



## EMPLOYER BRANDING TOOLS

Employer branding is a relatively new direction in talent acquisition and has gained momentum during the last couple of years.

Helping businesses to promote their employer brand has always been in our spotlight. We offer tools and services to increase hiring effectiveness, target the best candidates and increase employer brand exposure in the labor market.

The below table contains information about different types of coverages our team creates and publishes on StaffMedia platform <https://staff.am/staffmedia/>.

### PRESS RELEASE CREATION

- Compiling press release text based on general input from the employer
- Creating and publishing the article on **StaffMedia**
- Publishing and advertising the article on **STAFF.AM's** social media (Facebook, LinkedIn, Instagram) as well as via our Telegram channel

[View example](#)

Starting from  
**\$299**

### READY-MADE MATERIAL PROVIDED BY THE EMPLOYER

- Editing materials and photos provided by the employer
- Creating and publishing the article on **StaffMedia**
- Publishing and advertising the article on **STAFF.AM's** social media (Facebook, LinkedIn, Instagram) as well as via our Telegram channel

[View example](#)

Starting from  
**\$459**

### PHOTO COVERAGE - ARTICLE AND PHOTO SHOOTING

- Visiting employer's office
- Interviewing team and/or management, photo shooting
- Creating and publishing the article based on interview and photos
- Creating and publishing the article on **StaffMedia**
- Publishing and advertising the article on **STAFF.AM's** social media (Facebook, LinkedIn, Instagram) as well as via our Telegram channel

[View example](#)

Request a quote

### VIDEO COVERAGE

- Visiting employer's office
- Video shooting based on preliminary agreed script and structure
- Creating the video
- Publishing and advertising the video on **STAFF.AM's** social media (Facebook, LinkedIn, Instagram) as well as via our YouTube and Telegram channels

[View example](#)

Request a quote

### VIDEO AND PHOTO COVERAGE WITH ARTICLE

- Visiting company's office
- Video shooting based on preliminary agreed script and structure
- Photo shooting in the office
- Creating the video
- Creating and publishing the article on **StaffMedia**, containing the video and photos
- Publishing and advertising the video on **STAFF.AM's** social media (Facebook, LinkedIn, Instagram) as well as via our YouTube and Telegram channels

[View example](#)

Request a quote

### EVENT COVERAGE

- Visiting company's office or the event location
- Event photo and video shooting
- Creating the video
- Creating and publishing the article on **StaffMedia**, containing the video and photos
- Publishing and advertising the video on **STAFF.AM**'s social media (Facebook, LinkedIn, Instagram) as well as via our YouTube and Telegram channels

[View example](#)

Request a  
quote

### BRANDBOOSTER

- Article about company
- Best office (*photo shooting, article format*)
- Banner on **STAFF.AM** jobs page

\$2499

*All prices include VAT. Date of issuance of this pricing offer is 01.05.2023*

Every Employer Branding project is unique. We will be happy to discuss your needs and come up with a customized offer. Please send an email to **hello@staff.am** or call **+374 11 900 901**.