



AD MESSAGING AND STRATEGY

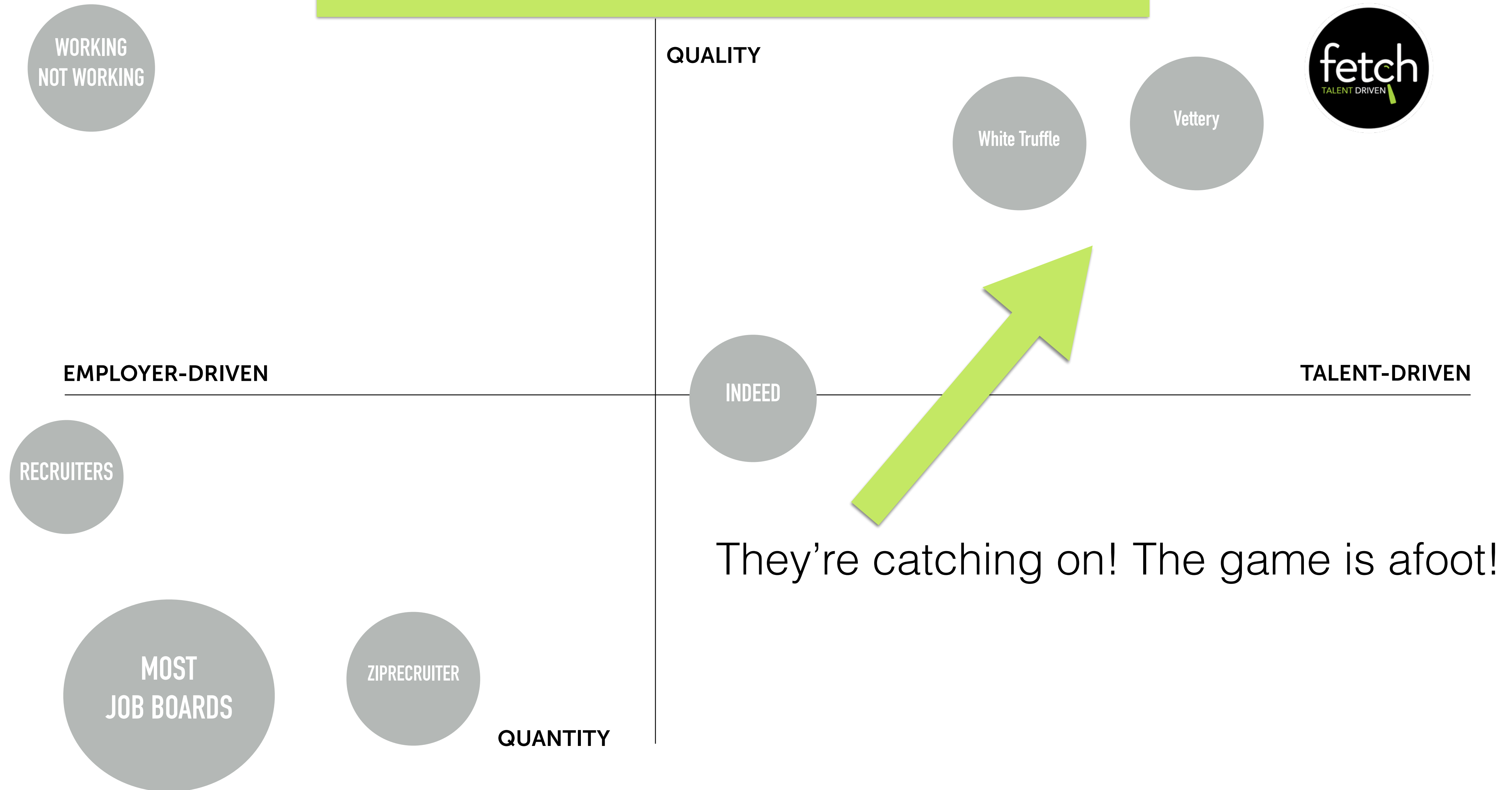
THE FETCH POSITION

Fetch is positioned solidly in support of the “talent” quadrant. We live up to our tagline:

Talent Driven.

However, there has been a shift recently and other job boards such as Indeed are moving their messaging and strategy in that direction.

COMPETITIVE LANDSCAPE



AUDIENCE

The recruitment category is unique in that our messaging is directed to Talent *and* HR. Each has different motivations and trigger points.

Employer

Challenge:

1. Does this really work?
2. Is it really that cheap?
3. How much talent do you have?

Benefit:

1. It CAN be this easy
2. Better matches are worth the wait
3. At this price, nothing to lose

Talent

Challenge:

1. I'm tired of being bothered
2. Same jobs over and over
3. Most opportunities not relevant
4. No feedback

Benefit:

1. You are in charge of your choices
2. You want them; they want you
3. No “selling” by recruiter
4. You have a coach

THE UNSEEN COMPETITION

OUR MISSION IS
TO CONVERT ATTITUDES OF:

Skepticism



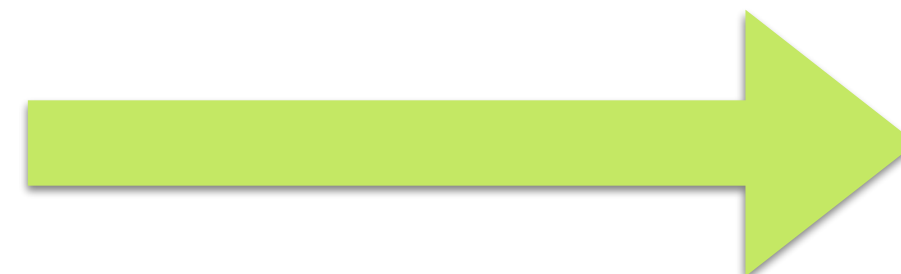
Astonishment

Doubt



Belief

Passiveness



Engagement

MOST OF ALL, WE MUST:

BE CONSISTENT; as all good brands are

MAKE FRIENDS WITH OUR USERS; as all good brands do

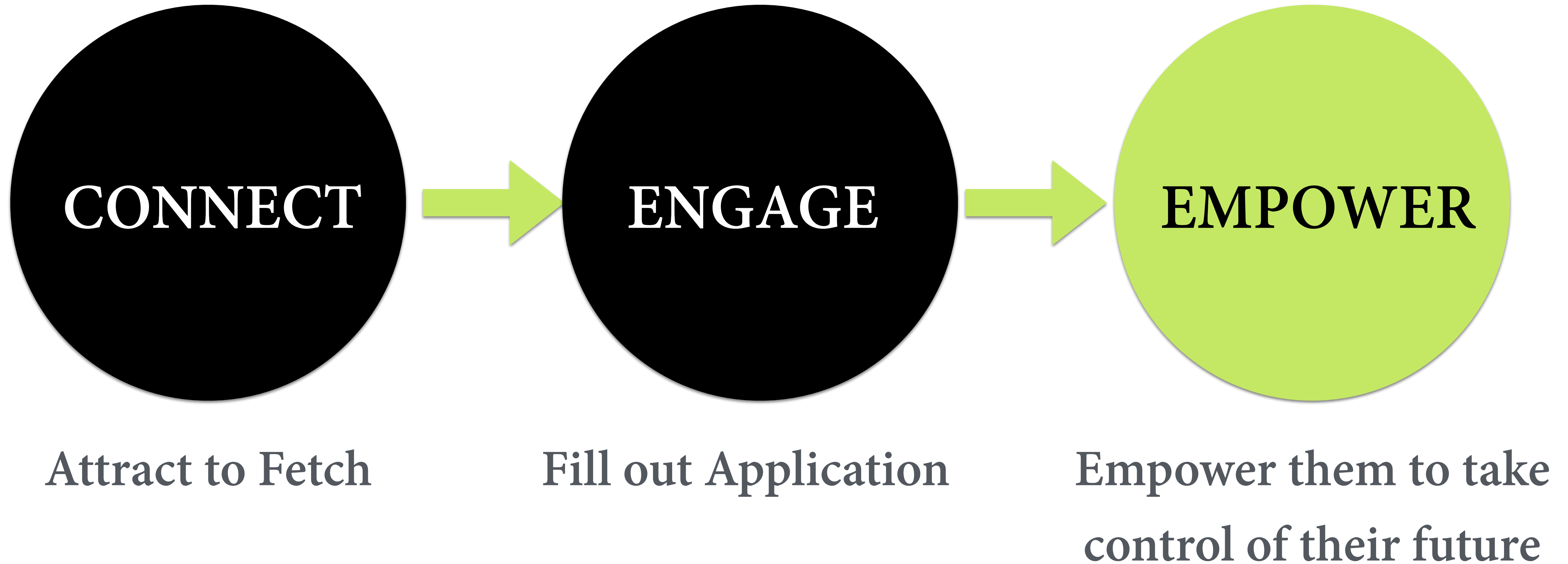
SEPARATE OURSELVES FROM OTHERS.
as all good brands do

Hi there. I'm Fetch. Let's be friends.
(More from me later.)



KEY MESSAGE POINTS

CONVERSION PROCESS



MISSION: WHAT WE DO EVERY DAY

We put the talent in charge and take the high price of recruitment out of the hiring process.

We make it easy for employers to find talent
and talent to find jobs.

OUR BRAND CONTRACT

There's an unwritten contract between brands and their users. The best brands fulfill both sides of the contract. Here's how the Fetch contract works.

Like any friendship, it goes both ways.
You take care of me and I'll take care of you.
That builds trust.
Trust builds brands.



CONTRACT WITH TALENT

Our Partnership

Fetch expects:

- Complete profiles
- Accuracy and truthfulness
- Engagement

Fetch provides:

- Opportunity
- Coaching
- Feedback



Together we build:
Happy matches.

CONTRACT WITH EMPLOYER

Our Partnership

Fetch expects:

- Reasonable job offers
- Patience
- Engagement

Fetch provides:

- Precise matches
- Time savings
- Feedback and consultation

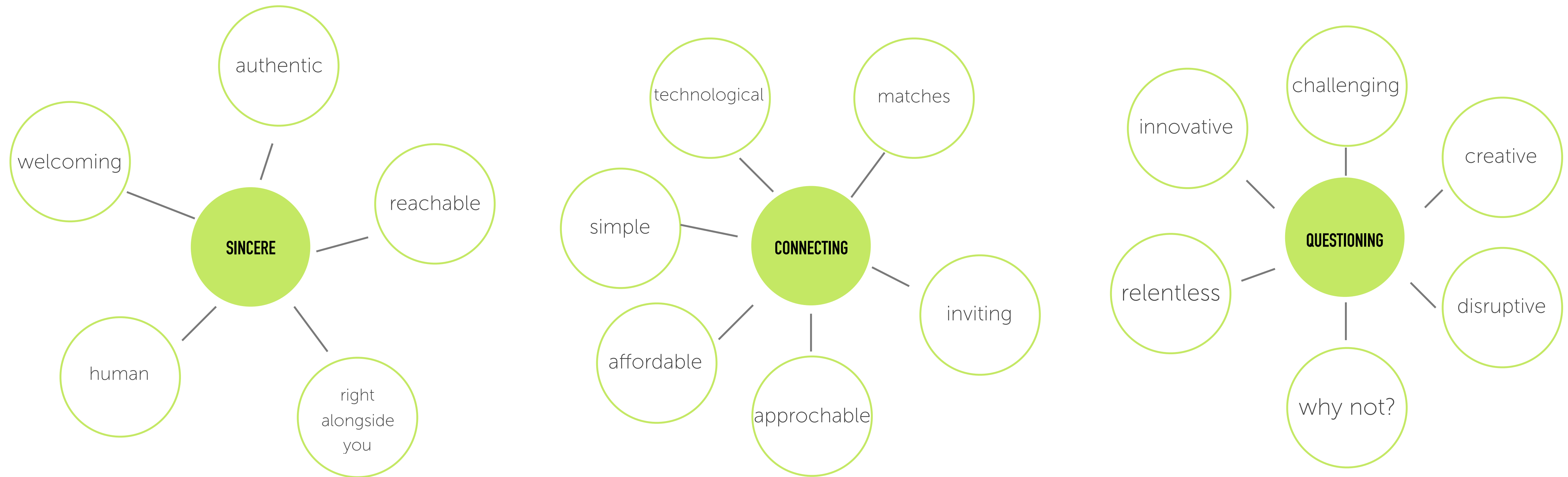


Together we build:
Happy matches.

BRAND VOICE



CORE VALUES – What Defines Us?



THIS DEFINES THE UNDERLYING DNA OF OUR BRAND. THESE THINGS OCCUR EVERY DAY AT FETCH.

SAY HELLO TO FETCH

I'm friendly



I'm approachable



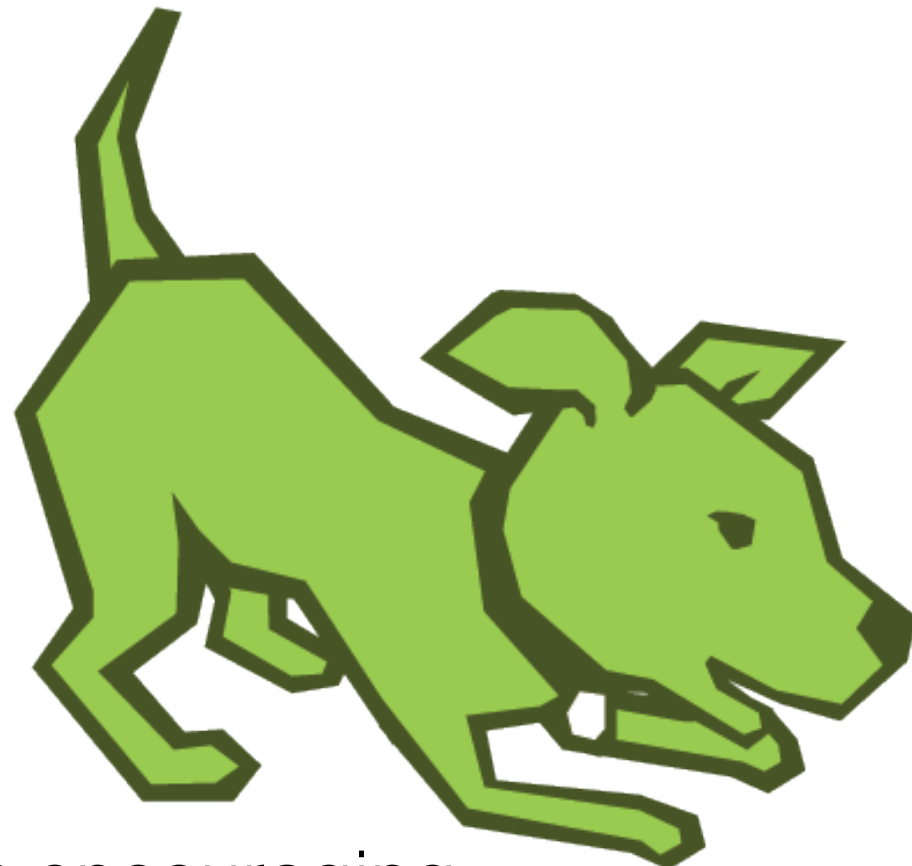
I'm inquisitive



I give feedback



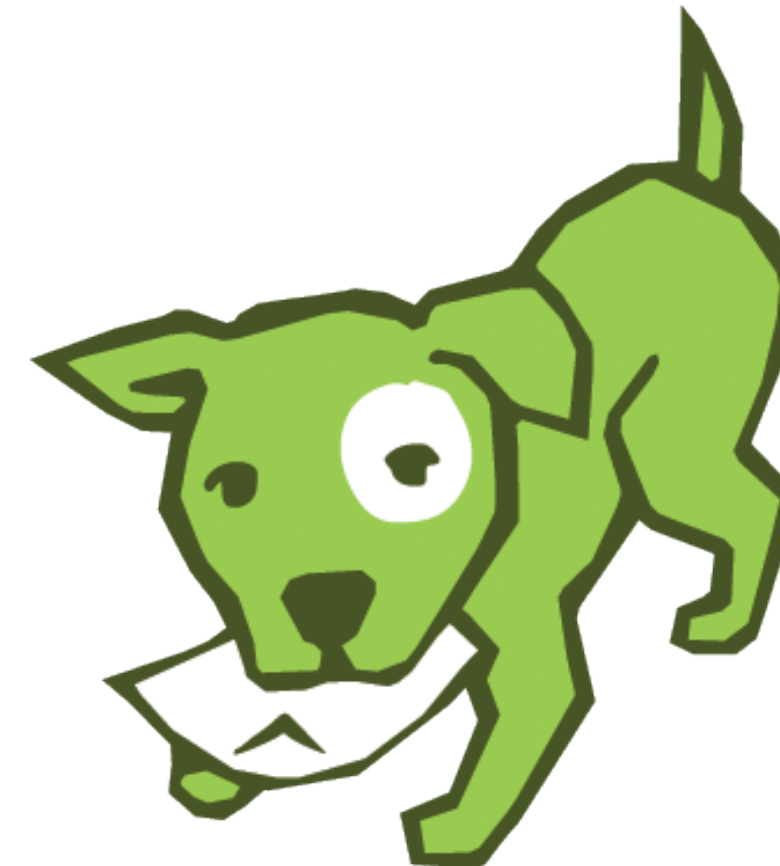
I'm encouraging



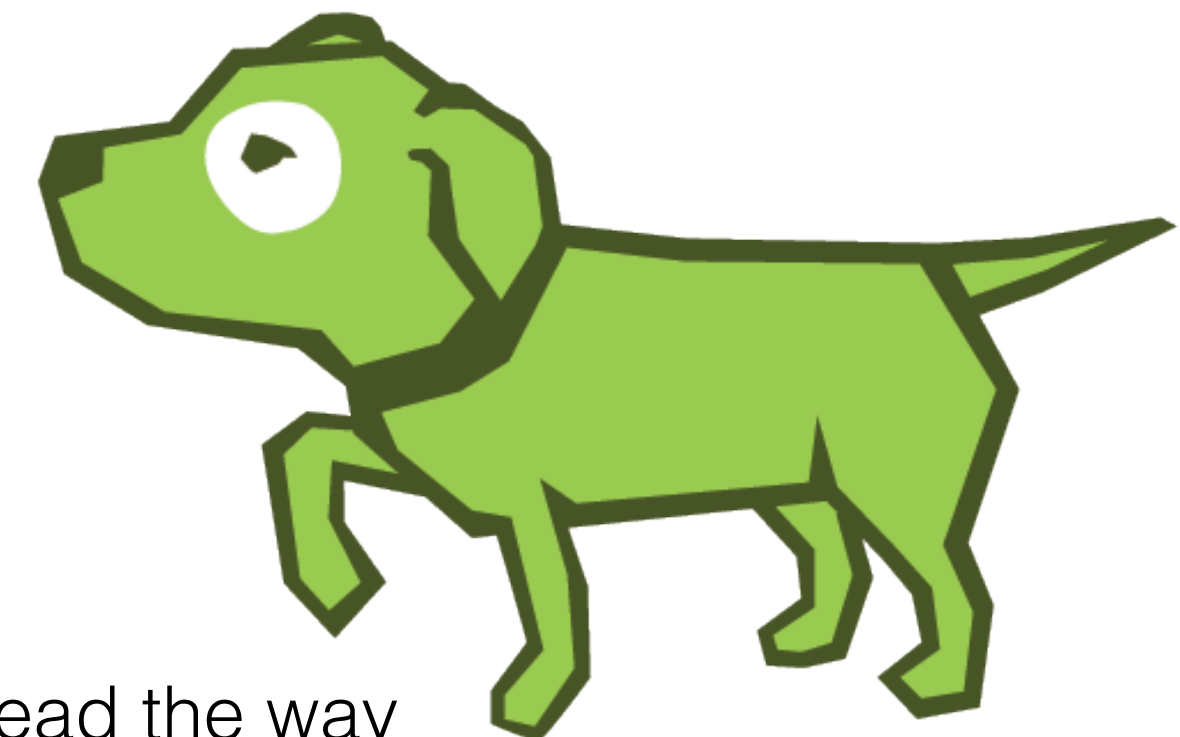
I'm eager to help



I do all the work



I lead the way



I personalize the Fetch brand, separate us from others, and help make the experience approachable, friendly and memorable.

OUR MESSAGE TREE(S)

To Talent:

You're in charge
Better matches
Private
Jobs come to you
It's easy

To Employer:

More efficient
Better matches
Less expensive
Time saving
You're never alone

These benefits drive the messaging of our communications.

AD TEMPLATES

HELP WANTED ADS – TEMPLATE

**WE NEED
YOUR
TALENT**



Coca-Cola is looking for
digital strategists.

APPLY IN LESS THAN 10 MINUTES

A HIRING PLATFORM POWERED BY
GETFETCHED.COM

fetch

**FETCH
WANTS
YOU**



Coca-Cola needs your
talents in digital strategy.

APPLY IN LESS THAN 10 MINUTES

A HIRING PLATFORM POWERED BY
GETFETCHED.COM

fetch

HELP WANTED ADS – TEMPLATE

**FETCH WANTS
YOUR TALENT
IN (JOB TITLE)**

Coca-Cola is hiring

LEARN MORE

A HIRING PLATFORM POWERED BY
GETFETCHED.COM

fetch

**I'VE FOUND A
GREAT CAREER
FOR _____.**

Coca-Cola needs your talents in digital strategy.

LET FETCH SHOW YOU HOW

A HIRING PLATFORM POWERED BY
GETFETCHED.COM

fetch



TEMPLATE / PASSIVE CANDIDATE

LET ME FETCH YOU A JOB WHILE YOU WORK

Sign up for Fetch and I'll bring opportunities to you. It's up to you to act on them.

A HIRING PLATFORM POWERED BY **fetch**
GETFETCHED.COM



NO ONE HAS TO KNOW YOU'RE LOOKING FOR WORK (THAT'S MY JOB)

Sign up for Fetch and I'll bring opportunities to you. It's up to you to act on them.

A HIRING PLATFORM POWERED BY **fetch**
GETFETCHED.COM



THE TEMPLATE – HELP WANTED ADS



1 THE HEADLINE AND COPY

The headline and copy should be placed at the top left of the design. These should either be left or center-aligned. The headline size should always be bigger than the body copy.

2 THE DOG IMAGE

The image should be placed to the right of the headline and copy.

3 THE CALL TO ACTION

The call to action should be placed at the bottom and distinguished by a darker background button or bar.

4 THE BOILERPLATE

The boilerplate should include these words and logo

OUTDOOR // HR

I fetch talent for
only \$199.



GetFetched.com



OUTDOOR // HR

Headhunters hate me.

Find out why at
GetFetched.com



OUTDOOR // HR

**I save recruiters
thousands of bones.**



GetFetched.com



I fetch jobs for free!



GetFetched.com



OUTDOOR // TALENT

Let me fetch you
your next job



GetFetched.com

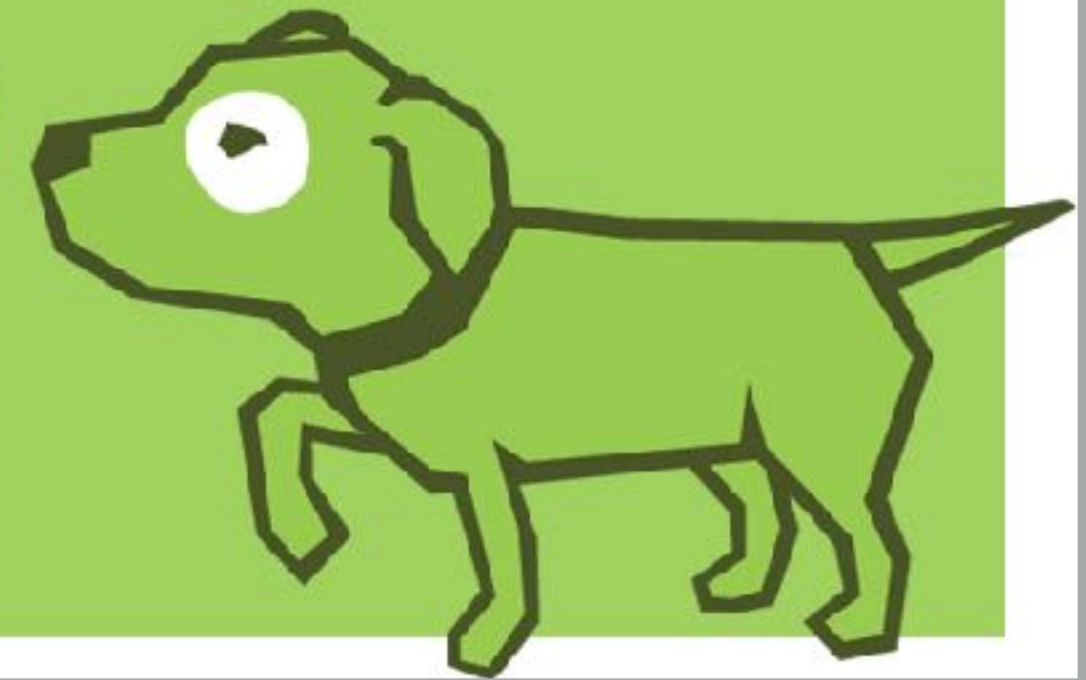


OUTDOOR // TALENT

Let Fetch find you work
while you work.




GetFetched.com



SAMPLE EMAIL

We're creating a cleaner, more consistent format.



Hi, I'm here to make finding a job fun again!

Thank you, {EMPLOYEE NAME} for joining Fetch.

Now that you have completed the employee profile registration, let's work on completing your profile. But even before that, I will start searching our database and will start sending you matches that we feel are a good fit for your talents. This is all about making it fun so we will never sell or barter your information to other job boards so you won't be receiving any emails unless they are really relevant to you.

[View Dashboard](#)

You've joined thousands of talented professionals driving their hiring process. So what's next?

- 1 FINISH YOUR PROFILE:** The most important part of your profile is your RESUME. Employers tell us they skip profiles without a resume. We recommend PDF, but other formats are accepted.
- 2 RESPOND TO YOUR MATCHES:** You'll receive email alerts when newly added positions match your profile. Login to review the position and select "Interested" or "Not Interested". Clicking "Interested" sends your Fetch profile directly to the employer, bypassing recruiters and middlemen. "Not Interested" keeps your profile hidden.
- 3 CONNECT WITH YOUR COACH:** Have a question about the system? Not sure which role is right for you? Need someone to review your resume? That's exactly what a coach is for. Pick a convenient time to talk right here: [Online Calendar](#).

EMAIL SUBJECT LINES

New Employer Lead Subject Lines/Headlines:

We're Fetch: We've fixed the way you find top talent.

At last! An affordable way to find top talent.

Let's stop making recruiters rich.

Here's the email recruiters don't want you to see.

Now you can afford what you can't afford to be without.

Top teams are made of top talent. We can help.

Fetch finds you the top talent.

Unlimited hires. Only \$199/month

A better way to hire.

Stop wasting money on recruiters.

Your team is only as good as your talent. Introducing Fetch.

New Talent Lead Subject Lines/Headlines:

Our jobs are hot (or not). You decide.

Look for jobs in the privacy of your inbox.

Job boards suck. Fetch fixed that.

How Fetch fixed the job hunt.

Look for work while you work.

No one has to know you're looking for work while you work.

Fetch finds you jobs. The rest is up to you.

Ready for a raise? Read on!

HOW IT WORKS / EXPLAINER VIDEO

Hi, I'm Fetch.



Work-in-progress Video

NEXT STEPS

MARKETING PRIORITIES

PHASE 1

WEBSITE REWORK
EXPLAINER VIDEO
REWORKED “HELP WANTED” ADS (TEMPLATE)
TWEAK LANGUAGE FOR EMAILS



COMPLETE

DATABASE FEEDBACK - Start learning how soon jobs are closed, etc, employer experience
FETCH BOUNTY - IN DEVELOPMENT (THIS IS HUGE!!!!!!)

PHASE 2

LAUNCH NEW CAMPAIGN TO TALENT AND HR
SUCCESS STORIES; Ongoing tales of successes
BLOGGING; (include blogging about the recruiting industry in a way that exposes external recruiters yet resonate with internal recruiters and motivate internal recruiters to try Fetch.



READY TO DEPLOY

BIG CAMPAIGN: Outdoor, digital, video (Atlanta, Nashville)
PR: Fresh startup changing the way people get hired



READY TO DEPLOY

PHASE 3

ONGOING(?) REWORK APPLICATION UE
TRADE SHOWS
GEWGAWS & GIMCRACKS



READY TO DEPLOY

ONGOING:

REVIEW, ASSESS, ADJUST: ALWAYS EVALUATE WHAT’S WORKING AND NOT. IMPROVE AND OPTIMIZE.

THANK YOU



Good job, Fetch!