



formerly  
The IT Job Board



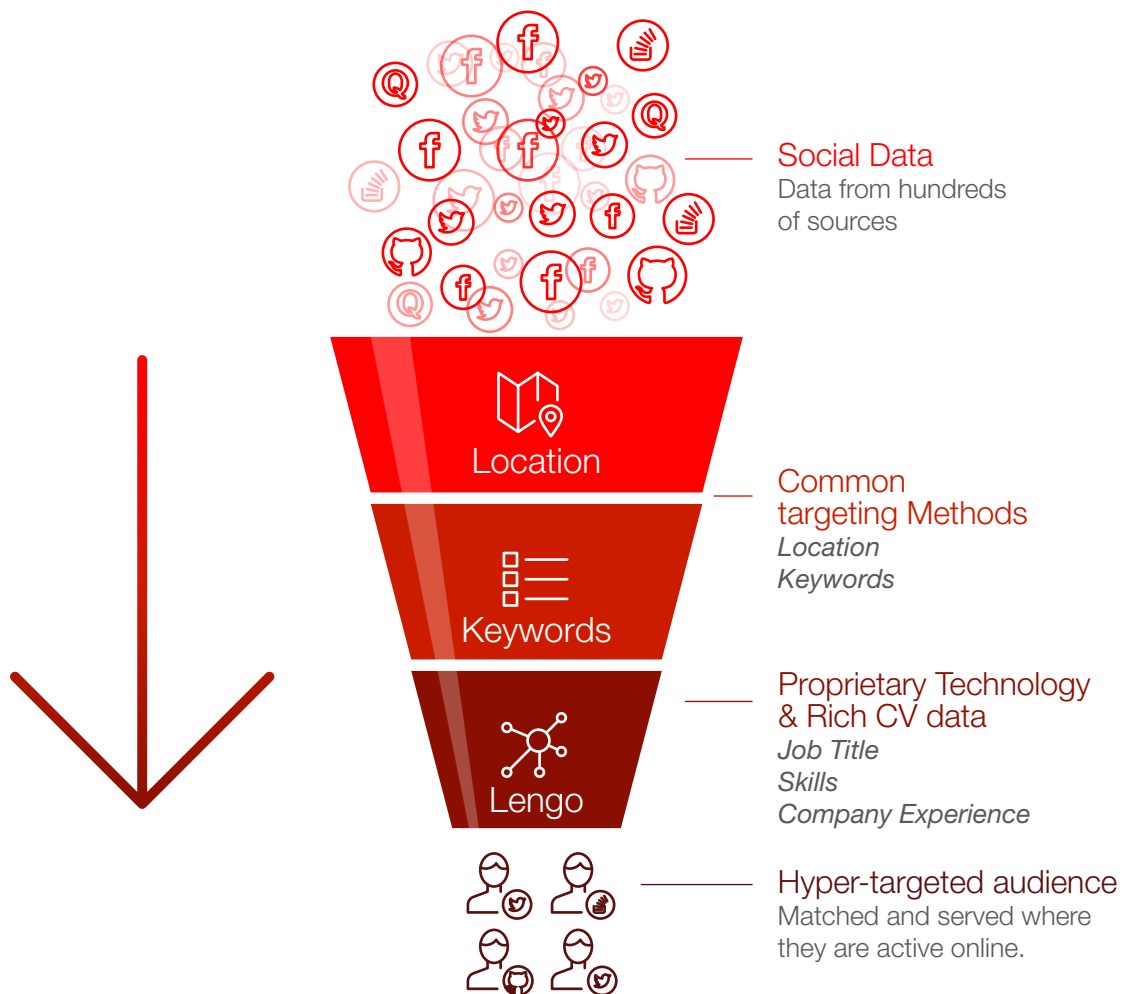
# Targeted Employer Branding

In today's competitive market for talent, employer branding is a critical need.

**Candidates with in-demand skills are in the driver's seat and expect employers to sell them on what makes their company a great place to work. Instead of caring only about salary and perks, they have a broader set of requirements. In order to compete to win, companies must build not just their company brand, but also their employer brand.**

Lengo uses proprietary data to target active tech candidates on Facebook and Twitter. Enabling you to deliver the right message to the right audience.

## How it works





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# Connect & Engage in five easy steps

Lengo is the new way to use social networks for true 1:1 advertising

1



## Brief

Talk to us about your goals and who you want to target

2



## Data Selection

We'll compile a target list and confirm the audience size

3



## Campaign Management

You provide us with the campaign assets, and we'll take it from there

4



## Optimisation

From images to copy, and CTA's, we'll test and measure performance to optimise for the best results

5



## Reporting

We'll provide reports every week, so you know exactly how your campaign is performing



## What clients have said

“ Lengo data enabled us to deliver highly targeted pan European campaigns. The recommended multi-touch target (Email, Facebook, and Twitter) proved successful. The volume and quality of the leads met expectations, generating a number of opportunities for us. ”

Sylvain Fambon, Neotys



## Lengo

### 500 interactions

- Likes
- Replies
- Link Clicks
- Shares / Retweets
- Ad Clicks
- Video Views

