic talent acquisition initiatives via targeted and digitally-enabled campaigns and best practices. Driven by next generation innovation, we are transforming workforce quality globally.



EXPERIENCE-CENTERED, DIGITALLY ALIGNED

We are transforming workforce quality and talent acquisition experiences globally.

IGNITE Marketing and Brand builds compelling employer brand stories, leveraging power of digital media, creative collateral, and strategic campaigns to help provide a consistent candidate experience.

Our user-experience focused approach engages candidates and culture carriers to help increase brand visibility, while attracting the right candidates at the right time.

IGNITE Marketing and Brand focuses on developing candidate-aligned recruitment marketing solutions that enhance your employer brand.

Our IGNITE Marketing and Brand practice is supercharged by our own internal digital agency, AGS Digital Studios, allowing us to produce high-quality video, landing pages and career sites for our clients.

KEY SERVICE FEATURES

We offer a flexible combination of marketing services to fit your exact needs and work with your corporate marketing and brand teams as needed to ensure brand compliance and seamless integration.

- 1 **Employer Brand Strategy** – Attract the right talent in the market place
 - Employer Brand Analysis
 - Employer Value Proposition
 - Career Site Development
- 2 **Digital & Social Marketing** – UX design connecting with candidates in the right channels
 - Digital Advertising
 - Media Buying & Job Distribution
 - Social Media Management
- 3 **Employee Advocacy** – Leverage the networks of employees to reach new markets
 - Brand Ambassador Program
 - Social Media Training
 - Content Management
- 4 **Content Management & Cultivation** – Fresh content that builds new talent pools
 - Video
 - Content Marketing
 - Design
- 5 **Strategic Campaign Management** – Engage and connect with different candidates in different markets
 - Micro Sites and Landing Pages
 - Campaign Management
 - Campaign Insight



IGNITE CONSULTING

MARKETING & BRAND



AGS PRODUCT OFFERING OVERVIEW

OUR DIRECT BUSINESS IMPACT

Our marketing solutions bring employer brands to life, helping to deliver measurable recruiting results.

- We help organizations become employers of choice by impacting candidate's moments of truth and creating culture champions.
- Through tailored and effective marketing solutions, we enable organizations to continuously build quality talent pipelines for future career opportunities.
- Our award-winning marketing team helps our customers improve their candidates experiences and build brand advocates.

CLIENT PROOF POINTS

Our candidate experiences are powered by a robust technology platform and backed with years of experience as a leader in recruitment. We have what it takes to influence and implement change when in your organization.



CA Technologies

Global Employer
Brand Strategy
Development and
Execution

Key Achievement:

3x winner of CandE
awards



DXC Technology

Social Media and
Job Description Best
Practice Training

Key Achievement:

Increase in the talent
community of job
candidates from just
over 2,000 members
to more than 137,000
in a three year period



Vyair

Core Recruitment
System Set-Up:
Career Site, ATS, CRM

Key Achievement:

49.46% conversion
rate for site visitors
viewing individual job
pages

ABOUT US

Allegis Global Solutions (AGS), an Allegis Group company, is a leader in global talent solutions. We have reimagined the human work experience. Through decades of industry experience, and with services across 60+ countries we understand what it takes to consult, design and build successful workforce management solutions regardless of the workforce category.

Whether our customers require an MSP, RPO, Services Procurement (SOW), Freelance solutions or a combination of services either regionally or globally, AGS has the experience, state-of-the-art technology and sustained investments in innovation to ensure your workforce solutions will make your company better.

Contact us to discuss how AGS Consulting services can guide you on your digital transformation journey.



LEARN MORE AT

www.allegisglobalsolutions.com