

# 360° Marketing | Communications

**Angie Smith wakes up to her radio every morning.** She turns on her TV to watch the news and traffic report. After her shower, she fires up her computer to check her personal mail while she fixes a cup of coffee. She reaches for her Blackberry almost simultaneously and checks her office e-mail, text, and voice messages.

While she's on the train to work, she's busy texting her buddies and checking her office e-mail. When the train goes underground, she loses her signal and opens the free newspaper she picked up at the station. She may plug into her iPod for background tunes.

Once at work, Angie multitasks, her attention wandering between e-mails, searching the Web for work-related projects, and doing other tasks. She checks the latest news and does a little shopping online, too. Today, she's happy at work so she won't search for a job, although her Google widgets deliver the latest jobs available in her field. At lunch, she catches up on the company gossip...

Angie's morning routine illustrates today's communication environment. Though Angie's pattern of media use and interactive communications may seem familiar, it is uniquely hers. Because of the many lifestyles and options available to us, each one of us forms our own "media routine" and our own set of "communication habits." These routines vary slightly from day to day.

Communication and media habits are often similar among people within a certain age group, or among those who have common backgrounds and who share special interests. They make up an almost infinite variety of niche audiences.

At Davis, we're developing new marketing and communication approaches to better reach these niche audiences through multiple channels – our 360° approach:

- Davis develops your **employer branding** or **position announcement** strategy based on specific audience profiles.
- We build "**your own audience**" using our NetHunter® sourcing service and other tools to find contact information for qualified individuals.
- We deliver information through the most affordable and appropriate channels for engaging the types of candidates you seek.
- We use media which allows us to target "audience fragments." For example, we'll use direct mail and search engine marketing to reach people who live within a 20-mile radius of your facility. Audience fragments cost less than whole parts – TV to selected neighborhoods costs less than TV to the nation.
- We'll recommend a full interactive 360° strategy, allowing your audience to "talk back to you" via multiple channels.

**Davis Advertising Inc.**

Copyright 2007 Davis Advertising Inc. All rights reserved.

**360° is like surround sound for your recruitment message: As your audience's communications and media options grow, so should the places where your message appears.**

**Has your perfect candidate "tuned in" to any of these channels today?**

Communication options are greater than ever. You can speak *with* an "audience of one" or an audience of millions depending on which channel and which niche audience you choose.



For more information, please contact Mike Gavio, Director of Account Services, at 610-227-0429 or e-mail [mgavio@davis.jobs](mailto:mgavio@davis.jobs).

Davis Advertising Inc.  
One Bala Plaza, Suite 640  
Bala Cynwyd, PA 19004

[www.davis.jobs](http://www.davis.jobs)