



Return On Investment Report

1st May - 4th June 2018

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Atos

Scotland Unlimited Candidate Attraction Campaign

A detailed return on investment report for the 2018 candidate attraction campaign services to promote the Atos programme in Scotland:

DIRECT CANDIDATE REFERRALS

The response has been positive from 1st May to 4th June. In total there have been **90 direct referrals** from Apprenticeships in Scotland to the Atos application method. This can be added on to take the total figure up to **349 direct referrals** since 6th February.

DISPLAY ADVERTISING CHANNEL PERFORMANCE

- Apprenticeships in Scotland received **22,401 page views** during 1st May - 4th June with Atos featured sidebar ad present on every page.

LISTING PERFORMANCE

During the campaign Apprenticeships in Scotland advertised the following Atos partner vacancies:

- Digital Applications Apprenticeship (Linwood) - 1,402 total views
- Finance Apprenticeship (Glasgow) - 1,732 total views
- Software Developer Apprenticeship (Linwood) - 2,098 total views
- Software Developer Apprenticeship (Livingston) - 1,903 total views
- Systems and Networking Apprenticeship - 1,834 total views

SOCIAL & OTHER CANDIDATE ATTRACTION ACTIVITY

We supported Atos through their youth marketing activity via our subscriber update, social media marketing and news on the AiS Website. Scheduled social media on Twitter and Facebook went out over the campaign period. The total reach received through social media was 6,404 with 83 clicks. There were no subscriber updates during this time.

ACCOUNT MANAGER REVIEW

Over the past few weeks we have been in communications with Talent Collective regarding the upcoming campaign renewal and have submitted a proposal. We hope to continue working in partnership with Atos, promoting their Scottish apprenticeship campaign throughout Scotland and doing everything we can to attract the next generation of IT professionals.

We are committed to making Apprenticeships in Scotland a key youth recruitment resource for employers and recruitment agencies in Scotland. We would welcome any feedback you may have on our website and customer service. If you have any additional suggestions please let us know via: team@apprenticeshipsinscotland.com or give us a call on 01334 844860.