

Interactive Overview

We all understand the importance of investing in a strategic online recruitment campaign. But in today's fragmented online landscape, the challenge is in knowing *where*.

NAS combines more than 60 years of recruitment advertising experience with a decade of digital expertise helping clients create targeted, strategic interactive campaigns with successful, measurable results.

Creative Development and Messaging

We create compelling and unique content that engages users across all digital platforms.

- Career sites, dedicated portals, event pages and more
- Digital video
- Mobile advertising
- Social networking sites

Strategy, Research and Analysis

We have the tools and resources you need to devise the most comprehensive recruitment strategy.

- Integration with offline programs
- Competitive online audits
- Usability testing
- Surveys and discovery
- Benchmarking statistics
- Mobile marketing strategy
- Candidate Relationship Management (CRM)
- Web 2.0 strategies

Emerging Technology

We'll help you craft the interactive solution that speaks directly to your digitally savvy candidate.

- Email marketing
- Proximity marketing
- SMS, MMS and WAP content
- Content development, including contests, games, voting/polling, wallpaper and ringtones

Get more from your online investment. Contact **NAS Interactive** today.

nas.interactive@nasrecruitment.com