



# Why Choose Prime Appointments

Partnering with businesses across East Anglia since 1992.



Your local family-owned recruitment agency.  
Established 1992

“We value our clients. So, we develop a unique framework just for them, as in-depth or as simple as they require.”

## Intro

We do things a little differently here at Prime. As an established, independent agency, we've built our reputation on offering a service that is uniquely tailored to our clients individual needs.

Our motto "recruitment with a personal touch" means just that. Our service is tailored to you and your business.

Using our expert recruitment team alongside the latest marketing strategies, we get your roles straight to the top, giving you the edge in the competition for the best candidates.



# Digital Advertising

We advertise using both traditional and digital media to ensure maximum exposure for our clients' roles. Our consultants and marketing teams work collaboratively to track market trends and consumer behaviours across Google, job-boards and social platforms to ensure maximum exposure for our clients roles'.

## **We advertise our clients roles using:**

-  Social Media Marketing
-  Search Engine Optimisation
-  Website Exposure
-  Email Marketing
-  PPC
-  Re-Marketing
-  Job Boards



# Social Media

With 60% of candidates using social platforms to job-hunt, our digital strategy ensures that our clients roles receive optimum visibility.

We develop bespoke social media strategies for your roles, targeting specific candidate demographics, depending on your requirements.

We achieve this through advertising organically, but more importantly, through pay per click advertising to maximize exposure and ensure the best candidates are reached and actioned to apply.

## **We advertise our clients roles across:**

-  LinkedIn - @PrimeAppointmentsRecruitmentAgency
-  Facebook - @PrimeAppointmentsLtd
-  Instagram - @primeappointments
-  Twitter - @PrimeAppts

## Your Local Family-Owned Recruitment Agency with over 28 years' experience

Search Jobs/Keywords

search

or browse **264 Jobs** by division >

learn more about our divisions



Accountancy & Finance



Commercial & Office



Health & Social Care



Industrial



IT & Digital



Technical & Engineering

view division



Candidates

Job search



Employers

Our services



Register

Sign up

## Browse local jobs >

We have local vacancies with companies of all shapes and sizes across Essex, Suffolk, Norfolk & Cambridgeshire.



## SEO

Our in-house digital marketing department monitor customer trends, popular search terms and page performance on our website week on week.

This allows our website to stay at the top of Google, Bing, Yahoo and other search engines, ensuring job seekers looking for work across our 6 distinctive sectors can find us and your roles first.

### **Currently our website receives:**

- Over 8000 unique users per month
- Over 11,000 sessions per month
- Over 700 direct job applications per month

Our statistics are monitored and managed making sure that our site stays at the top and on the first page for all our key search terms. This means our clients can feel assured that roles on our website will be visible to key applicants.



# Email Marketing

With 24/7 accessibility and pop-up notifications for job alerts, we find emails to be a great way to market our clients' roles.

We create email campaigns that are personally tailored to your vacancies, which we then send out to our vast database of candidates. Over the years, we've developed a wide network of subscribed candidates just waiting for the perfect opportunity.

What's exciting about being a partner of Prime is the ability we have to cater to your market by offering bespoke solutions rather than a generic, one-size-fits-all approach.



# Google Ads

## Overview

### Click Through Rate

by Clicks, CTR, and Impressions

Clicks

0.0

N/A

CTR

0.0%

N/A

# Google Advertising

We spend time monitoring, creating and developing campaigns on Google. We create a variation of PPC adverts across each of our sectors aimed at jobseekers across East Anglia.

We spend time focusing on the location of actively seeking candidates and what these candidates are searching for online.

Once we've identified jobseeker trends, we utilize this knowledge to create targeted PPC adverts, ensuring when they search for roles, yours are the first they find.



# JOBS

## Job Boards

We advertise across all of the top job boards, allowing maximum exposure for your roles. All of our consultants are trained to the highest standards of resourcing practice to understand the algorithms necessary to ensure your jobs rank the highest in candidates' search.

Committing to both outbound and inbound marketing opportunities across top job boards paired with our own website and pool of active candidates seeking new opportunities, we're in a Prime position to support our partners.



'Our aim is to add real value to all our clients' recruitment journeys, building happy & mutually beneficial partnerships that grow.'

# Traditional Advertising

As an agency built over 28 years ago, we understand the importance of both tradition and evolution. But we haven't forgotten the old ways to advertise.

We think a great balance between the two ensures the best exposure for our clients.

## We advertise via:

-  Leaflets & Flyers
-  Window Boards
-  Display Advertising
-  Posters



Prime Appointments  
would like to invite you



Prime  
would like

Crittall Windows

Recruitment Open Day

Register Today!

Crittall Windows

Recruitment Open Day

Register Today!

Recruitment  
Open Day  
Invitation

In partnership with



...e for you?  
...ent journey

...sultants and  
...ent open day.

...999

# Bespoke Collateral

No matter the client, or the amount of requirements we receive, each client is as important as the last to us at Prime.

That's why we offer bespoke collateral that will help to fill your vacancy. By understanding your business and the types of candidates you're looking to hire, we can form a strategy to find the right candidates, fast.

All you have to do is collaborate with our consultants, who will direct our in-house marketing team to support your candidate search.



## Direct Mail

Have you seen our wonderful marketing materials out and about? If you haven't received any yet, then we're sending you a hamper!

But these aren't just for our clients. We also have a huge supply of goods dedicated solely to our candidates. That way, we can create a direct mail campaign targeted to candidates who suit your specification.

Everyone appreciates a gift and we've always seen a high return on going the extra mile. By sending out gifts along with role suggestions or just to say congratulations on the new job, we manage to keep excellent candidate loyalty with our referrals being at an all-time high.



**Robyn Holmes and Simon Shadbolt of Shadbolt International.**

## Consultative

Beyond all the logistics we coordinate to fill your placements, we bring that one-to-one approach that matters the most...

We believe that taking the time to really understand our clients' needs is the key to providing unrivalled service. That's why we consider our clients as true business partners. And that's what you'll be to us; one of the Prime family.

Telephone: 01376 502999

Your Local  
Family-Owned  
Recruitment  
Agency



PRIME

CELEBRATING  
28  
Years  
IN BUSINESS



## What we're trying to say is...

We have a whole host of features we can tailor to your business' needs and we'll apply them however best fits your placement.

To make recruitment as stress-free for you as possible, we commit to only showing you the CVs you really want to see. Our in-house marketing department will work day in and day out to support your recruitment needs.

We pair a wealth of recruitment experience with a friendly and personable service. This approach has helped us develop a great number of partnerships that have lasted decades. As partners, we work in collaboration with you every step of the way.

**Join us today and experience a 5 star recruitment service.**



**PRIME**  
APPOINTMENTS  
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**[www.prime-appointments.co.uk](http://www.prime-appointments.co.uk)**