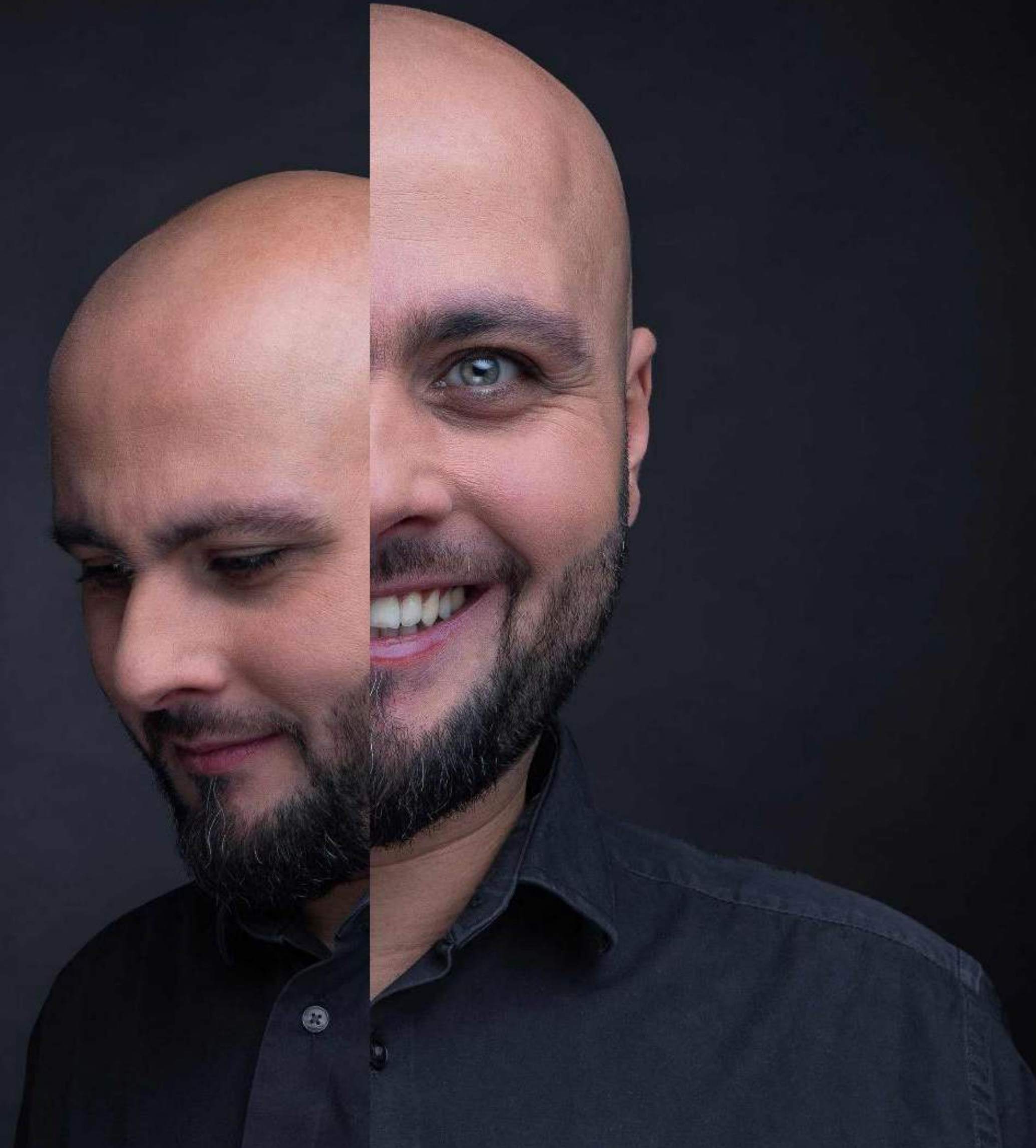


Talento **Brand** & Marketing

Talento[⊛]



Nobody knows that you are part of Talentor, an international network?

You have to talk about it a
hundred times 😊!!!!

- There are no shortcuts.
- There are no overnight successes.
- Success takes work.

Success is a product from ALL of us!





*How can **YOU** increase the visibility
of Talentor and your international
membership in **YOUR** country?*

#1

Use Talentor branding/ Talentor Logo in EVERY communication

Talentor Logo or Co-branding in the **email signature and on the business cards of EVERY team member, not only management.**

Thomas Zembacher
Managing Director Austria



Talentor International GmbH | Phone +43 1 523 820 7711 | Mobile +43 664 60 40 58 91

Ema Hasicevic
Business Operations Specialist



Part of  Talentor.com

Sarajevo office: Maršala Tita 48 | 71000 Sarajevo | Bosnia & Herzegovina
T: +387 33 954 277 / M: +387 64 4482 555
W: www.popcornrecruiters.com

#2

Use Talentor in every communication to customers & candidates

- **Presentations**

- ✓ Use Talentor presentation templates.
- ✓ Co-branded partners please integrate slide about Talentor in your presentations.

- **Brochures/ Folders**

- ✓ Include a short statement about Talentor network and Talentor co-branded Logo.

- **Offers/ Job Ads**

- ✓ Include the Talentor Logo or co-branded Logo.



#3

Use Talentor branding online

Talentor Website:

- Send **updates** about employees, services, recent hires, about your company from time to time (Blog and Newsletter).
- **Translate** your location page into local language – will help to find you in search engines in local language.
- Integrate your **local jobs** to Talentor [Job listing](#)



Sachin Khisti — June 2023

Austria Connect Australia 2023 – insights from Talentor International Partner Carrington Associates

Talentor International's Australian Partner, Sachin Khisti from Carrington Associates, recently attended the Advantage Austria Austria Connect Australia event in May. Advantage Austria, the official Austrian Foreign Trade Promotion Organisation, is known for its extensive global presence, with over...

[Read more](#)

#3

Use Talentor branding online

Your webpage with local branding:

- Integrate information & Logo of Talentor.
- Link to Talentor.com.
- We also link Talentor.com to your local website!

The screenshot shows the MCS Management Consulting website. The header includes the MCS logo and navigation links: Chi siamo, Servizi, Network Internazionale, Clienti, Dove siamo, and Contatti. The main content area features two columns of text. The left column, titled 'La nostra ricetta per il successo', describes the company's approach to finding the right people for leadership positions. The right column, titled 'Una rete rivoluzionaria', lists the company's global reach: 5 Continents, 33 Countries, 270 Consultants, and 52 Offices. Below this, a world map highlights the regions where the company is currently present: EUROPA, AFRICA, NORD E SUD AMERICA, and ASIA. The footer includes the text 'Part of Talentor.com' with the Talentor logo.

MCS MANAGEMENT CONSULTING
Since 1977

Chi siamo Servizi Network Internazionale Clienti Dove siamo Contatti

La nostra ricetta per il successo
Trovare le persone giuste per posizioni di leadership è sempre stato un compito affascinante. Non contano solo l'esperienza e le capacità professionali, ma anche il carisma, l'impegno e la capacità di ispirare gli altri. Quando la ricerca executive assume valenza internazionale, la selezione di successo diventa ancora più sfidante. In qualità di consulenti, è imprescindibile per noi il binomio tra intuizione ed esperienza per trovare e approcciare in modo coerente le persone giuste. Nel mondo digitale, questo significa sempre più aprire nuovi orizzonti e abbandonare i vecchi metodi. Ed è per questo che amiamo il nostro lavoro.

Una rete rivoluzionaria
✓ 5 Continenti
✓ +33 Paesi
✓ +270 Consulenti
✓ +52 Uffici

Attualmente siamo presenti in:

EUROPA
Austria, Belgio, Bosnia & Herzegovina, Croazia, Danimarca, Estonia, Francia, Germania (Dusseldorf, Francoforte & Monaco), Italia, Lettonia, Lituania, Olanda, Norvegia, Polonia, Regno Unito, Repubblica Ceca, Romania, Serbia, Slovenia, Spagna, Svezia, Svizzera, Ucraina, Ungheria

AFRICA
Marocco, Sud Africa

NORD E SUD AMERICA
Brasile, Canada, Messico, Stati Uniti (San Diego, Boston & San Francisco)

ASIA

Part of **Talentor.com**

The screenshot shows the Capus website. The header includes the Capus logo and navigation links: TJENESTER, STILLINGER, OM CAPUS, KONTAKT OSS, SØK, and LOGG INN. The main content area features a large headline: 'Capus er et verdiskapende rekrutteringsbyrå, og i samspill med våre søsterselskap og internasjonale nettverk kan vi tilby et bredt spekter av tjenester.' Below this, there are three columns of text. The left column, titled 'Om oss', describes the company's core business as a competence-based recruitment and search firm. The middle column, titled 'Talentor International', describes the partnership with Talentor International, offering local expertise and search projects to more than 23 countries across four continents. The right column, titled 'Teamet', describes the company's team as a mix of happy employees who fill each other's academic and experiential gaps.

CAPUS

TJENESTER STILLINGER OM CAPUS KONTAKT OSS SØK LOGG INN

Capus er et verdiskapende rekrutteringsbyrå, og i samspill med våre søsterselskap og internasjonale nettverk kan vi tilby et bredt spekter av tjenester.

Om oss
Capus sin kjernevirksomhet er kompetansekrevede rekruttering og search av ledere og fagspesialister innenfor et bredt spekter av bransjer og nivåer

Leaders for tomorrow
Talentor

Talentor International
Capus AS er partnere i Talentor International. Med partnerskapet kan vi tilby lokal ekspertise med pålitelige partnere for search-prosjekter til mer enn 23 land på fire kontinenter

Teamet
Teamet vårt består av hyggelige medarbeidere som utfyller hverandre akademisk og erfaringsmessig.

SERVICESCOUNTRIESINDUSTRIESBLOG

Talentor

ABOUTJOBSJOIN USCONTACT

Find the perfect job for your talent

JOB SEARCH

Which job are you looking for?

Job title / Region / Area of activity

All CountriesAll FieldsFind

Can't find the perfect job match? Register in our database!

293 Jobs found

JOB TITLE / DATE	FIELD	COUNTRY	LOCATION
<div>Projektleiter R&D (m/w/x)</div> <div>Projektleiter R&D (m/w/x)MedizintechnikUnser Kunde ist ein renommiertes, international tätiges Unternehmen, das mit seinen innovativen Produktentwicklungen ...</div> <div>2020-03-03</div>	OTHER	AUSTRIA	Wien
<div>Tehnician Service</div> <div>Your Future Role Pentru clientul nostru, ce ofera echipamente si servicii tehnice de inalta calitate pentru instalatii electrice, automatizari, sisteme de siguranta...</div> <div>2020-03-03</div>			Bucharest
<div>Teamleiter Produktion (m/w/d)</div> <div>Vom Pionier im Nischenmarkt zum Spezialisten für Ernährungslösungen. Mit ca. 1400 Mitarbeitern ist unser Kunde ein traditionsreicher familiengeführ...</div> <div>2020-03-03</div>	INDUSTRY / MANUFACTURING	GERMANY	Hessen – Einzugsgebiet Giessen / Marburg
<div>Senior účetní – investiční fondy</div>		CZECH REPUBLIC	Praha

Talentor Job Page:

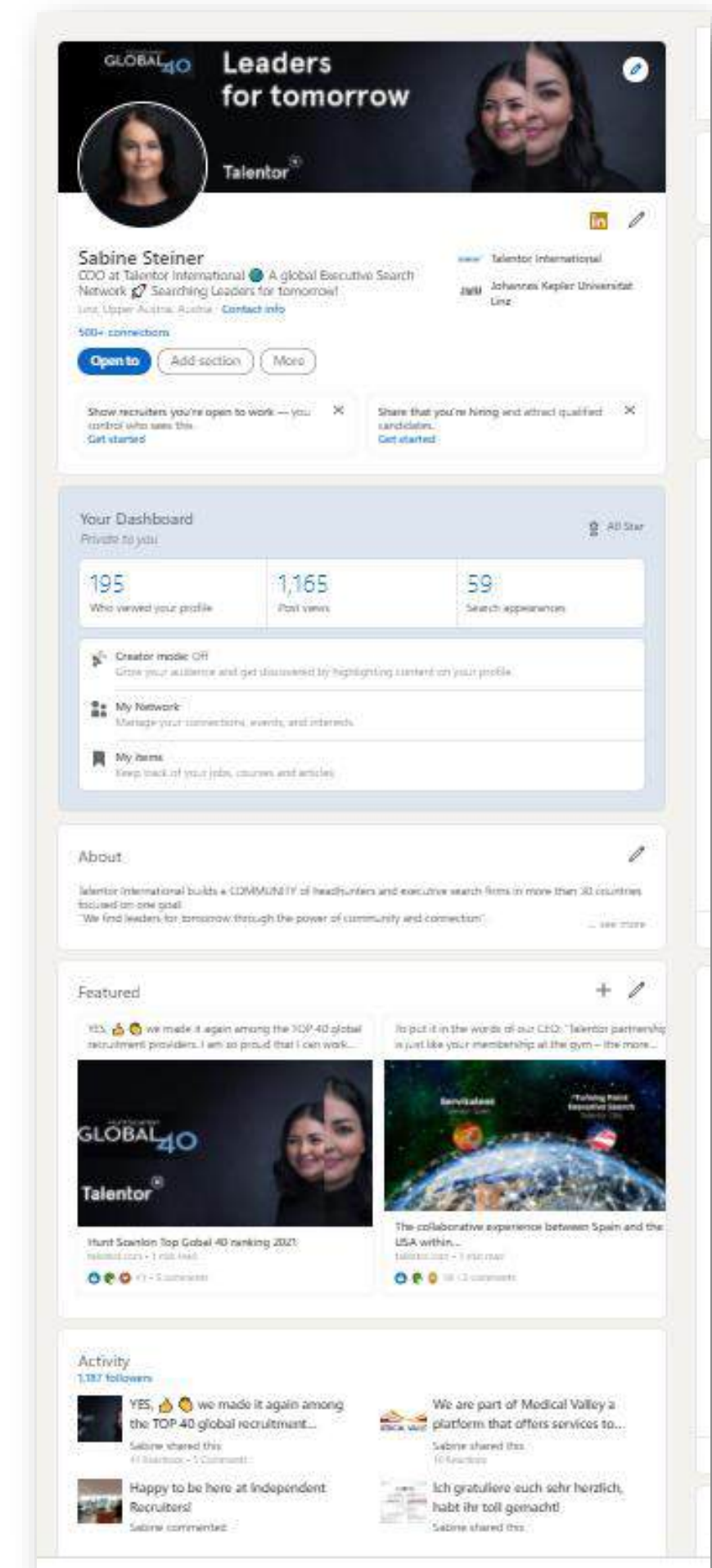
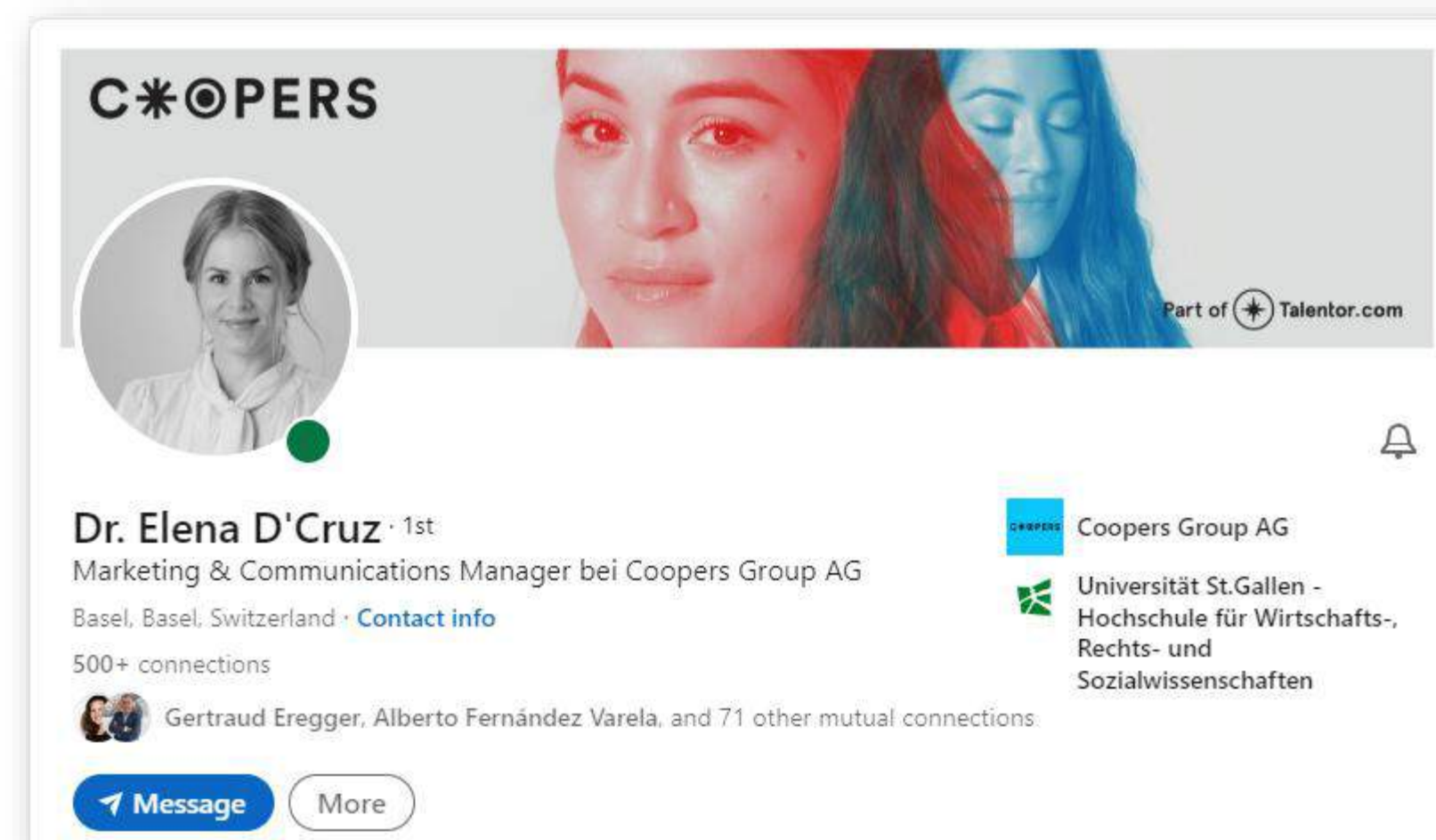
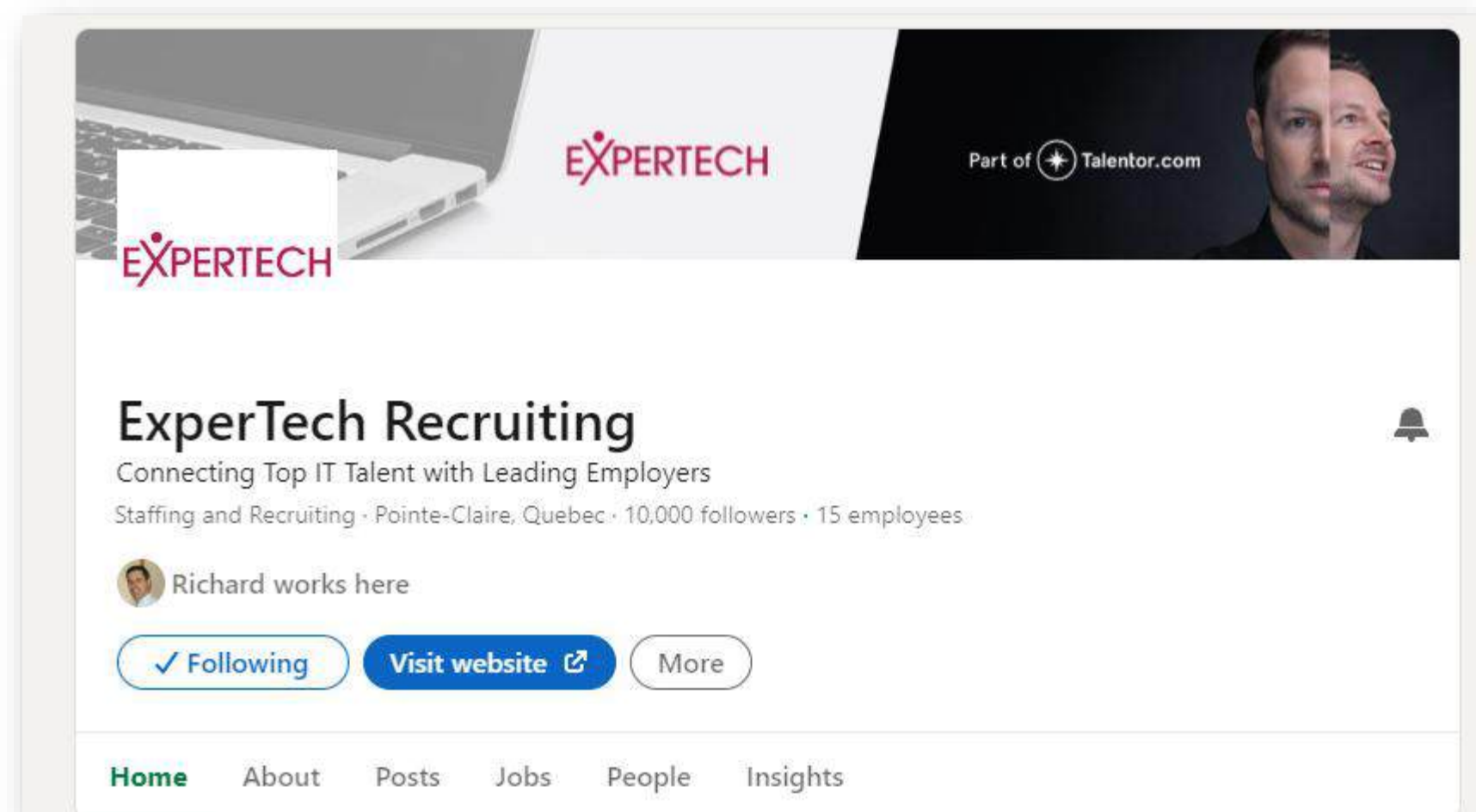
We can add your jobs to our Talentor.com/jobs page!

- We just need a feed from your recruitment software with the information of your job ad.
- You will increase (international) visibility, will get attention and raise the range of your job advertisements.

#4 Use Talentor branding on social media channels

LinkedIn, Facebook, XING, Job boards & CO:

- Add **Talentor branding** to your personal profiles / company profiles.
- **Connect with the other partners** and all their team members.
- **Share & Like posts from the network** – this increases visibility.
- Join the **Talentor Global** LinkedIn group for more news.

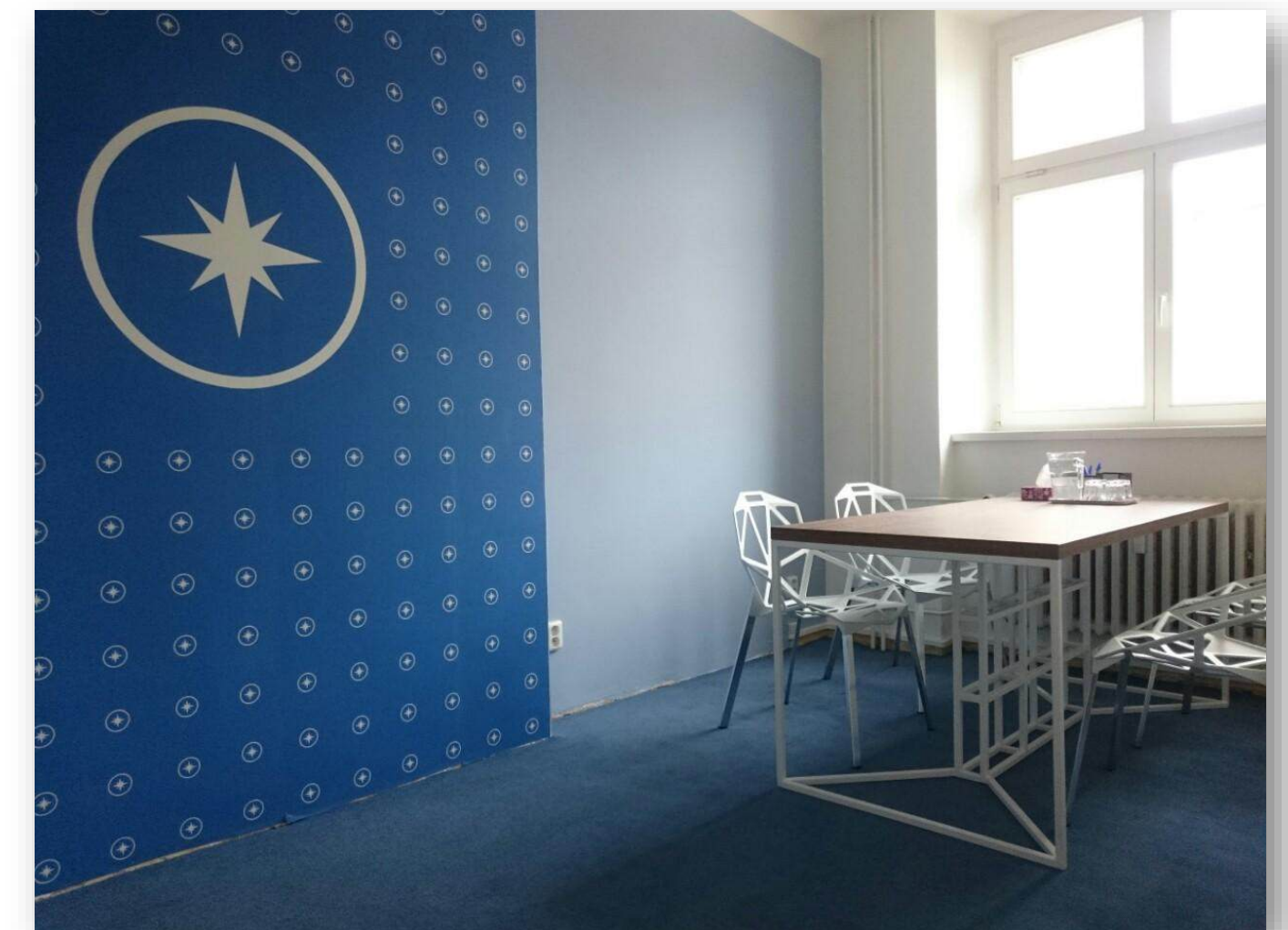
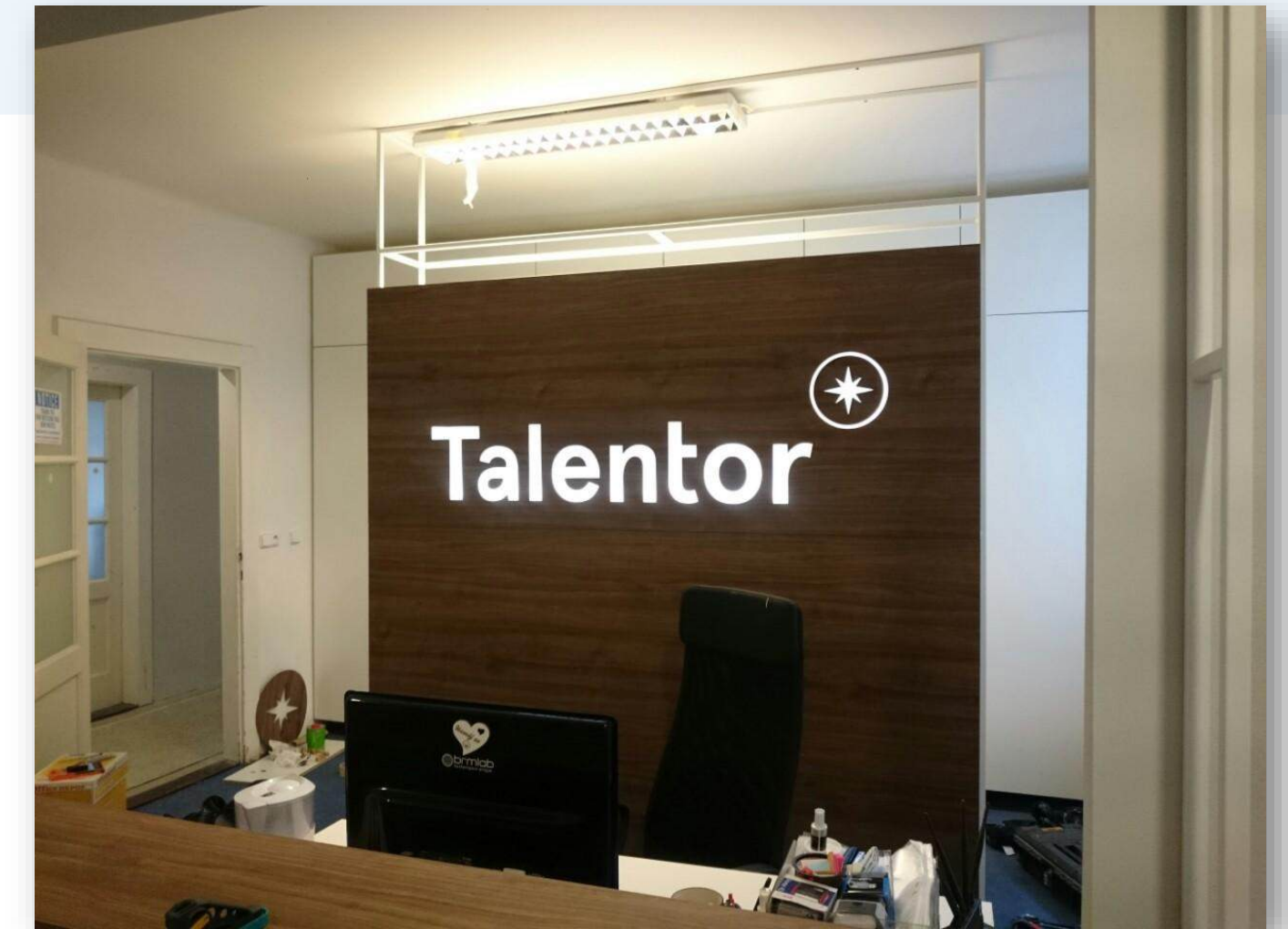


#5

Use Talentor branding offline

Make the Talentor brand visible in your office:

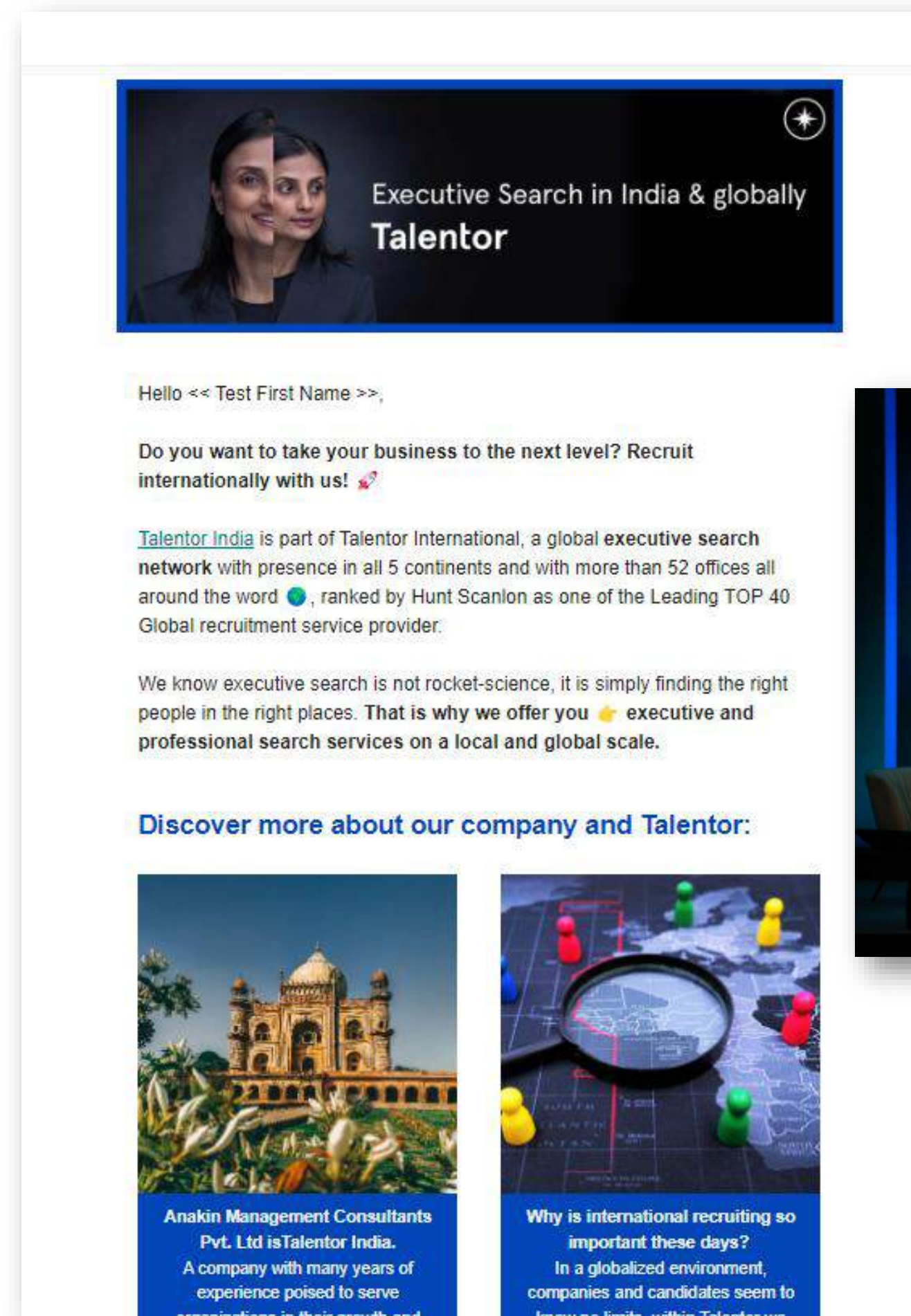
- Pictures/posters of Talentor branding.
- Talentor wall sign.
- Roll-ups: for meetings and events.
- Give-aways for customers/candidates.



#6

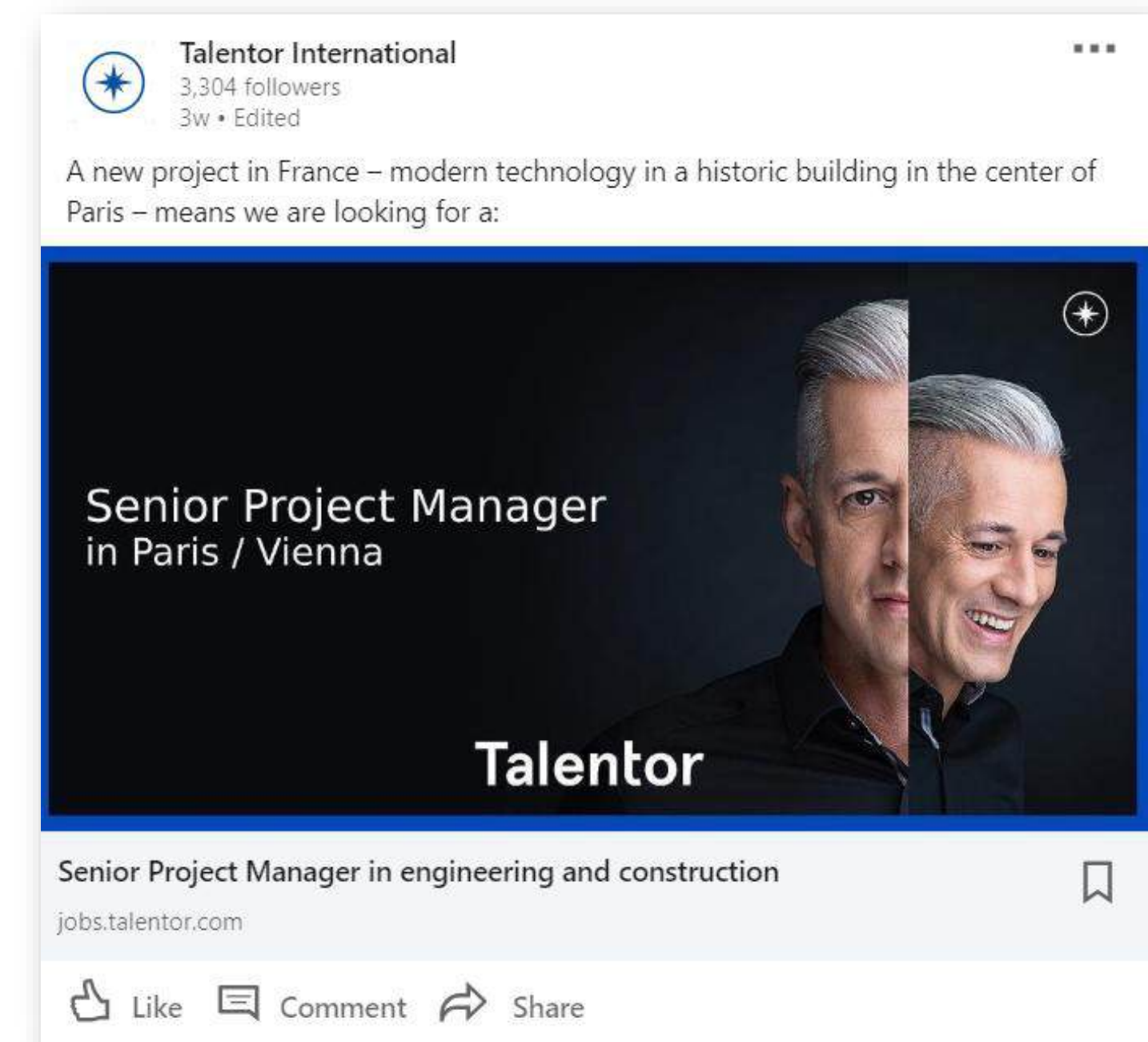
Invest (time) in the visibility of your company

- Write posts about your **activities/case studies/international projects** or HR related topics or share these stories from Talentor.com
- Share **success stories**, information about Talentor network with your customers/market (social media but also personalized information like Newsletter).
- Use Talentor **Newsletter templates** and send it to customers/candidates.
- Participate at **local events** (as speaker) and promote Talentor & Network.



#7 Invest (money) in the visibility of your company

- Think about **Google Ads** for your target group.
- **LinkedIn Ads** for your service/company and/or for Job offers.



A large, diverse group of people, likely employees, are gathered in a parking lot. They are all smiling and raising their hands in the air, creating a sense of excitement and team spirit. Several cars are parked in the background. The image is overlaid with a semi-transparent blue filter.

What to do to keep the Talentor **spirit** alive in your team?

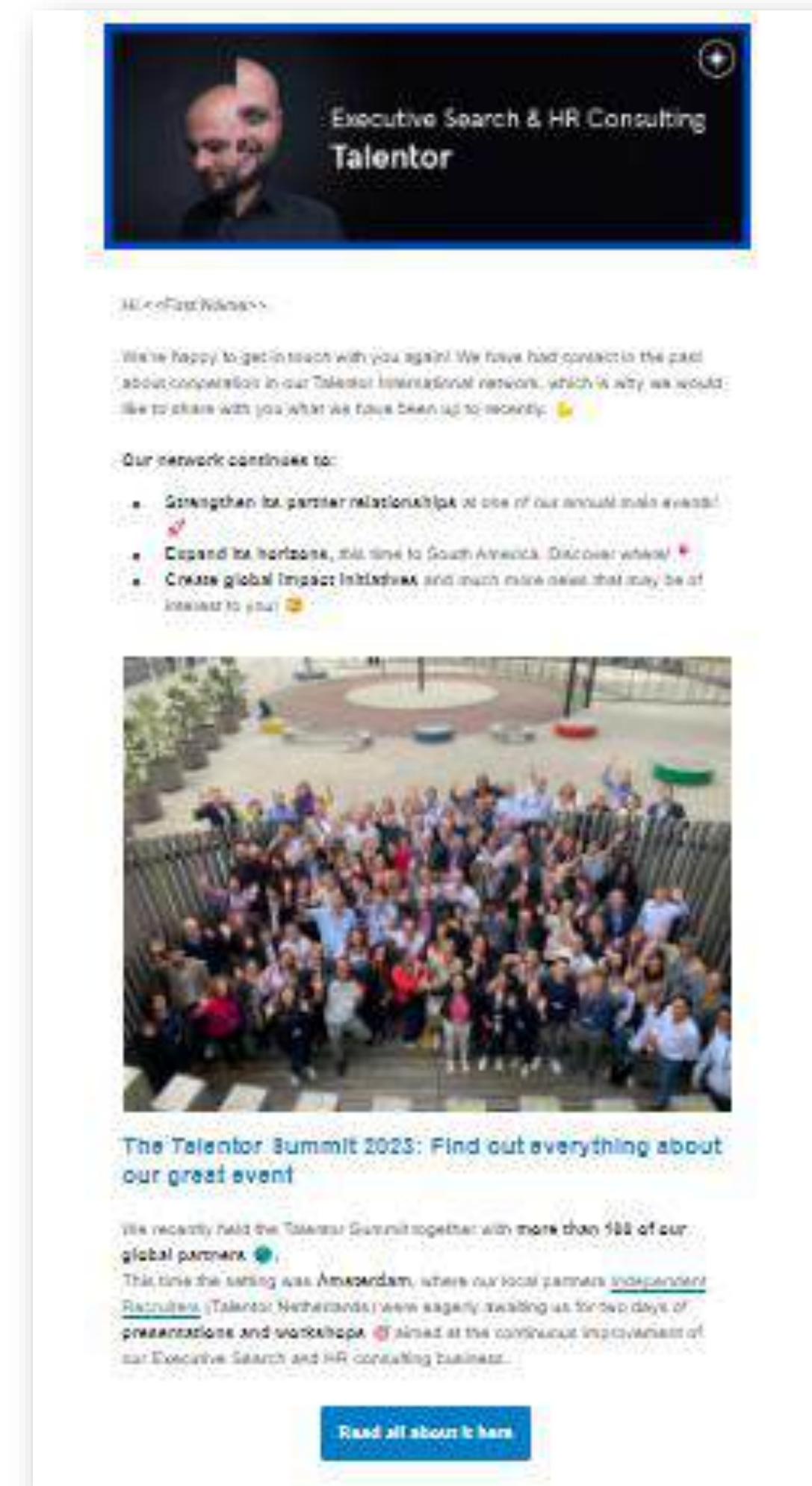
Keep the people informed about Talentor

Talentor International sends out a **Talentor Newsletter** every quarter to **ALL** Talentor employees.

- *To do so we need a current list of employees – please keep us updated – and news from YOUR country/company.*

We (Michael & Sabine) are offering a “**newcomer**” meeting once in a quarter to all new employees of every partner country (most important for people in sales).

- *We tell them the Talentor story.*
- *What to do in case of a cross-border project.*
- *How to “sell” Talentor to clients and candidates.*
- *Information about branding.*



#9

Keep the people informed about Talentor

- **Bring (relevant) news** from our Talentor calls/mailings **to your people in weekly meetings.**
- Try to **bring your people to Summits.** We see it as one of the most important activities for building trust and developing a "we-feeling" in the group.
- **Connect them with other partners/teams** to exchange experiences and best practices.
We have a lot of expertise among the 540 Talentor employees!

Any ideas how to do this on a consultant/researcher level on a regular basis?

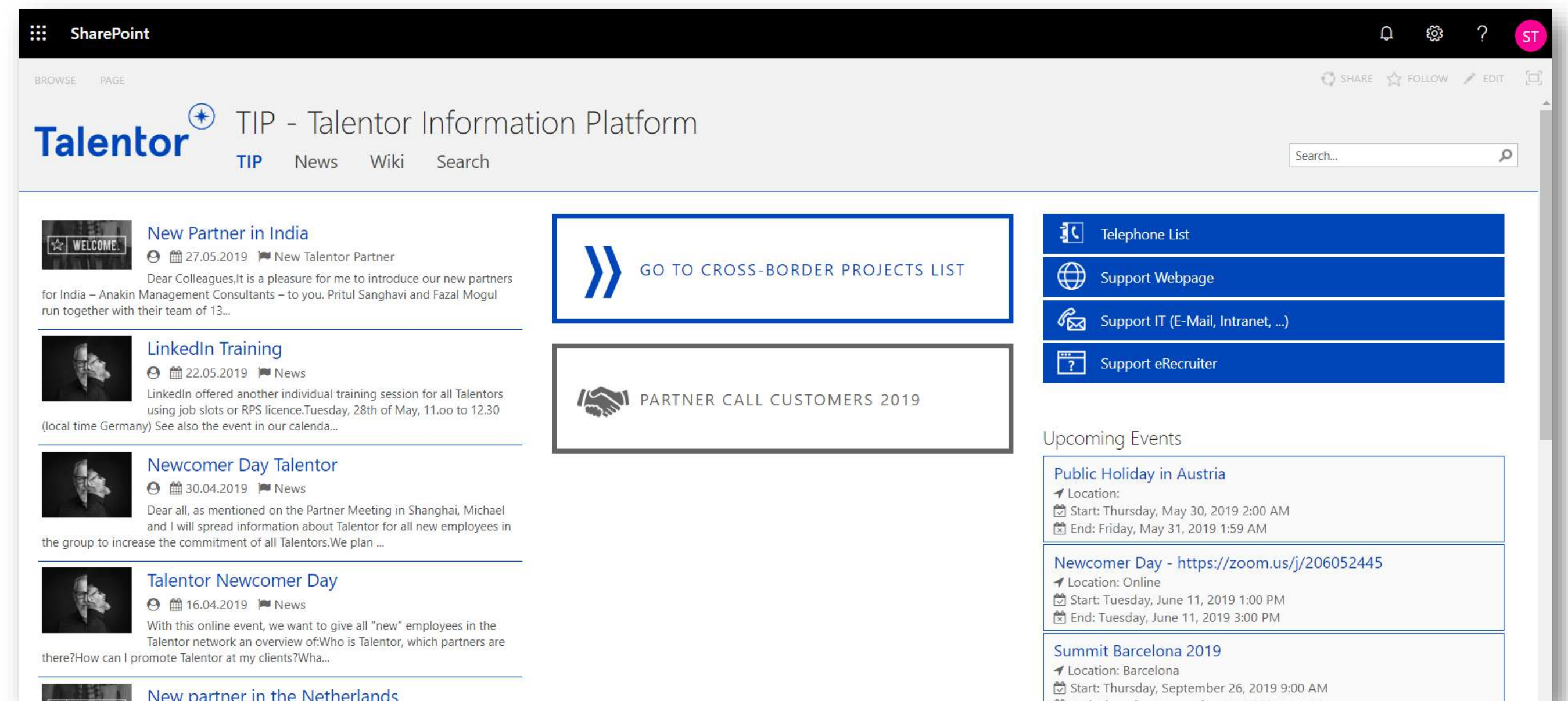


#10

Give them access to Talentor information

TIP- Talentor Information Platform

- **Access for all** team members with their local company email.
- Please inform us who should be added.
- Keep us updated about changes in your team to delete people's access.





#11 Be PRO-ACTIVE

Share the ideas, experiences and success stories of your team in marketing!

TAKE ACTION!

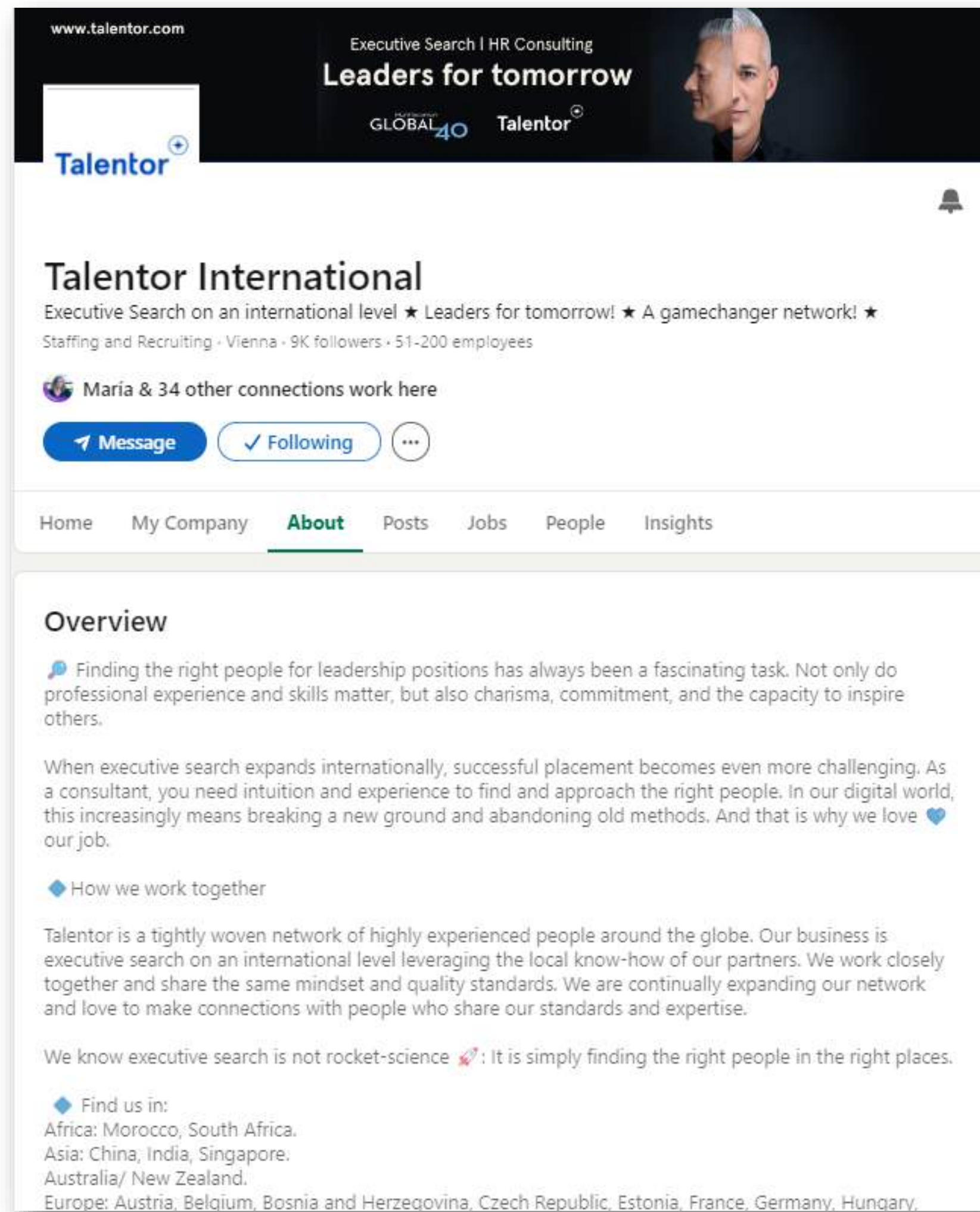
Talentor

Social Media Channels

Talentor[⊛]

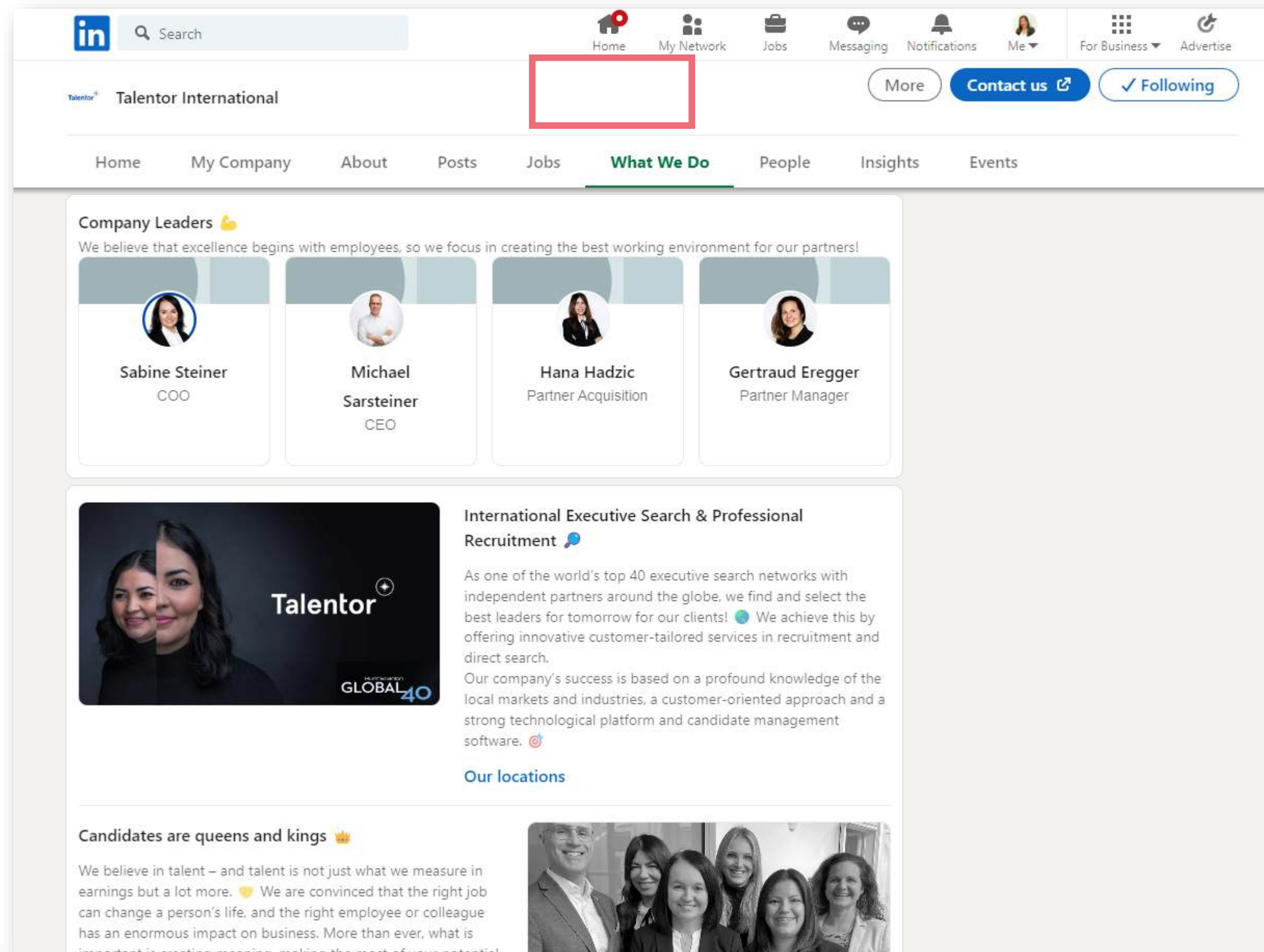


Talenter LinkedIn Page



- **LinkedIn is our star network!** It is the professional social network par excellence where we have much activity. That's why it's important that you Follow us as a **company** but also as a **private person!**
- **Interact with our content!** Comment and react on our posts to increase online visibility and range. We also ask you to share our content, but due to the algorithm of this network, we recommend you to do it with a small personal comment so the content is not banned.

Talantor LinkedIn Career Page



Client testimonials



HÜBNER Group
Railroad Manufacture
6,058 followers

Talenter is very good at sensing which candidates match our company no matter which task or team we are talking about. The search process is always transparent and the cooperation efficient.

Joachim Müller, Head of Human Resources



Groupama
Assicurazioni
Insurance
37,373 followers

We have been working with Talentor for several years now and they have consistently confirmed a high quality recruitment standard, both in terms of attention to understanding our company needs as well as assuring appropriate assistance to candidates before, during and after the selection process. Respect of deadlines, quality of feedback and a proper assessment of the market of reference are also a key element of our experience as customers.

Carla Bellavia, Head of Human Resources, Organization & Communication

Candidate testimonials



Raquel Gallant
Managing Director at
TurningPoint Executive
Search

Talenter fosters meaningful partnerships and collaboration. Working together with our international search partners we are able to meet the needs of our clients around the world. Leveraging our partners, we have the ability to provide a localized approach with partners that understand the local candidate marketplace and culture. Together we foster worldwide best practices for hiring bringing top level value to our clients globally.




Helen Cheng
Associate Partner at Talentor
China | A recruiting BP for
plant management field

Talenter has been committed to find and place candidates who are a perfect match for their new employers. It has established a set of rigorous and reliable selection process within the organization. Furthermore, instead of basic resume matching, we put much efforts on digging candidates real motivation and soft skills. Talenter is a tightly-woven network of professionals with in-depth knowledge of different industries and passion for recruiting. I feel very proud to be a part of the team!

Company photos



Talentor LinkedIn Career Page



Talentor International
Staffing & Recruiting · Vienna · 4,648 followers

✓ Following ...

Talentor is a tightly-woven executive Search network of highly experienced people around the globe.

[Visit website](#)

Erik & 24 other connections work here
[See all 59 employees on LinkedIn](#)

Home

About


What We Do

Jobs

People

Insights PREMIUM

Ads

**Are you hiring?**
Attract qualified applicants by posting and showcasing jobs on your page.


[Post a job](#)

Talentor International has 144 job openings.

[Search](#)


Recently posted jobs

[Previous](#) [Next](#)




**Chief Information & Digital Officer
(CIO – SD – 20)**
Keystone Executive Search - divisio...
Milano, Lombardy, Italy

6 days ago



**Project Buyer - ENERCON GmbH
Germany Filial**
Talentor Sweden AB
Malmö, Skane County, Sweden

5 days ago

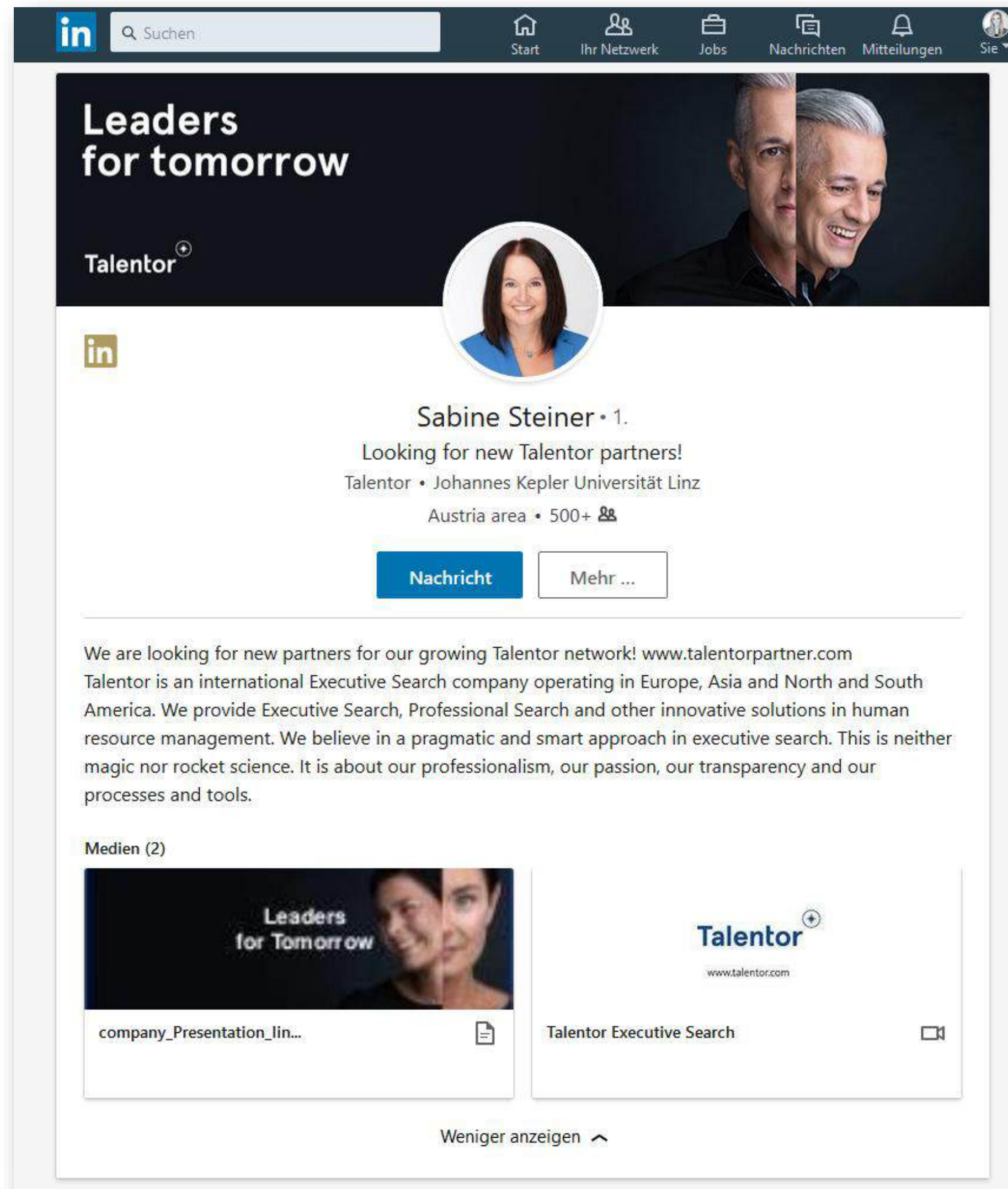


**Head of agile IT Operations
(w/m/x)**
Talentor International
Laakirchen, AT

1 month ago

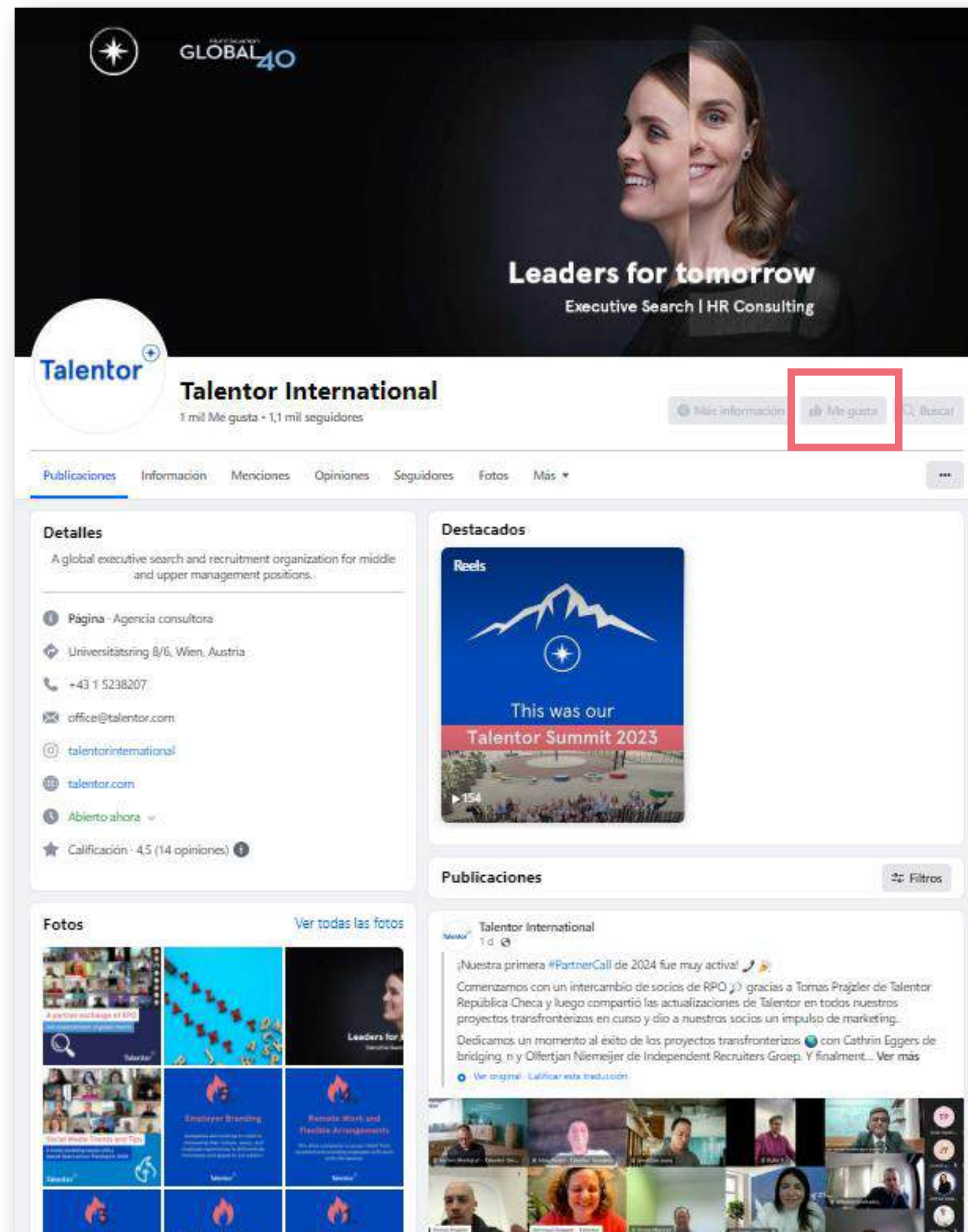
We can add your Job post on our career page on LinkedIn.

Talentor LinkedIn Profiles



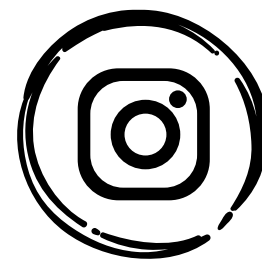
- **Optimize your LinkedIn Profile** and show connection with Talentor network!
- Use international network for your **sales activities!!**
- Guideline & Training videos how to set up profiles find here in [Intranet](#)

Talenter Facebook Page

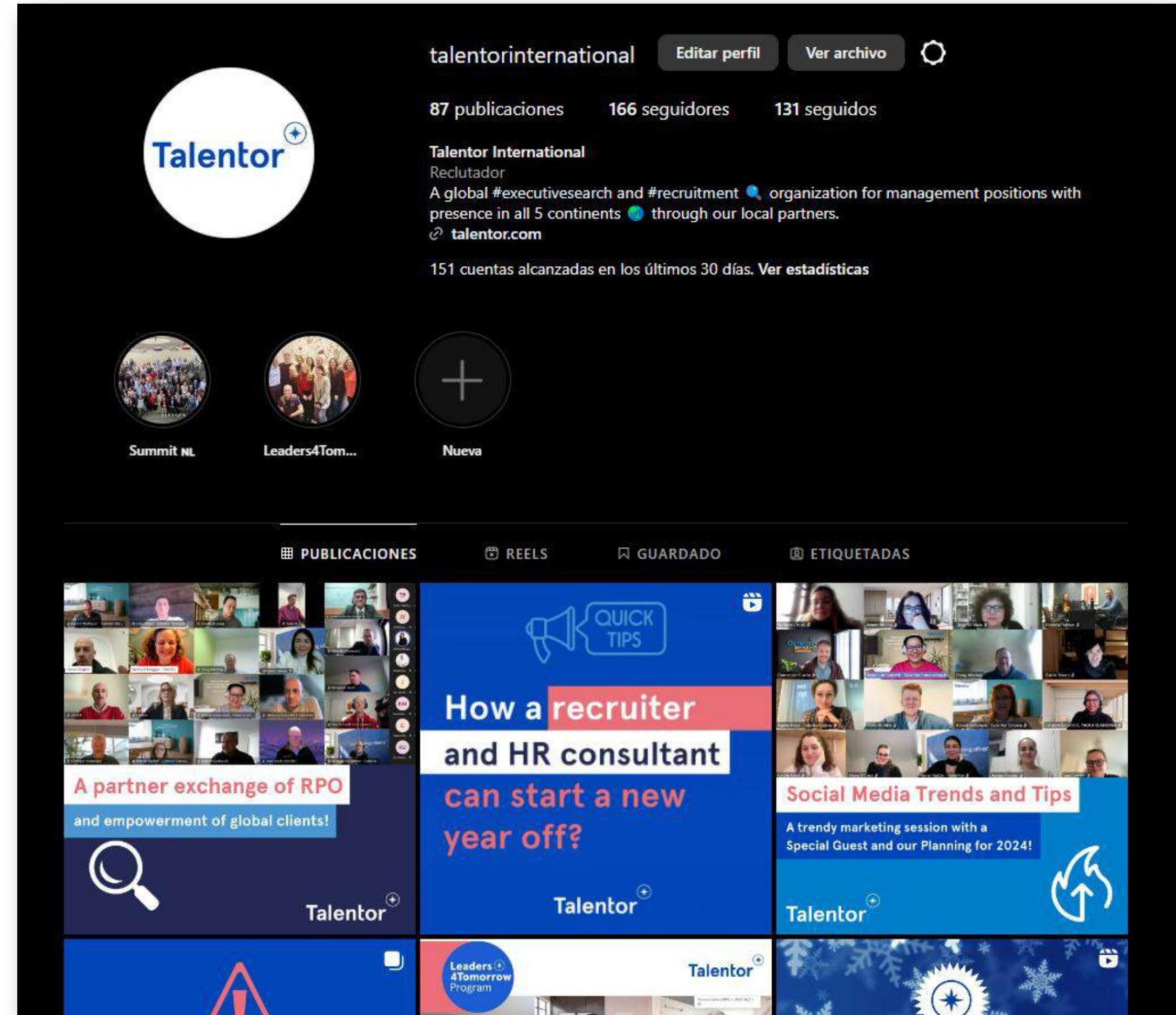


- Please Like and Follow us as a **company** but also as a **private person**!
- **Interact with our content!**
Comment and react on our posts to increase online visibility and range!
- **On Facebook** we like to share images of events/activities and links to our blog articles.

Talented Instagram Page

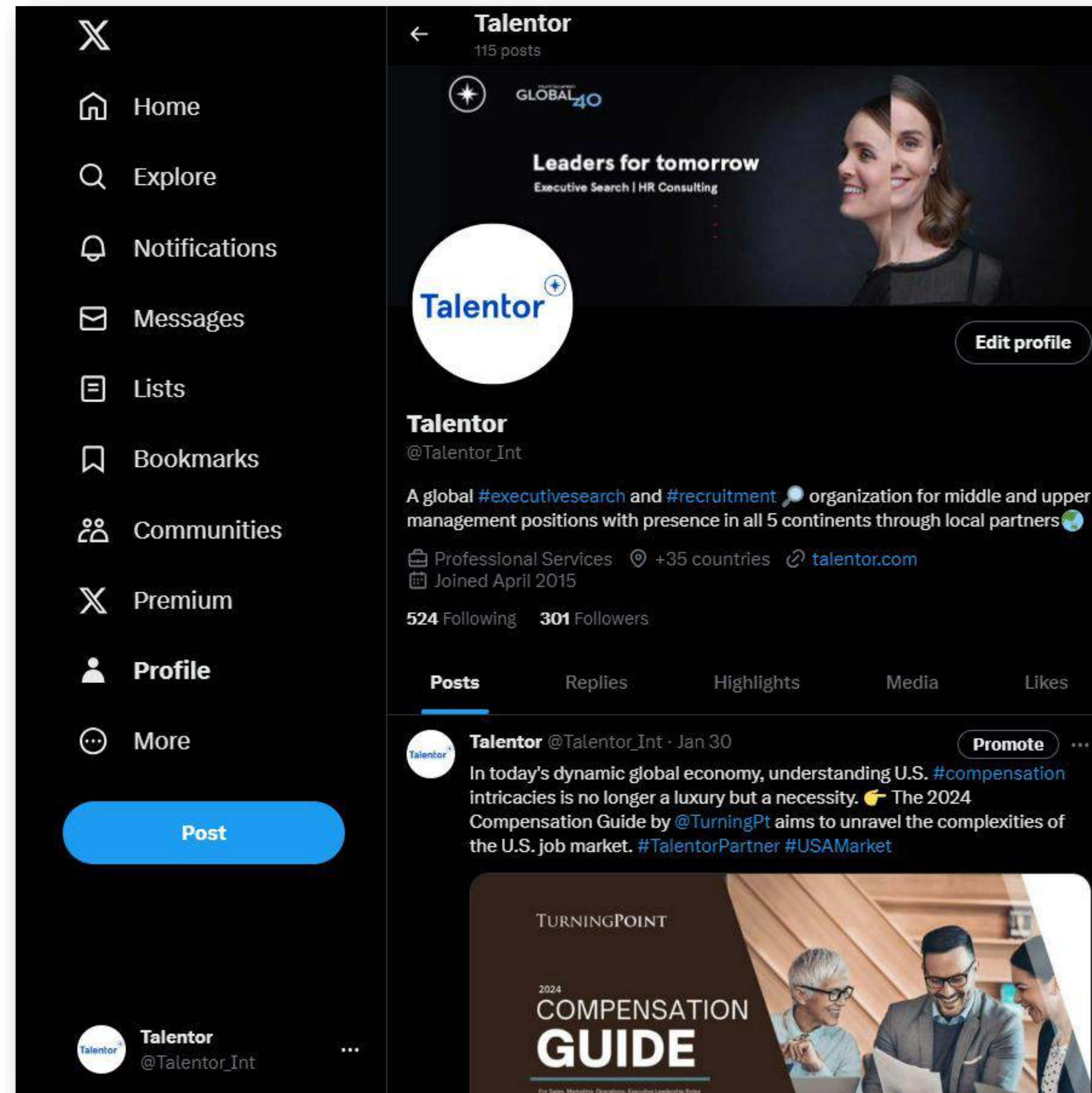
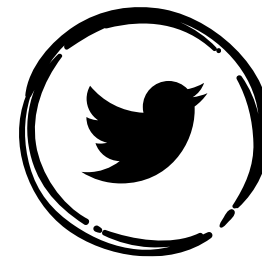


- Please follow us as a **company** but also as a **private person here too!**
- **Interact with our content too!**
Comment and Like our posts, reels and stories so that we can reach more people.
- **Instagram** is a great channel for us to show images of our community to others and to be followed by people who are interested in the same topics as us.

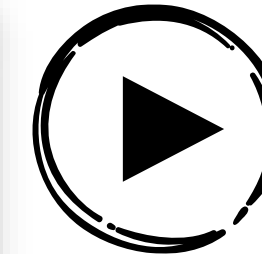
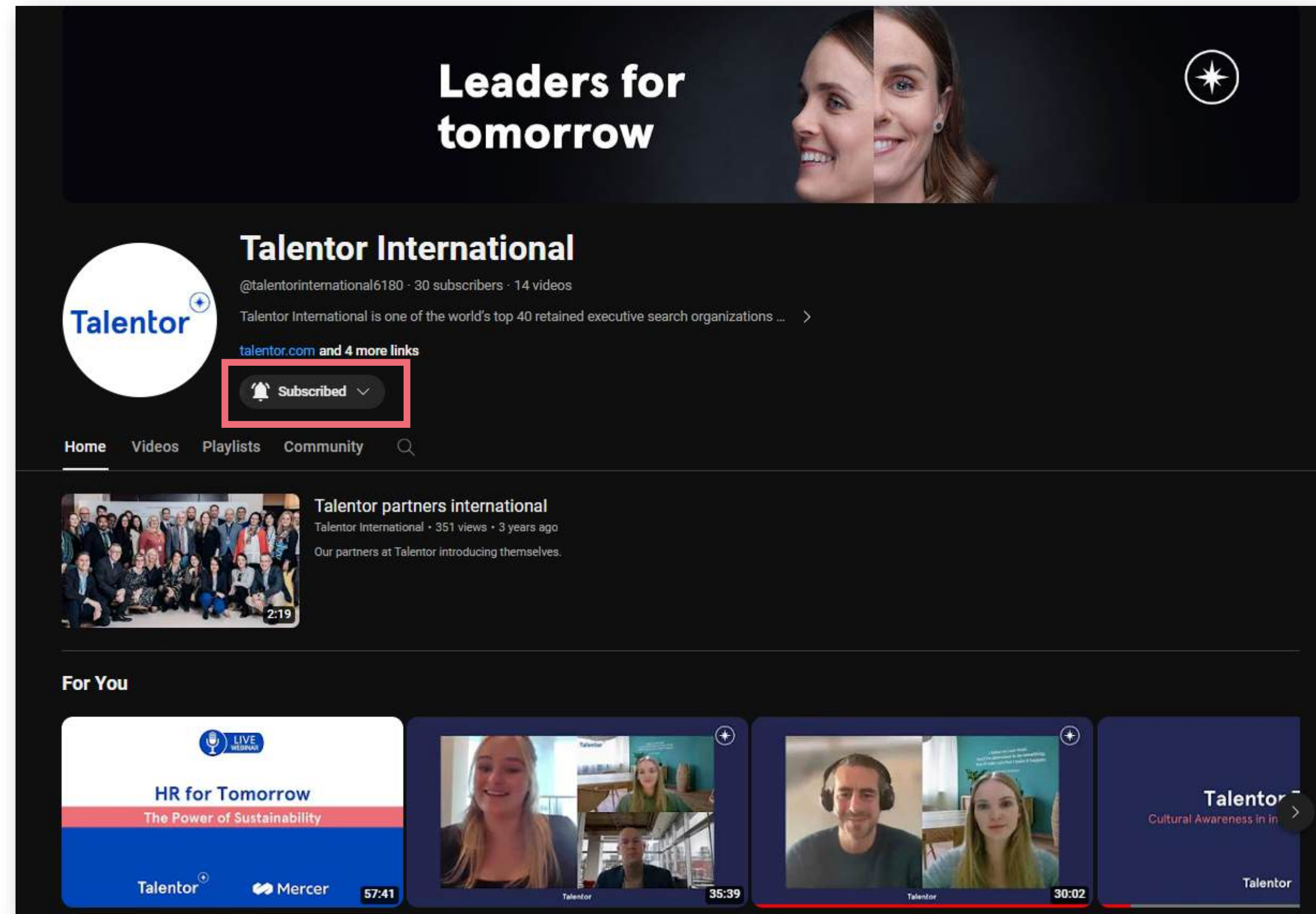


Talenter X (Twitter) Page

- And again, please follow us as a **company** but also as a **private person here too!**
- **Interact with us!**
Share/ like our twits so we can reach more people that are interested in the same trends as us.



Talenter YouTube Channel




- **Subscribe to our channel!**
By subscribing you make the channel more reliable and also, if you activate notifications, we will notify you when we have uploaded new content that may be of interest to you.
- **On YouTube** we share recordings of webinars, Talenter Talks and more!

More questions?

Don't worry, we know that the work of branding is constant and takes a lot of effort. That's why to make your job easier you will have a **checklist** as a guide for your integration in Talentor.

We are here to assist you! 😊




Talentor Marketing Checklist

Welcome to Talentor! Let's get started!

Business's branding is more important than you might think. A brand is actually the entire identity of your business, it's what gives you and us personality.

By using the **Talentor branding** you let people recognize and be aware of your company partnership with us, in a coherent and clear way, but it also:

- Strengthens the brand globally
- Makes us visible as a community
- Makes our marketing efforts more impacting

 That's why we created the following **checklist** so you can use as an important guideline to take your business to the next level (in marketing manners)!

- ☐ Include the Talentor brand in your website. [Talentor Logo variations and graphic style guide here.](#)
 - Co-branded partners must include the "Part of Talentor logo + partnership general text."
- ☐ Include the Talentor brand in your company LinkedIn page.
 - General text about Talentor (About Us/ Overview text).
 - Partner locations on the map.
 - [Updated text and locations here.](#)
 - Co-branded partners must include the Part of Talentor logo in your cover photo.
- ☐ Include the Talentor brand in your (and your team) personal LinkedIn's profiles.
 - Cover photo and/or as a professional experience.
- ☐ Include the Talentor brand in your email signature. [Signature template here.](#)
- ☐ Include the Talentor brand in your company corporative presentation. [Talentor Company presentations and slides for co-branded partners here.](#)
- ☐ Join the Talentor Global LinkedIn group (invite your team and stakeholders to join it). [Access to the group here.](#)
- ☐ Follow Talentor International and the rest of the partners in their social media pages to improve engagement and promote interactions. [Partner's social media pages here.](#)
 - If you want to go further, contact our partners (and their teams) personally and introduce yourself on LinkedIn. [Contact list here.](#)
- ☐ Share with your LinkedIn followers that you are part of Talentor from your company page and/or personal profile. We created two post designs on Canva that you can use to create your own. Just make a copy and create yours! [Design 1 here.](#) - [Design 2 here.](#)
- ☐ Share with your contacts via email or from a company newsletter that you are part of Talentor. [Access the template we have created in MailChimp and modify it as you see fit here.](#) To access the file you need a MailChimp account.
- ☐ **Extra/ optional:** Join the Talentor mkt practice group to improve your company marketing topics.

More materials in the marketing section of our intranet [here.](#)