



A more refreshing approach to recruitment

## About Us

# We like to do things a little differently...

What began as an anagram for "employment" has today become the UK's fastest growing direct employer job board and our aim is to ensure your vacancy stands out from the crowd. Being "direct employer" mean's EmptyLemon is completely agency free. Cutting out the recruitment middle-man means hiring becomes a more streamlined, less costly process.

Job board advertising has become an essential part of recruitment, however it can be misused by third parties who advertise fake vacancies (CV bait) or post duplicate adverts. Genuine employers can spend hours compiling the perfect job description for it to become lost amongst the thousands of adverts found on most job sites.

We believe employers and jobseekers deserve the best possible recruitment experience - something which is both effective and efficient. That's why our focus is on candidate experience, application quality and employer brand awareness.

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### 15 FEBRUARY 2012

FOUNDED: Pancake Day 2010 We launch EmptyLemon News offering the latest news from the recruitment industry.

#### 12 MARCH 2012

The Elemonator reaches 250,000 plays worldwide and ranks 2nd on the global Flash games chart.

#### **NOVEMBER 2012**

EmptyLemon sponsors the In House Recruitment Awards.

#### JANUARY 2014

EmptyLemon are shortlisted for Onrec's Candidate Experience Award.

#### **IANUARY 2013**

EmptyLemon are shortlisted for Onrec's Technological Innovation, Creative Online Marketing and Newcomer of the Year awards.

#### 24 FEBRUARY 2014

The EmptyLemon site and CV search get a makeover and we improve our usability.

#### 23 FEBRUARY 2012

We release The Elemonator
– a flash game where jobseekers
can get their own back on
recruitment agents by throwing
lemons at them.

#### 18 DECEMBER 2012

Our jobseeker database reaches 100,000.

#### 29 MARCH 2012

We release a CV Search facility allowing employers to search our jobseeker database to find their ideal candidate.

#### 20 JUNE 2013

Our jobseeker database reaches 200,000.

#### 31 OCTOBER 2013

We smash our records and receive 200,000 site visits in one month.

#### 22 JANUARY 2014

Our jobseeker database reaches 300,000.



# <u>Online Profiles</u>

### **EmptyLemon Statistics**

based on figures from 9 September 2014

6,125

vacancies on site

293

employers advertising on

site

439,582 registered jobseekers

402,032

CVs on jobseeker

database

342,630

jobs-by-email subscribers

90,000

email alerts sent daily

240,000

monthly visitors

### **Candidate Attraction**

#### Targeted e-marketing campaigns

Our e-marketing campaigns target jobseekers that are actively seeking work or are open to new opportunities. These campaigns are tailored to the key skills and location specified in your job description.

#### Search results

When jobseekers use search engines to find vacancies, certain sites will appear higher in the results than others. We know how competitive vacancy search phrases can be, so EmptyLemon use a combination of organic search, job aggregators and partner sites to ensure we capture as many relevant visitors as possible.

#### Social engagement

EmptyLemon's dedicated marketing team actively engage with jobseekers through news articles, publications, blogs and social media discussions.



Geographic jobseeker distribution based on 25 mile radius

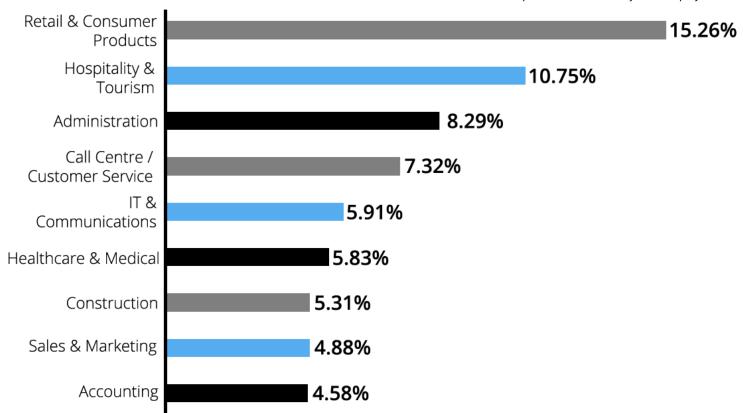


## Recruitment Tools

#### **Explore our talent pool**

Our extensive and direct employer-exclusive CV database is an ideal tool for employers to source candidates. We offer unlimited licences for employers to download as many CVs as they wish and contact potential candidates directly with job offers.

> Jobseeker distribution by sector Top 10 sectors based on jobseeker preferences



#### ATS and multiposter integration

Our development team offer integration with multiposters and ATS systems, allowing you to post jobs quickly and tract their performance. Job advert performance reviews can also be tracked though your EmptyLemon account or by speaking to your dedicated account manager.









#### **Performance monitoring**

We know that some jobs are easier to fill than others. That's why EmptyLemon's intelligent platform automatically monitors the performance of your vacancies, increasing promotion to ensure quality applications for even the most challenging roles.



# Advertising Options

### Job Adverts

(Price is dependent on quantity, see pricing chart for details)

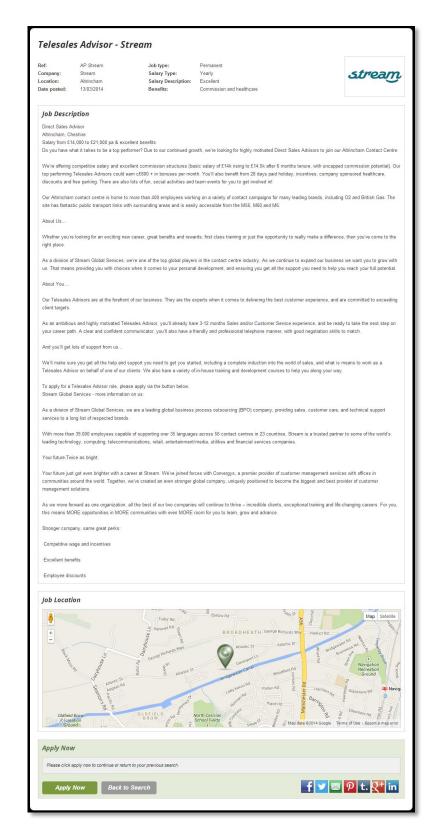
Our unique job adverts are what really make your vacancy and brand stand out from the crowd. All adverts include your company logo, biography and a Google Map displaying the exact location of the vacancy. Proving jobseekers with this information reduces the number of irrelevant applications you receive so you'll find the ideal, local person with the right skills for the job.

Your job adverts are pushed out to 22 partnering aggregator sites including Adzuna, MyJobMatcher, Universal Job Match and Indeed to gain maximum exposure.

You can choose to receive applications through email, ATS integration or for the advert to redirect to your company's career page.

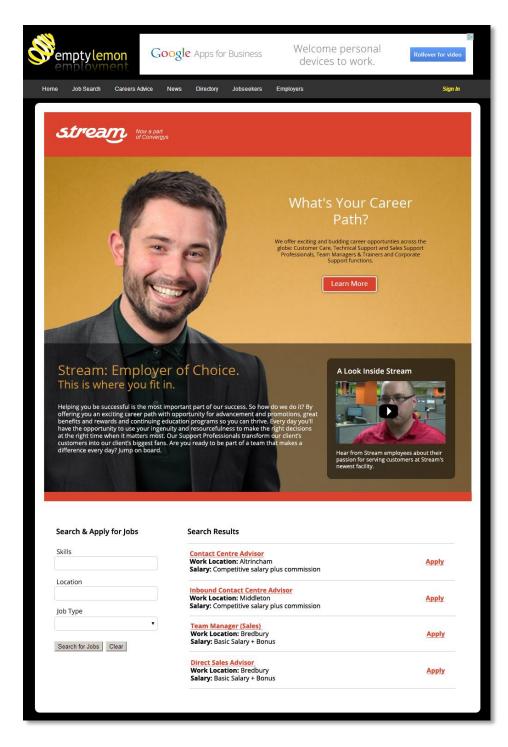
#### **Key benefits:**

- Dedicated account manager
- Increased brand awareness
- Stand out from brief, unbranded job adverts
- Advanced location display via Google Maps
- Fewer irrelevant applications
- Adverts are monitored by EmptyLemon's intelligent platform
- Choose how to receive applications





# Advertising Options



## Company Profile

Gain further exposure for your brand with our Company Profile. This custom built, informative insight into your company can replicate your existing careers page or advertisements and incorporate videos, graphics, vacancy search functions and a live Twitter feed.

Every vacancy posted with EmptyLemon will link directly to your Company Profile, allowing jobseekers to see your full range of available positions.

### **Key benefits:**

- Increased brand awareness
- All vacancies in one place
- Increased search engine rankings for your vacancies
- Custom built

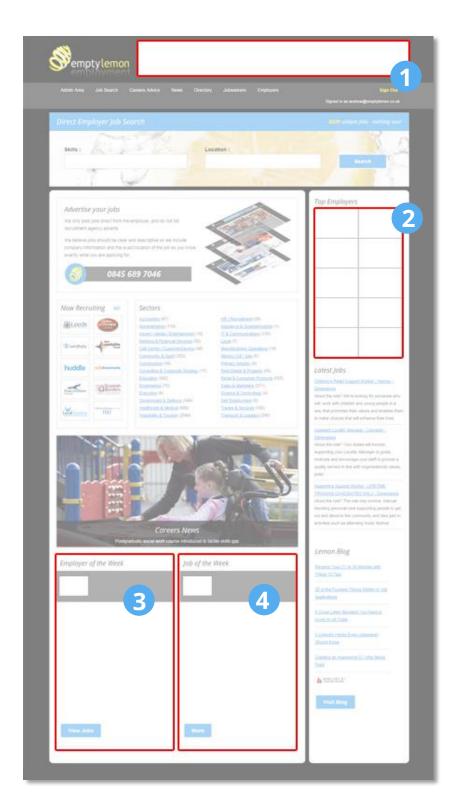


# Advertising Options

### Premium Branded Homepage Positions

- Headline Banner

  Maximise the impact of your marketing message. These static or animated 728 x 90px banners appear on every page and can link to an EmptyLemon Company Profile or external company careers page.
- Top Employer
  The second most prominent position on the EmptyLemon homepage. This highly visible position links to your Company Profile resulting in increased job views and applications.
- Employer of the Week
  An ideal position for brand
  exposure. Employer of the Week is
  a great way to promote rebranding
  or a recruitment drive and links to
  your Company Profile.
- Job of the Week
  An ideal position to gain exposure
  for specialist or hard to fill roles.





## **Testimonials**

Kate Parkyn Recruitment Partner



"I have used EmptyLemon to advertise IT roles for the past 3 years. They are the only place we advertise our roles at Sporting Index and Sporting Solutions. The EmptyLemon team have been a pleasure to work with. They are professional and always on top of stats, numbers and campaign success."

Michelle Flynn Internal Recruitment Manager



"EmptyLemon's tailored package provided a comprehensive understanding of my requirements and constant support. At every stage, the EmptyLemon team's positive attitude and enthusiasm helped deliver the desired results. I would gladly recommend and thank EmptyLemon's zestful approach to job board advertising and their dedicated team for the work they have done for us so far."

Adele Swift Talent Manager



"I have been incredibly impressed and surprised at the diversity and quality of response from EmptyLemon. I am delighted with the response I have had and consider this up and coming job site as a very cost effective response channel. The account management provision has also been excellent. Thanks EmptyLemon!"

Emma Knowles
Project Support, Global Resourcing



"Lloyd's Register has been advertising global vacancies with Empty Lemon for the past year and throughout, the job board has been successful in assisting the recruitment of a selection of roles. The hires we have made through Empty Lemon are for a variation of sectors and disciplines, excelling in Marine within the UK.

Not only does Empty Lemon have an increasingly rich candidate pool, but the team assigned to our account have mentored the global Lloyd's Register recruitment team in advertisement best practise, resulting in the ability to increase our response rate.

Always supportive and proactive, we feel that our relationship with Empty Lemon has been a success.

I would gladly recommend and thank EmptyLemon's zestful approach to job board advertising...

Caroline Robbins Client Services Manager



"EmptyLemon have provided me with a great service during the past year. Andy's communication is excellent, the monthly reports were very detailed and the team were always available to answer any questions when needed. The overall service was excellent."



# <u>Pricing</u>

### **Products**

#### Advertise a Job

### £160 per advert

Reduce the number of irrelevant applications with EmptyLemon's fully branded job adverts.

Include your company logo and advanced location display with a Google Map.

Advertise to a potential 45 million jobseekers through our aggregator network.

Receive applications through your ATS or directly to your inbox.

#### CV Search

### £50 per day / from 100 monthly

Access over 374,000 CVs, shortlist, preview and download the CVs of ideal candidates

Unlike many other job boards, the search is not used by recruitment agencies so if you contact the jobseeker you will probably find they are pleasantly surprised to hear about the details of a position advertised from a real company!

#### EmptyLemon Extra

#### from £260 per vacancy

Want your job advert to work as hard as you do? Tell us about your vacancy and we'll create the perfect job advert and shortlist candidates.

If you are wishing to promote a recruitment campaign such as career days and apprenticeships we can also look at telling our followers in our careers news pages and social media channels.

### **Additional Products**

Sponsored newsletter from £995

Sponsored jobs-by-email from £995

Headline banner £995 per month

Top Employer £345

Employer / Job of the week £245

Company Profile from £795

News article £295

Professional job specification £100



# Contact

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