



## 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 content our team creates and publishes on [staffmedia.am](https://staffmedia.am) media platform.

### PRESS RELEASE PUBLISHING

- Creating and publishing the article on **staffmedia.am** based on text and visual
- Publishing the article on **STAFF.AM**'s social media (Facebook, LinkedIn, Instagram) as well as via our Telegram channel. Paid promotion on Facebook and Instagram.

[View example](#)

**AMD 49 000**  
+VAT

### 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](#)

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### PHOTO COVERAGE - ARTICLE AND PHOTO SHOOTING

- Visiting employer's office prior the photo shoot and interview day
- Interviewing team and/or management, photo shooting based on preliminary questionnaire provided
- Creating and publishing the article on **staffmedia.am** based on interview and photos
- Publishing the article on **STAFF.AM**'s social media as well as via our Telegram channel. Paid promotion on Facebook and Instagram.\*

[View example](#)

AMD 238 800  
- 310 800  
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### ARTICLE AND VIDEOSHOOTING

- Visiting employer's office prior the videoshoot and interview day
- Video shooting based on preliminary agreed script and structure
- Producing the video
- Creating and Publishing the article on staffmedia.am based on interview and video
- Publishing the article on **STAFF.AM**'s social media as well as via our Telegram channel. Paid promotion on Facebook and Instagram.\*

[View example](#)

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- 454 800  
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### VIDEO AND PHOTO COVERAGE WITH ARTICLE

- Visiting company's office prior the photo and video shoot day
- Video shooting based on preliminary agreed script and structure
- Photo shooting in the office
- Producing the video
- Creating and publishing the article on **staffmedia.am**, containing the video and photos
- Publishing and advertising the video on **STAFF.AM**'s social media as well as via our YouTube and Telegram channels. Paid promotion on Facebook and Instagram.\*

[View example](#)

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\* Placing a free of charge banner on staff.am web and mobile for 7 days.

### 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 as well as via our **YouTube** and **Telegram** channels. Paid promotion on Facebook and Instagram.
- Placing a free of charge banner on staff.am web and mobile for 7 days.

[View example](#)

Starting from  
**AMD 178 800**  
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### BRANDBOOSTER

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

**AMD 490 000**

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**.



www.staff.am



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