



SKY

EARLY CAREERS CANDIDATE ATTRACTION IN SCOTLAND

RETURN ON INVESTMENT REPORT

2020 Campaign

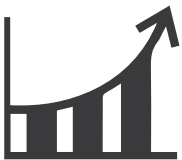


Campaign Referrals: **694 clicks**
Campaign Exposure: **47,516 views**



WEBSITE COVERAGE

Site Users: **5,993 users**
Sidebar Ad: **24,831 views**
Number of Featured Listing: **2 listings**
Total Number of Listings During Campaign: **5 listings**



DIGITAL YOUTH MARKETING ACTIVITY

Facebook
35,344 reach, total post clicks 750, referrals 275

Twitter
2,190 reach, total post clicks 32, referrals 8

Subscriber Updates
3,989 reach, total clicks 1,097, referrals 346

The 2020 Sky early career candidate attraction campaign performed extremely well. On a 6 week campaign we were able to provide almost 700 clicks and gave an exposure to over 45,000 young people and their influencers in our niche audience. Comparing this campaign to last year I see that we have dropped by 100 referrals, however reviewing the package I can see that last year we sent out a direct mailshot which achieved 500+ clicks, taking this into consideration this campaign out performed last years significantly in all other areas and with a custom mailshot added to the inventory we could have achieved over 1,000 clicks. Taking this into consideration I have created a custom extension package below based on how the campaign has performed.

Campaign Extension

This will continue the customer sales until April then give you resources to promote your second intake campaign April-July:

- Two Opportunity Listings £200 x5
- Targeted Social Media Support £200 x5
- Two Custom Mailshots £300 x2

Cost for five month extension campaign = **£2,600 +vat**