



## OUR SERVICES

### Digital | Social

SCG provides a strategic combination of digital marketing solutions using video, online banners, mobile, and social media.

Digital Marketing and Social Media are two of the many modes of advertising we can use to create relationships for you and promote your brand.

With Programmatic Digital platforms, we are able to finely pinpoint and target your market by Age, Gender, Language, Affluence, Zip code, Time of Day, Day of Week, Site, Creative, Device type, Browser type and more. All fully measurable, transparent and accountable – a true ROI. In conjunction, we may recommend using one or more of the following tools:

Online Display and Mobile Ad Network Campaigns | Google AdWords  
Bing Adwords and Facebook Advertising Campaign Expertise  
SEO | Content Development and Curation, including Infographics and Corporate Blogs  
Social Media Strategy Development, Administration and Moderation  
Detailed Analytics and Reporting

SCG provides expert digital marketing and social media solutions designed for your individual needs.



## OUR SERVICES

### Recruitment

No matter how much the world changes, the job market will always revolve around people. At SCG, our experienced team helps you build direct, lasting relationships with current, and future employees. We deliver strategic, all-encompassing solutions for every sourcing, hiring and employee retention need, including:

Employer Branding & Engagement/Retention Programs  
Recruitment Tracking, Analytics & Reporting  
Geo & Behavioral Targeted Social Media Campaigns  
Digital and Mobile Hiring Strategies and Optimization (Aggregators, Niche Sites, etc.)  
Proprietary Email Marketing  
Collateral Materials, Booths, Banners | Landing Pages/Microsites

We have helped both large and small organizations discover and attract top talent and keep that talent in-house. Employer branding and retention programs using digital, social and mobile technologies are our specialty. We know what it takes to build and maintain a solid team.

Whether your needs are large or small, local or nationwide, SCG can help solve all of your recruitment advertising, employee retention and employment advertising challenges.