



Employer branding studio

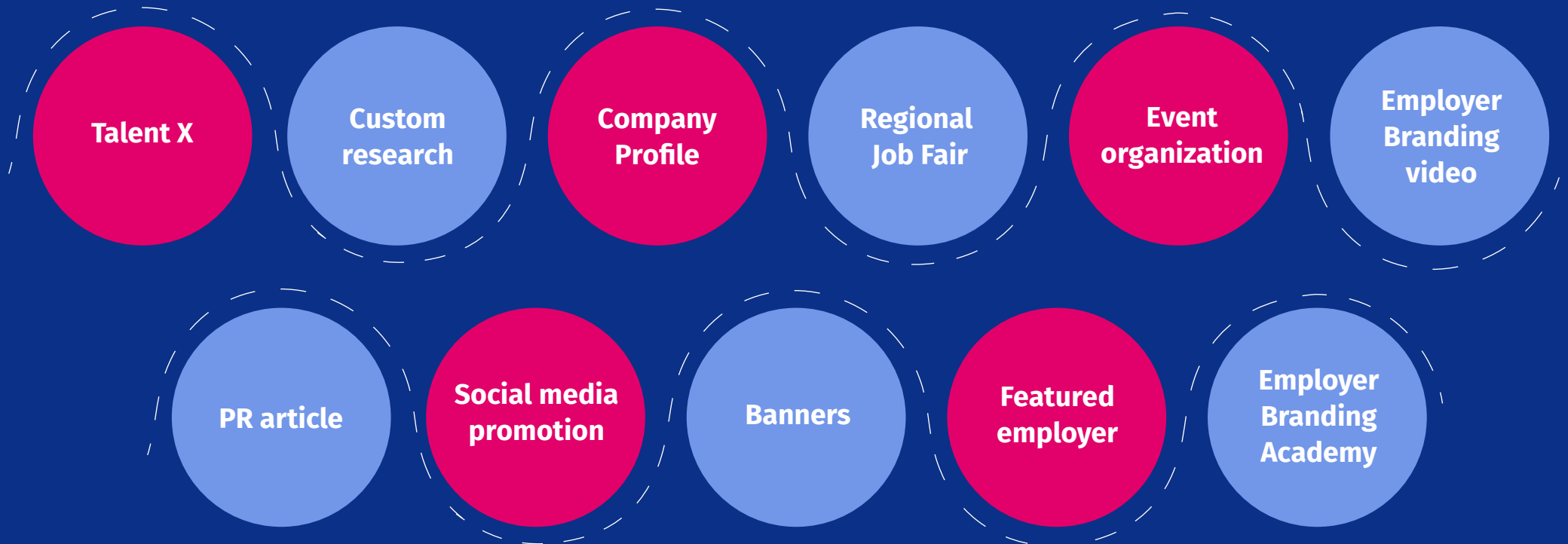
Branding with results

hrlab
infostud.

Employer branding solutions

It's getting harder to find the right candidates for the team, and it's even harder to keep the best employees. Build a positive reputation in the job market so that the best candidates will come and stay with you.

Let's create the best solution for your company together.



The power of our ecosystem

Use all the potential of the largest domestic group of sites for employment and human resources - POSLOVI INFOSTUD. Let the message about you as an employer reach exactly the target group you need!



The largest domestic employment site
in Serbia

 3.200.000 +  1.000.000 +



The largest domestic community of IT
in Serbia

 370.000 +  240.000 +





is a site dedicated to young people,
their interests and needs

 140.000 +  90.000 +



The leading platform for employers in Serbia

 190.000 +  35.000 +

Average monthly visits and number of visitors per site.

Building a successful employer brand starts within the company. Analyse employee satisfaction and compare the results with the expectations of candidates in the domestic labor market.

Here lies the answer to how to become a desirable company.

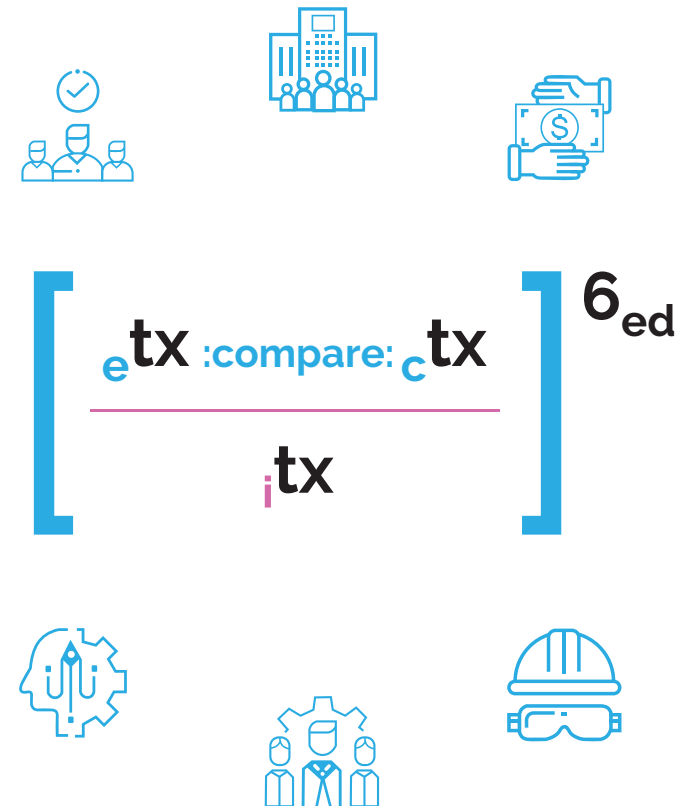


TALENT X

THE LARGEST EMPLOYER BRAND RESEARCH IN SERBIA

Using a unique methodology, determine the perception of your company's brand as an employer from three angles: management, employees and market candidates.

Talent X measures the total experience that the company creates for its employees and candidates, and based on the attitudes of the candidates, we determine the ranking list of top domestic employers. By participating in the research, you will get a reliable and complete picture of your employer's brand, as well as guidelines for its improvement, in order to retain and attract quality employees more easily.



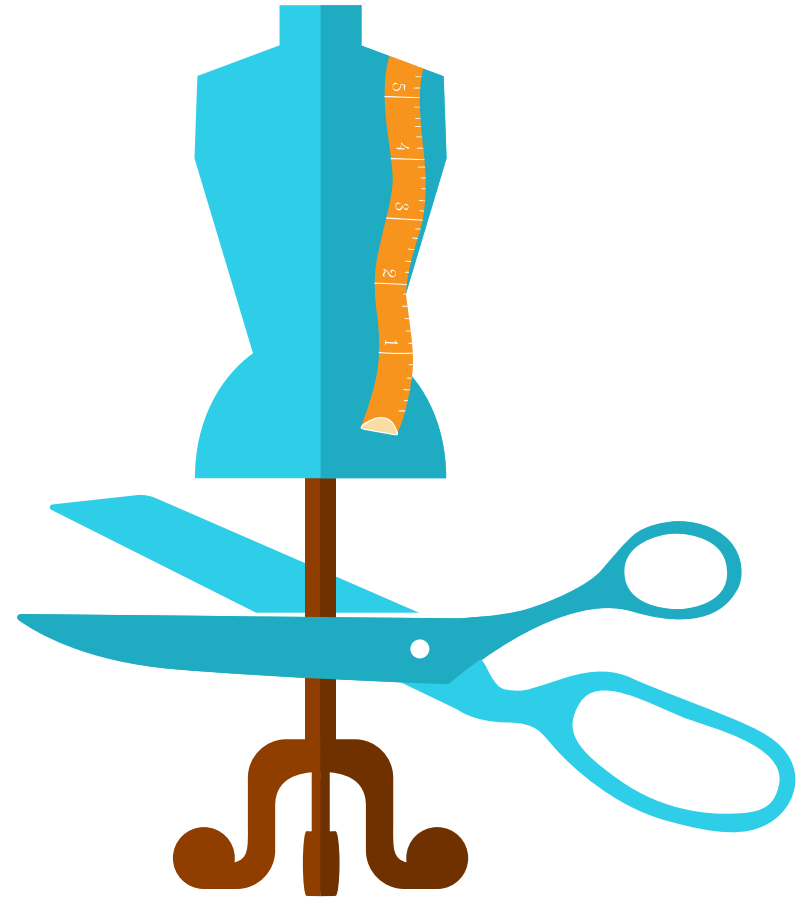
CUSTOM RESEARCH

FIND OUT HOW EMPLOYEES OR CANDIDATES SEE YOUR COMPANY

Use our reach and research experience to get the information you need to strengthen your employer brand.

We can find out how candidates perceive your brand, the degree of satisfaction and engagement of your employees, as well as the behavior of candidates applying on your ads.

We can conduct research when it suits you, within the framework we agree on together.



When you find out what are your strengths that you have within, it is important to let potential candidates know it as well. Introduce yourself to them on the most visited employment sites and events that we organize for you.



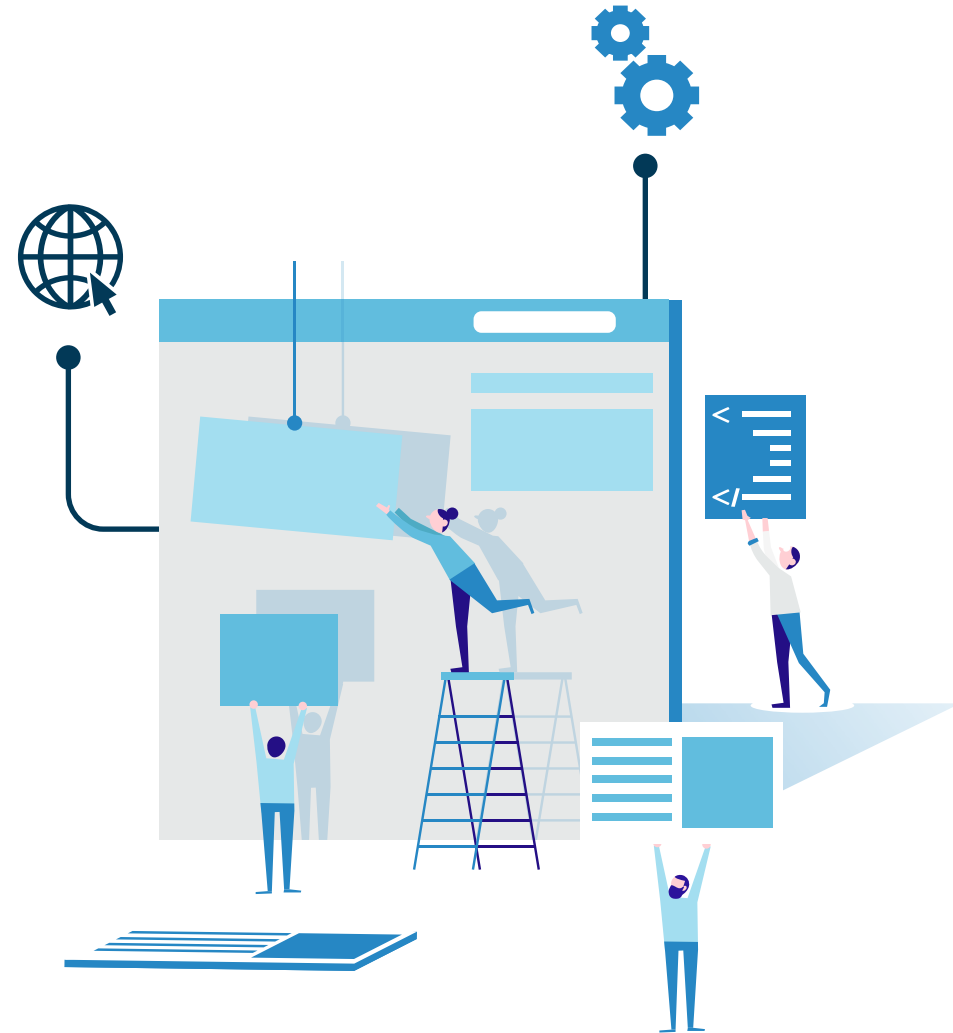
COMPANY PROFILE

BRANDED CAREER PAGE ON POSLOVI.INFOSTUD.COM OR HELLOWORLD.RS

70% of candidates go to the company profile before applying to get information about your company!

Introduce yourself as a desirable employer through articles, images and videos and create your own authentic corner on our sites. Through team, culture, values and benefits display, give a face to your brand and help candidates get a real picture of what it is like to work for you.

There are several types of profiles, and the best ones include appropriate promotion packages, so that the word about you reaches both active and passive candidates.



REGIONAL JOB FAIR

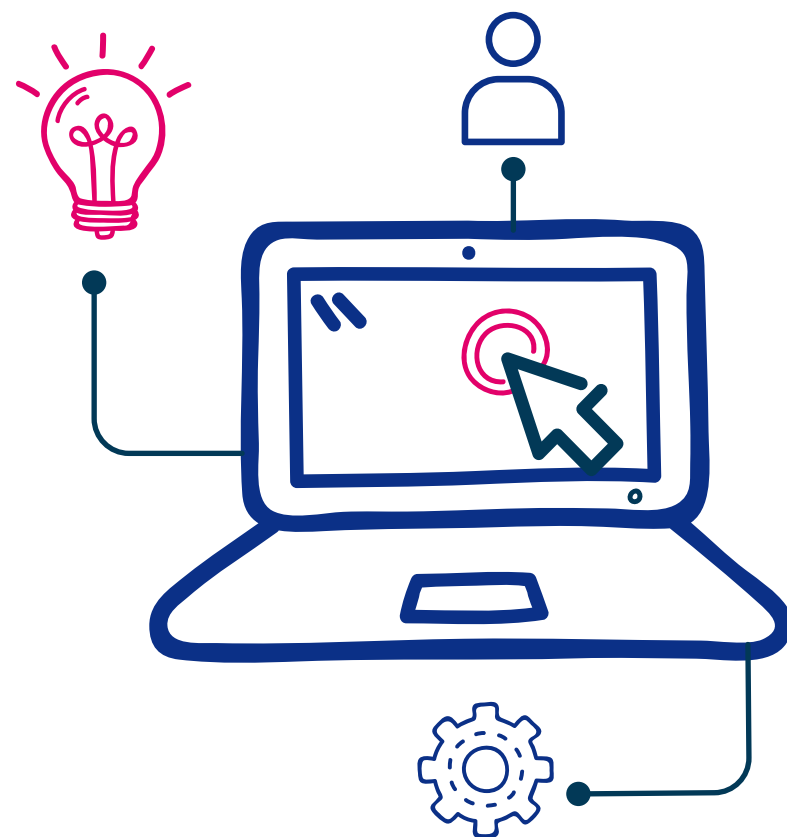


REGIONALNI
SAJAM POSLOVA

THE MOST VISITED ONLINE EMPLOYMENT FAIR IN THE REGION

Every October, we remove time and space restrictions when it comes to recruitment. This modern multimedia platform allows you to communicate with candidates through job advertisements, videos, presentations, brochures, as well as real-time correspondence.

Not only do you save resources (travel costs, the presence of representatives, the cost of making promotional materials) but in just a few hours you get a ready-made personalized, eco-friendly stand, which will bring your company the possibility of quality branding at minimal cost.



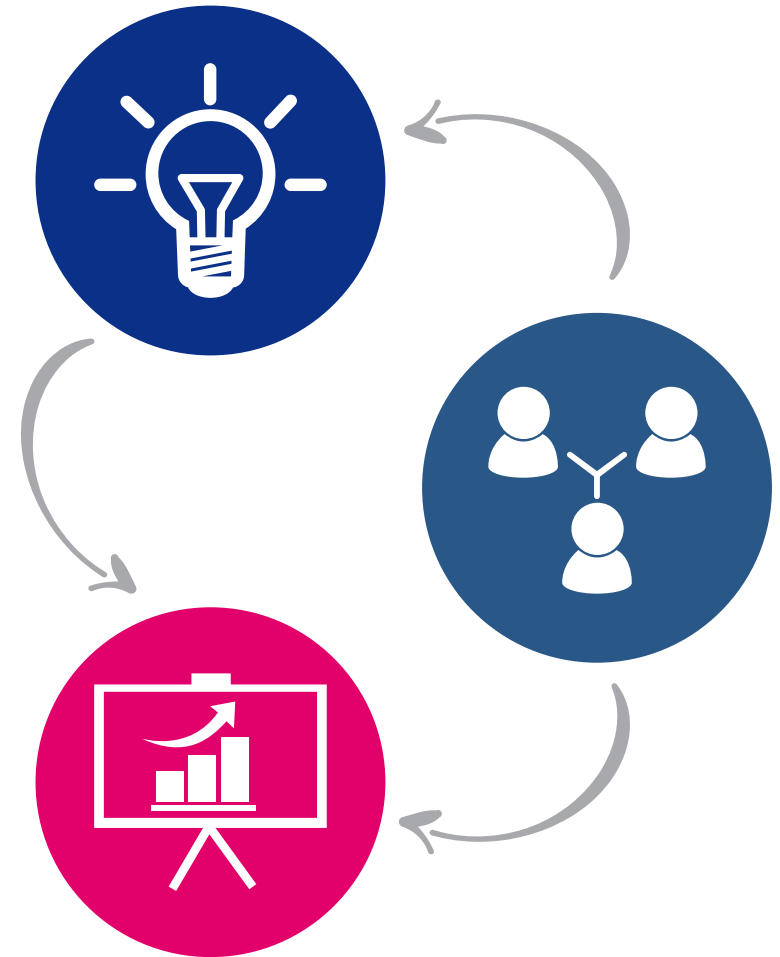
EVENT ORGANIZATION

BRAND BUILDING THROUGH ONLINE OR OFFLINE GATHERINGS

Carefully organized events have become one of the main tools in attracting passive candidates and building a brand of a desirable employer, whether it is recruitment, educational or B2B gatherings.

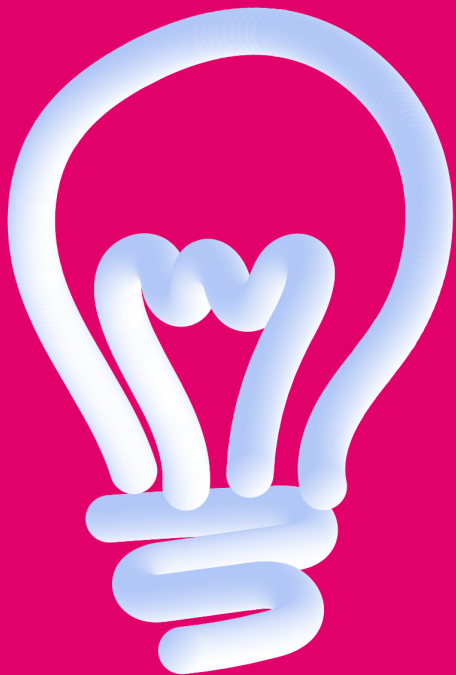
Use our candidate database and channels for distributing information, whether you are looking for the general population, IT experts, students or some more specific segment.

Depending on the type of event, we suggest the extent of our participation and the best ways to achieve your goals.



Your brand is your story. Together we will tell it through content that is interesting for candidates.

Use the power of our digital channels to make as many candidates as possible want to work for you.



EMPLOYER BRANDING VIDEO

YOUR BRAND THROUGH THE MOST POPULAR FORMAT

We know what candidates want to hear, and we offer two types of videos:

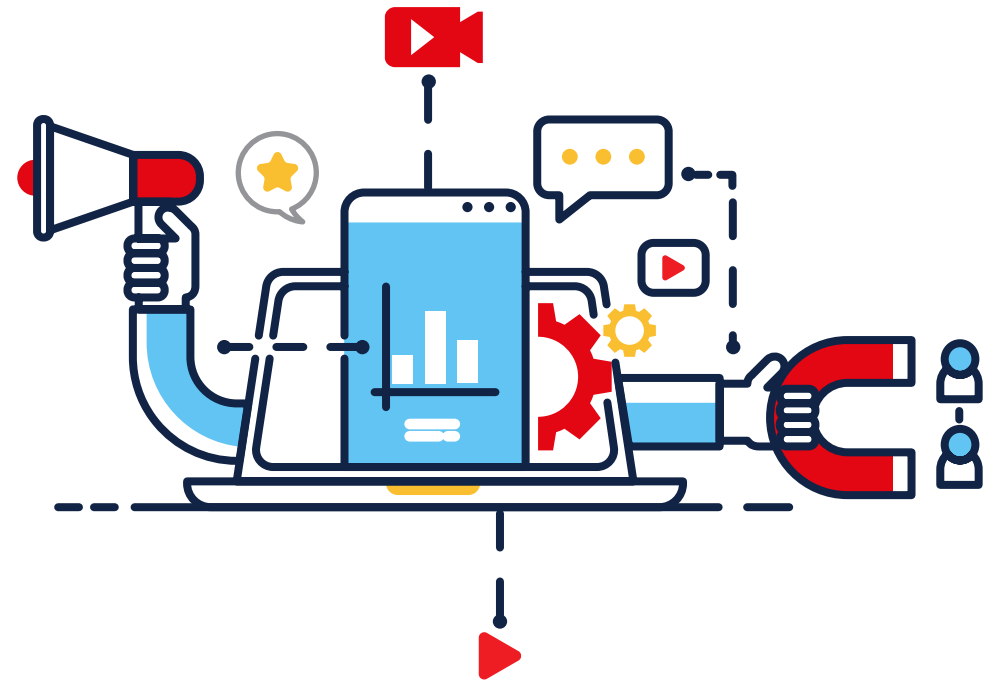
VIDEO O KOMPANIJI

When you want to create a moving image of the collective, way of working, projects and brand, which will help you interest potential employees.

SELECTION PROCESS VIDEO

When you want to show how the recruitment and selection process in your company looks like in a short and informative video, which you can then publish together with each of your ads.

The service includes consultations, script design, complete production, field work and promotion.



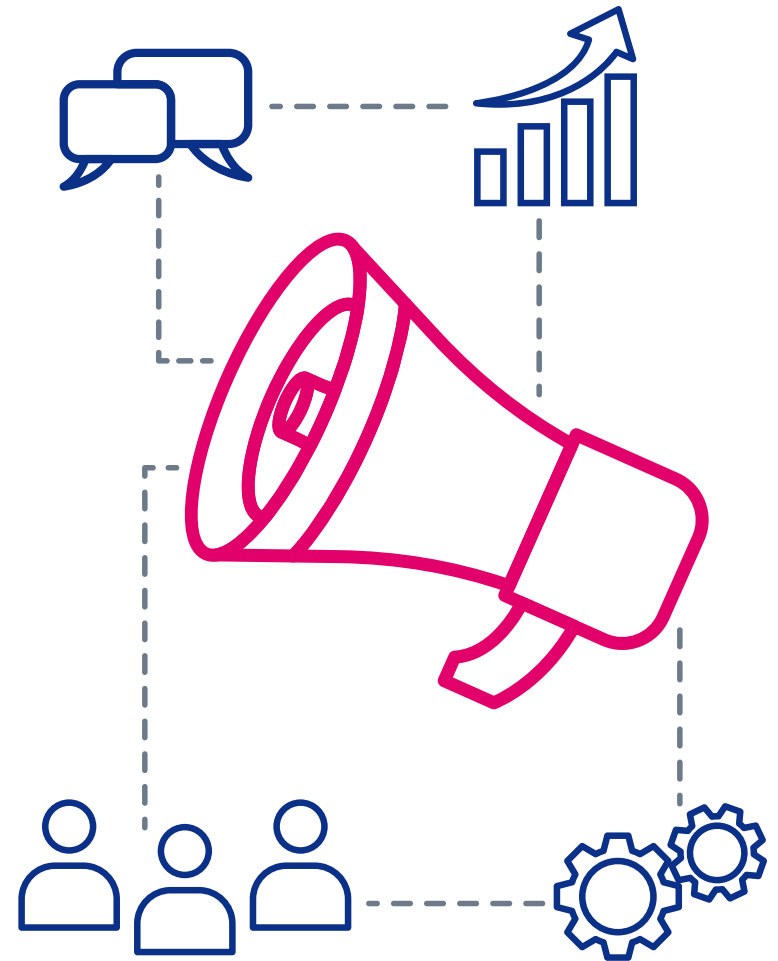
PR ARTICLE

A WRITTEN EMPLOYER BRAND STORY

First-hand experiences and the so-called testimonials have become an indispensable tool for employer branding!

Tell a story from your company through a text that we will publish on one of our sites, depending on the desired target group. Inform the general public about what it's like to work for you, announce an event or share good practices that will present you as a desirable employer.

If you do not have ready-made material, we can do a research and write relevant text based on what you want, as well as integrate it more deeply into the content of our sites on a native basis.



SOCIAL MEDIA PROMOTION

INCREASE THE VISIBILITY OF YOUR BRAND THROUGH ADVANCED TARGETING

Use the digital presence of our sites on the largest social networks Facebook and Instagram, brand yourself as a desirable employer, increase the visibility of your content and attract talents, regardless of whether they are actively looking for a job at that time.

What sets this service apart is the fact that you don't have to have expert knowledge of social media marketing, nor hire an additional person. Our team takes into consideration all the key circumstances and for each post creates a unique group of candidates towards which an advertisement with the desired employer branding content will be targeted.

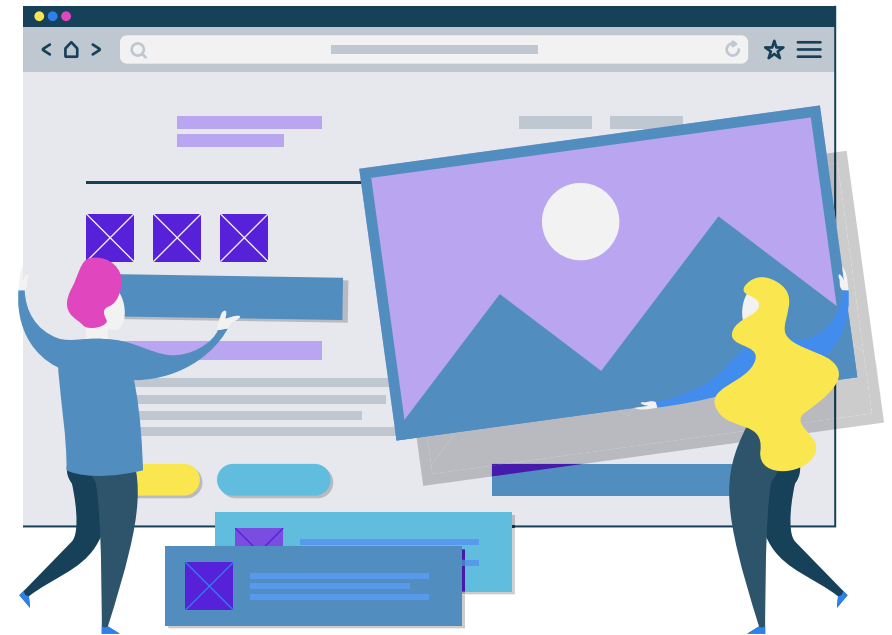


BANNERS

VISUALLY PRESENT YOURSELF IN ONE OF THE PROMINENT POSITIONS

We offer several types of banner positions on the front page and specialized sections on our sites.

Apart from the standard offer of fixed positions, we also create solutions tailored to your needs in order to maximize the chances that the candidates see you.



FEATURED EMPLOYER

PREMIUM POSITION ON THE MOST VISITED EMPLOYMENT SITE

Highlight your company logo on the front page of poslovi.infostud.com.

Clicking on the logo takes the candidate to your company profile and provides a direct link to your currently active ads on our site.

In this way, you increase the visibility of your brand, and candidates easily get all the relevant information about you as an employer.

Due to maximum visibility, the number of companies that can use this service at the same time is limited to a total of 36, and the first 6 have the advantage of never falling below the sixth place, which further increases the possibility of candidates spotting you.



We are in daily contact with the best practices in the field of employment and branding of employers. We will be happy to help you choose a solution tailored to your business.

www.hrlab.rs/eb-studio

CONTACT US



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HR Lab is part of the largest group of sites for employment and human resources in Serbia Poslovi Infostud

