Smart advertising

In today's professional life new methods are needed to attract the right talents. To broadcast widely is not enough – you need to focus on building relationships.

The professional life of the future will be based more on values and co-operation. Networks will become ever more important. We listen to those we have a relation to and our news feeds provide us with information that are in line with what we already know.

To find the right talent requires new ways of reaching out. It's about building relationships rather than about broadcasting a message. Traditional advertising does not meet these requirements and that is why we are opening our network for adverts.

Exempel på nya roller. Från Hammer & Hanborgs undersökningar Kommunikatören och Nordic Executive Survey.

Our digital reach

We have built up a large and active network. Today we have a digital eco-system where we can communicate directly with over 40 000 people every day. We also have approximately 30 000 talents who have registered their profile with us.

> We can communicate directly with 40,000 people daily.

We work proactively with social recruiting and help in creating relevant content to attract the right talents. We are trained and certified in the AI tool Source Hub by Social Talent that enables us to do a wide search for the right competence online.

> Find a specific competence or reach the right target group.

Advertising in our network is very effective when you need to find a specific competence or when it is difficult to reach the right target group.

To get the best effect from advertising we always start with a meeting so that we understand the requirements properly. Thereafter we produce a suggestion for you to reach your desired outcome. The advert will be shown on our website, in our send-outs and in our social media channels.

Active offline

Over and above our digital presence we meet new and interesting talents every day. We carry out interviews on an ongoing basis and naturally we inform relevant talents about the opportunities that are being advertised through H&H at the moment.

For more information please contact us!

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HAMMER & HANBORG