

PRODUCT

# Social Takeover



**IN**AUTOMOTIVE

NEW PRODUCT

# We're thrilled to introduce social takeovers

We've designed this product to enable you to showcase your business across all our social media platforms, boosting your brand reach and putting you directly in front of our audience of over 53,000 passionate automotive professionals.

Command the attention of a uniquely relevant audience; take the spotlight, showcase your business, and build your relationship with potential future employees or customers.



# Benefits of a social takeover

- It's measurable - track how many people have viewed and engaged with your content
- Helps boost your brand awareness amongst automotive professionals
- Reach new, relevant audiences outside your existing pool of social followers
- A chance to showcase your brand on a platform completely dedicated to you
- Candidates consistently feed back to us that they want to know more about a company before applying - here's your chance to show more about your business!

[Read more](#)

# Our audience is your audience



**5,994**

connections on LinkedIn



**2,566**

likes on Facebook



**1,949**

followers on Twitter

Monthly  
website visits

**30,570**

Monthly blog  
visits

**9,423**

Users on our  
email database

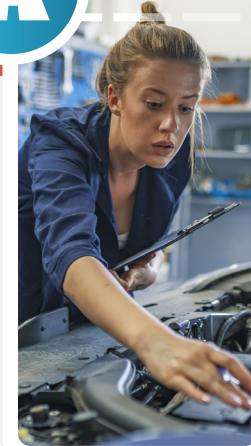
**42,761**

# What should I include?

**The floor is yours: tell the world more about your company, or share your industry expertise and advice with the automotive world!**

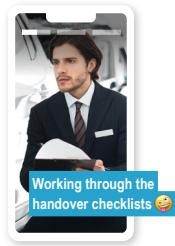
## Some ideas:

- What is it like to work for you? Showcase a day in the life of one of your employees.
- Who are the members of your team? What have their career paths been so far?
- What are some of the best things about working for your company?
- What are some of your employees' greatest success stories?
- What are some of the most exciting developments in your company that you want to shout about?
- What are your company's key ethics and values? How are you enacting these?
- Is your company running any particular schemes or initiatives that you want to showcase?
- What would an aspiring automotive professional need to do in order to work for you one day?
- What advice would you give new or aspiring automotive professionals?



**LIVE**

# What can a social takeover contain?



## Instagram stories

Full use of our Instagram Stories for 24 hours



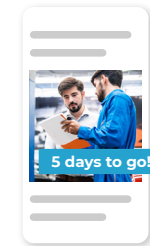
## Infographic posts

Promote your business across our social media with infographic posts



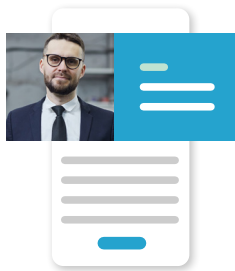
## Go live

Host an interview or short panel and interact directly with our audience



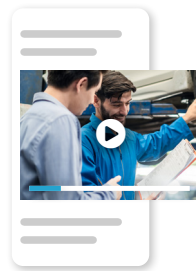
## Teasers

Teasers across our Instagram feed and stories leading up to the day



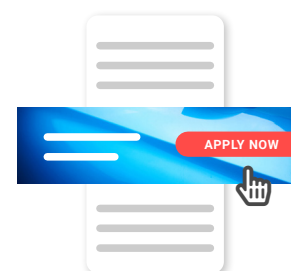
## Promotional email

Email to our database of candidates promoting your upcoming takeover



## Video and audio

Video and audio content from the Instagram story shared across social



## Site takeover

Branded web banner space on our jobs board website



## Blog article

Create an exclusive editorial and showcase it on our blog

# Choose as many as you like for just £1,499

# What we need from you


To create your takeover, all we need the following:


- Written copy for your editorial piece
- Your company logo and other branding materials
- Links to your social pages
- Video content for your Instagram story
- Content for your Live; e.g. interview questions, topics to touch on, main discussion points and themes
- Company bio - a short blurb about your company and what you do

You don't need to worry about uploading any of this yourself; we handle all of that. Once you've sent over your content to us, we'll get everything live across our social platforms and showcase your business to our passionate audience from the automotive industry!



# INAUTOMOTIVE

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