

**Stealth Recruitment's Premium Marketing Campaign** is a multi-faceted marketing tool aimed at directly increasing the client's employment brand awareness and available job opportunities through the use of Stealth's Technical Network; this includes: -

- **Emailing Stealth's entire Database of Technical Professionals**
- **Emailing Stealth's entire RockOn Newsletter Subscription List (20,000+ professionals)**
- **Emailing Stealth's entire Passive Network (LinkedIn, Personal & Facebook Contacts, Clients)**
- **Dual Branded advertising across all of our Job Boards (Seek, CareerOne, JobisJob, Jooble, InfoMine, Trovit, JobsandTrades, LinkedIn, Facebook)**

**Note:** - *We can also organise advertising in print media at cheaper (at cost) prices (Mining Monthly, The AUSIMM Bulletin, Australia's Paydirt)*

### What's Involved?

In liaison with your team; we draft up a dual branded Flyer selling your company and the role/s available. Once you have approved the context and format of the ad, we market this role across all of Stealth's job boards (mentioned above) and directly email / contact everyone in the Stealth Technical Network a copy of the Flyer. This is combined with an outline of Stealth's referral program in order to promote the recipient to forward the ad onto their networks that could also be suitable for the role.

### Why it Works?

Although the mining industry has slowed down considerably, you cannot simply put an ad on Seek, sit back and wait to be stampeded by talented technical professionals. Most of the industry's high-performers remain in secure jobs, and all the top talent that might be looking to change employers are going to stay put until the market picks up again. As a result we are still left with a significant skill shortage of high performers, in which most of the industry are no longer actively browsing Seek or other job boards as they are happily employed and want to sit tight during times of uncertainty. Consequently, traditional media channels no longer provide a viable standalone platform as the primary candidate sourcing method.

If you are looking to attract top performers, you need to be contacting them directly and dangling the carrot in front of them. Stealth's Premium Marketing Campaign is aimed at doing just this; directly promoting your company and vacancies to literally thousands of technical professionals across the globe.

### Benefits:

1. Increase the exposure of the vacancy, our Job Board exposure is huge, ie. Seek, CareerOne, JobisJob, Jooble, InfoMine, Trovit, JobsandTrades, LinkedIn, Facebook.
2. Make sure your Vacancy is seen by the passive candidate / high performer (i.e. not browsing Seek) - the Flyer is emailed directly into the inbox of Stealth's Technical Network of over 20,000 mining technical professionals.
3. Provide the candidate with avenues to discuss the role with a consultant. Great candidates always have questions before applying - who it is with (dual branding benefit) and then everything about the company from team size, culture, salary etc. before even putting their name forward.

4. The vacancy benefits from our reputation in the market, referrals and repeat business are a large part of our business and if we advertise a role people pass it around - simple.
5. We can also organise advertising in targeted print media: Mining Monthly, The AusIMM Bulletin, Australia's Paydirt at reasonable (at cost) prices if requested.
6. Massive dual leverage marketing opportunity and brand awareness for your company.

**Proof it Works!!!**

Many of our clients have engaged Stealth's Premium Marketing Campaign to fill some very difficult to fill positions that have been open for months. Proud to say that we have filled 100% of these positions utilising this method.

Clients that have successfully engaged in Stealth's Premium Marketing Campaign include:

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| <ul style="list-style-type: none"> <li>• Fortescue Metals</li> <li>• Atlas Iron</li> <li>• BHP Billiton</li> <li>• Gold Fields</li> <li>• Saracen Minerals</li> <li>• KCGM</li> <li>• Reed Resources</li> </ul> | <ul style="list-style-type: none"> <li>• Polaris Metals</li> <li>• Norton Goldfields</li> <li>• Crocodile Gold</li> <li>• CAE Mining</li> <li>• Hillgrove Resources</li> <li>• Norilsk Nickel</li> <li>• Legend International</li> </ul> | <ul style="list-style-type: none"> <li>• Crescent Gold</li> <li>• Oz Minerals</li> <li>• Silver Lake Resources</li> <li>• Hindustan Zinc</li> <li>• YOUR COMPANY...!</li> </ul> |
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**Please ask if you require more specific information.**

We can action this dual branded marketing strategy immediately. It will compliment and exponentially expand your marketing network and branding capabilities.

