

Marketing Campaign

Campaign components	Branded	Exclusive	Premium
Posting the exclusive job ads on the top position of vrabotuvanje.com.mk	+	+	+
Promotion of the group PR campaign on vrabotuvanje.com.mk	+	+	+
Group promotion in the newsletter of vrabotuvanje.com.mk	+	+	+
Group promotion on Facebook	+	+	+
Post on Facebook page of vrabotuvanje.com.mk (200.000+ followers)	+	+	+
Facebook promotion (200.000+ followers)	+	+	-
Post on LinkedIn page of vrabotuvanje.com.mk (48.000+ followers)	+	+	-
Instagram post with company logo and announcement of participation (15.000 followers)	+	+	+
PR article about the company on Vrabotuvanje.com.mk and in the "Events" section	+	+	-
Banner advertising on vrabotuvanje.com.mk	+	+	-
PR article – testimonial Interview + Facebook campaign	+	-	-

