



MARKETING KIT



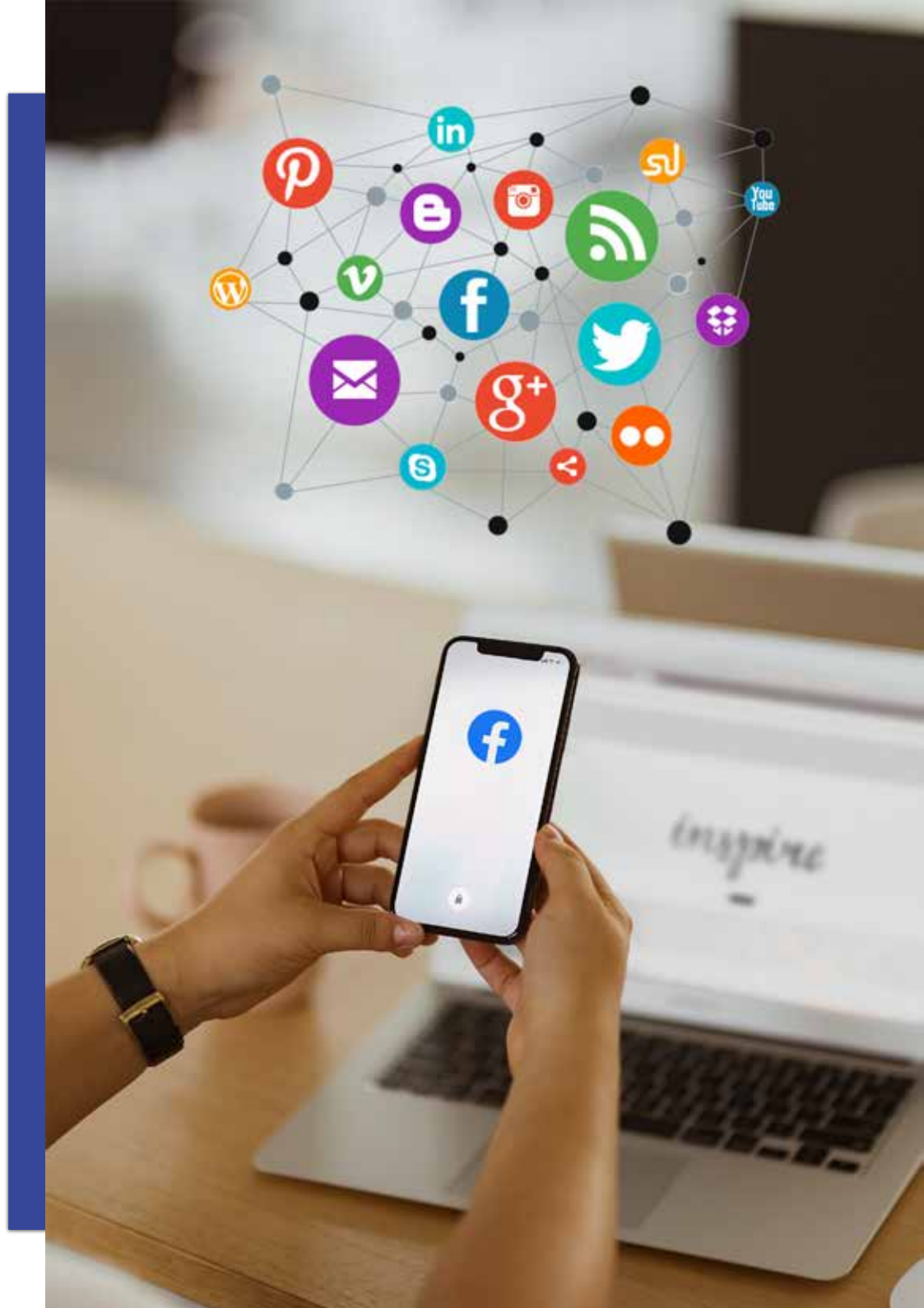
INTRODUCTION

UIG UK uses digital channels such as Social Media, Search Engine, and Email Marketing through organic and paid activities, events and recruitment drives to introduce our recruitment services.

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Stats

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Ads

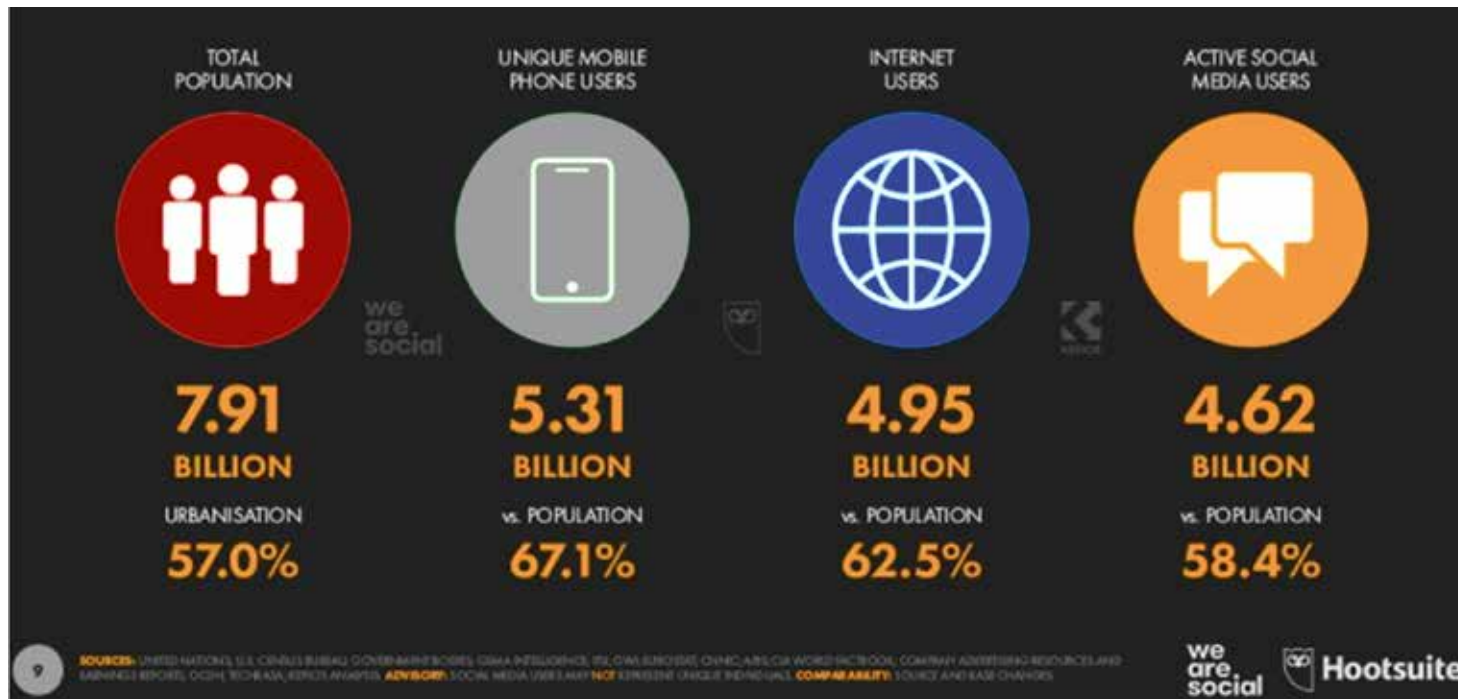
10 The
Champs



THE STATS

SOCIAL HEADLINES

Social media platforms today are evolving and developing to meet an ever wider variety of consumer wants and needs. Surely the value that social media usage can add to consumers' lives is more evident than ever before. This suggests opportunities for future growth of social media usage and marketing.



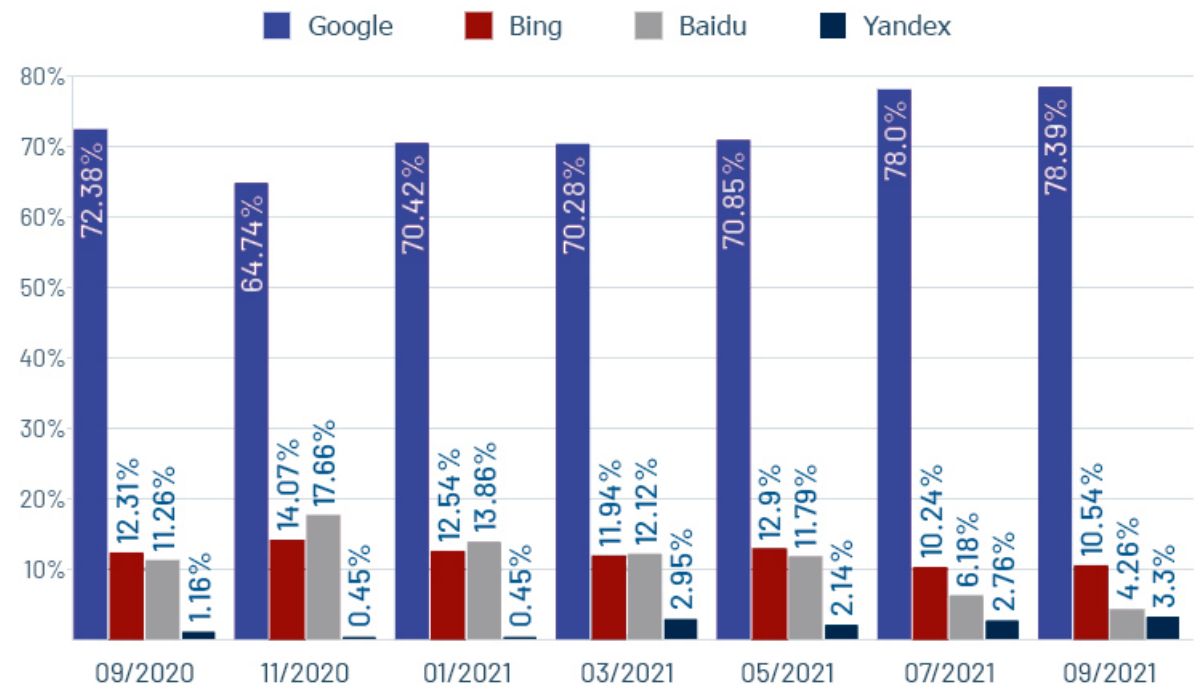
THE STATS

SEARCH HEADLINES

Google accounted for 78.39% of worldwide desktop and laptop searches in September 2021

The Google market share in desktop searches globally has hovered between 64% and 78% since January 2020. The other two top search engines, Bing and Baidu have been marginally apart from each other since 2020, with Bing ultimately taking the second spot at 10.54%. Baidu lost quite a bit of traffic towards September 2021, currently accounting for 4.26% of all desktop/laptop searches.

Desktop/Laptop Search Engine Market Share



Source: NetMarketShare

THE ADS



uig UK
We've got you sorted with everything you need.

RECRUITING NURSES TO THE UK

Qualified and experienced Nurses from the Philippines, India, Nepal and UAE.

Want To Hire Nurses?

- Fast recruitment
- IELTS 7 and above
- 2+ years experience
- Full induction training

CONTACT US

More information call us **+971 446 2076**

www.uiguk.com **VISIT OUR WEBSITE**

Corporate



uig UK

Want to be a Caregiver in the UK?

We're Hiring!

- Attractive salary and benefits
- Must have minimum 2 years experience
- Full induction training
- Fast recruitment & deployment procedure including visa process

Send CV to: info@uiguk.com

Reach out to us:
UIG UK Employment Services Limited
info@uiguk.com | +44 (0) 208 187 0216 | www.uiguk.com

Candidate

THE ADS

UIG UK

Want to be a Nurse in the UK?
We're Hiring!

- Attractive salary and benefits
- Must have minimum 2 years experience
- Full induction training
- Fast recruitment & deployment procedure including visa process

Send CV to:
info@uiguk.com

info@uiguk.com +44 (0) 208 187 0215 www.uiguk.com

Candidate

UIG UK

- Fast recruitment
- IELTS 7 and above
- 2+ years experience
- Full induction training

RECRUITING CARE WORKERS TO THE UK

Qualified and experienced Care Workers from the Philippines, India, Nepal and UAE

Want To Hire Care Workers?

CONTACT US

More information call us **+971 446 2076**

www.uiguk.com **VISIT OUR WEBSITE**

Corporate

SOCIAL MEDIA

UIG UK uses Facebook, Instagram, and LinkedIn to promote brand awareness and generate leads using both organic and paid strategies.

Organic activities:

- Regular page postings of company updates, services and informative contents.
- Joining relevant Facebook and LinkedIn groups to engage and post.
- Utilizing Facebook & LinkedIn messaging service for direct approach.

Paid social activities:

- Executing campaigns on Facebook & Instagram with goals toward **awareness**, **lead generation**, and **conversion**.
- LinkedIn Salesforce subscription



SEARCH ENGINE GOOGLE

Paid and organic rankings are both important strategies on Google. That is why at UIG UK, we include SEM and SEO as part of our digital marketing activities. By using relevant keywords, it enables our website to be seen on the front page of Google when people search for our service i.e., “healthcare recruiters in the UK” or “Nurse jobs in the UK”.

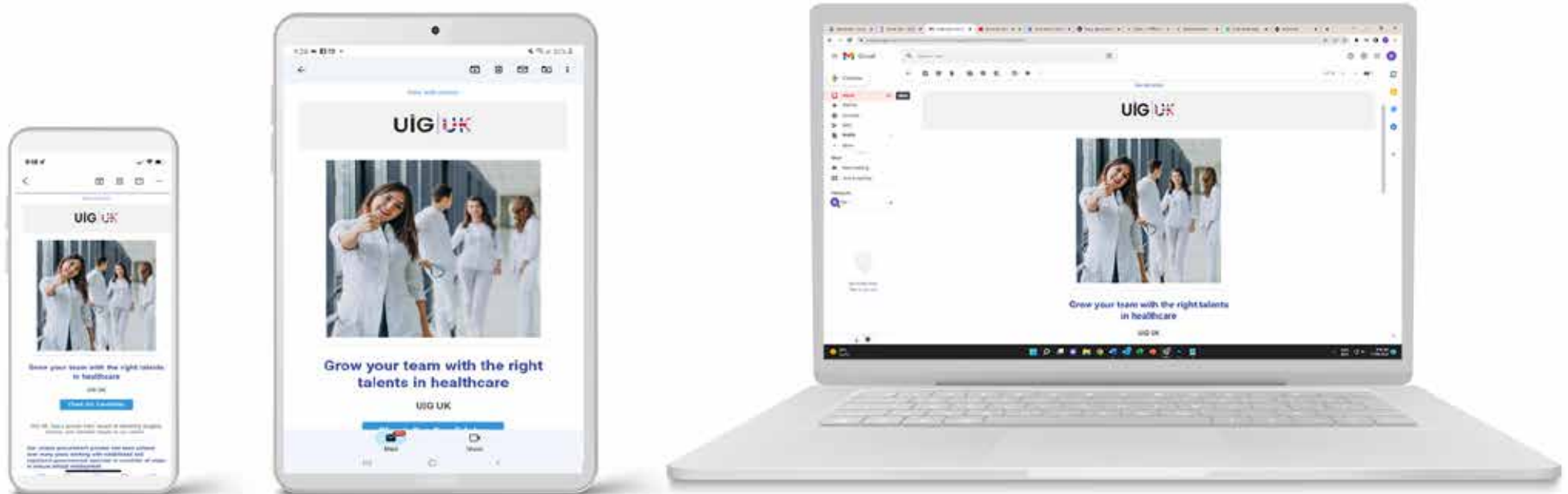
Search Ad:

Display Ad:



EMAIL MARKETING

UIG UK is GDPR compliant. We only send out newsletters or promotions to our subscribers that we have collected through our organic and paid activities on social, Google, networking activities and recruitment drives.



THE CHAMPS



Anne-Marie D'Mello
Content Champ



Francis Abache
Digital Champ - PPC
Google & Social



Mushafiq Ashai
Web and Social Champ

A blue-tinted photograph of a meeting table. Several people are seated around the table, working on laptops. There are papers, a coffee cup, and a small plant on the table. The background shows a modern office setting with a window and some furniture.

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Ignoring online marketing is
like opening a business but
not telling anyone.



Reach out to us at

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