

**Posh&media**

MARKETING AGENCY

[www.poshmediamarketing.com](http://www.poshmediamarketing.com)

[www.posh.rs](http://www.posh.rs)

[office@posh.rs](mailto:office@posh.rs)



# Creative Minds Strategic Solutions

Since opening our doors in **2008**  
we've been dedicated to crafting  
online digital experiences that  
**help brands discover  
their uniqueness.**

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**We are**

Strategists / Storytellers / Media Specialists / Artists / Consultants / Animators

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# DIGITAL  
EMPLOYER BRANDING <<  
>> SOCIAL MEDIA DESIGN

Our **Expertise**

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# How we can support you

- MARKETING STRATEGIC PLANNING
- SOCIAL MEDIA
- PERSONAL BRANDING
- EMPLOYER BRANDING
- DESIGN
- WEB & SEO
- VIDEO PRODUCTION

Main pillars

Strategic Storytelling

Human Centric Approach

Sinergy of personal and trends

# Posh in Action

## Our clients

For more visit our website

[www.posh.rs](http://www.posh.rs)

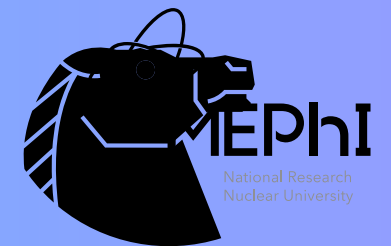
[www.poshmediamarketing.com](http://www.poshmediamarketing.com)



**Deloitte.**



L'ORÉAL



**coursera**



росмолодѣжь



# Our value proposition

Helping businesses stand out with **simple, personalized digital** marketing solutions.

Crafting campaigns that effectively **attract, engage,** and **convert.**

**Achieving Visibility**

**Driving Engagement**

**Boosting Conversions**

Combining **creativity and analytics** to design strategies that captivate audiences.

## >> Posh in Action

# MPlus Global

Region: Eastern Europe

[www.mplusgroup.eu](http://www.mplusgroup.eu)

Period: January - December 2024

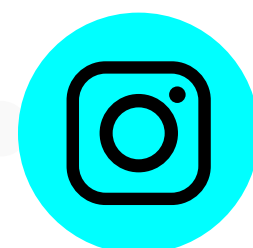
In 2024, we ran recruitment and employment campaigns for Mplus Global, an international group specializing in Software as a Service (SaaS) solutions.

To achieve strong results we leveraged:

- Creative Visuals and Messaging
- Multi-Channel Presence
- Data-Driven Decisions
- Targeted Advertising



## Results



Google Ads

Impressions:

**37,719,644** 

Clicks:

**284,035** 

Applications:

**2,012** 

Impressions:

**76,800** 

Clicks:

**13,300** 

Applications:

**370** 

**Cost**   
**20.371 \$**

\*The amount paid directly to  
Meta and Google platforms.

**40%**

increase in  
applications  
compared to  
the year before

**57%**

increase in  
social media reach  
compared to  
the year before

\*Note: Results presented are cumulative for all social media channels managed by Posh for Mplus Global Group

# Posh in Action Wargaming

**Region:** Europe and USA

Cyprus, Czech Republic, Serbia, Lithuania, UK, USA, Germany

[www.wargaming.com](http://www.wargaming.com)

**Period:** mid 2023 - mid 2024


Wargaming is a globally renowned game developer and publisher, celebrated for creating award-winning gaming experiences that connect millions of players across the world.

## How LinkedIn Advertising Boosted Hiring by 31%

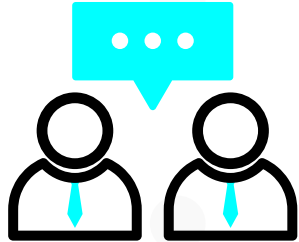
- Strategies we implemented •
  - Targeting specific job roles, industries, and seniority levels
  - Showcasing the company's employer brand

[VIEW FULL CASE STUDY](#)

## Results in comparison to the previous year

 **40%**  
more applications

 **25%**  
more qualified candidates

 **5%**  
higher engagement rates than industry benchmarks

 **30%**  
more LinkedIn followers

 **25%**  
improvement in time-to-hire

 **30%**  
post reach increase

  
**Cost**  
**\$ 8,250**

\*The amount paid directly to Meta and Google platforms.



## >> Posh in Action

# Forge

**Region:** APAC

Tokyo and Singapore

[www.wgforge.wargaming.com](http://www.wgforge.wargaming.com)

**Period:** April - September 2023

Forge is an educational program offering courses that equip aspiring professionals with essential skills—such as 3D Art, Visual Effects, Game Live Operations, Software Engineering, and 2D Art—highly sought after in game development.

### Recruiting Gen Z and Millennials for Community Manager Roles in Tokyo and Singapore

#### • Strategies we implemented •

##### Research we've done as a preparation

Conducted detailed research on the APAC labor market.

Assessed the general interest in gaming industry positions.

Identified prevalent attitudes toward gaming careers among young professionals.

Evaluated English proficiency levels among the target demographic.

Analyzed the most popular social media platforms in Tokyo and Singapore.

VIEW FULL CASE STUDY

Impressions:

**286,068** 

Clicks:

**1,177** 

**Cost**  
**\$ 937**



\*The amount paid directly to Meta and Google platforms.

Applications:

**847** 

### Results compared to previous campaigns with the same goal in the same market.

Tokyo  
Campaigns

**45%**

Increase in qualified applications, with a significant rise in English-proficient candidates meeting the required experience level.

**35%**

Improvement of application alignment with client requirements, significantly reducing the need for pre-screening.

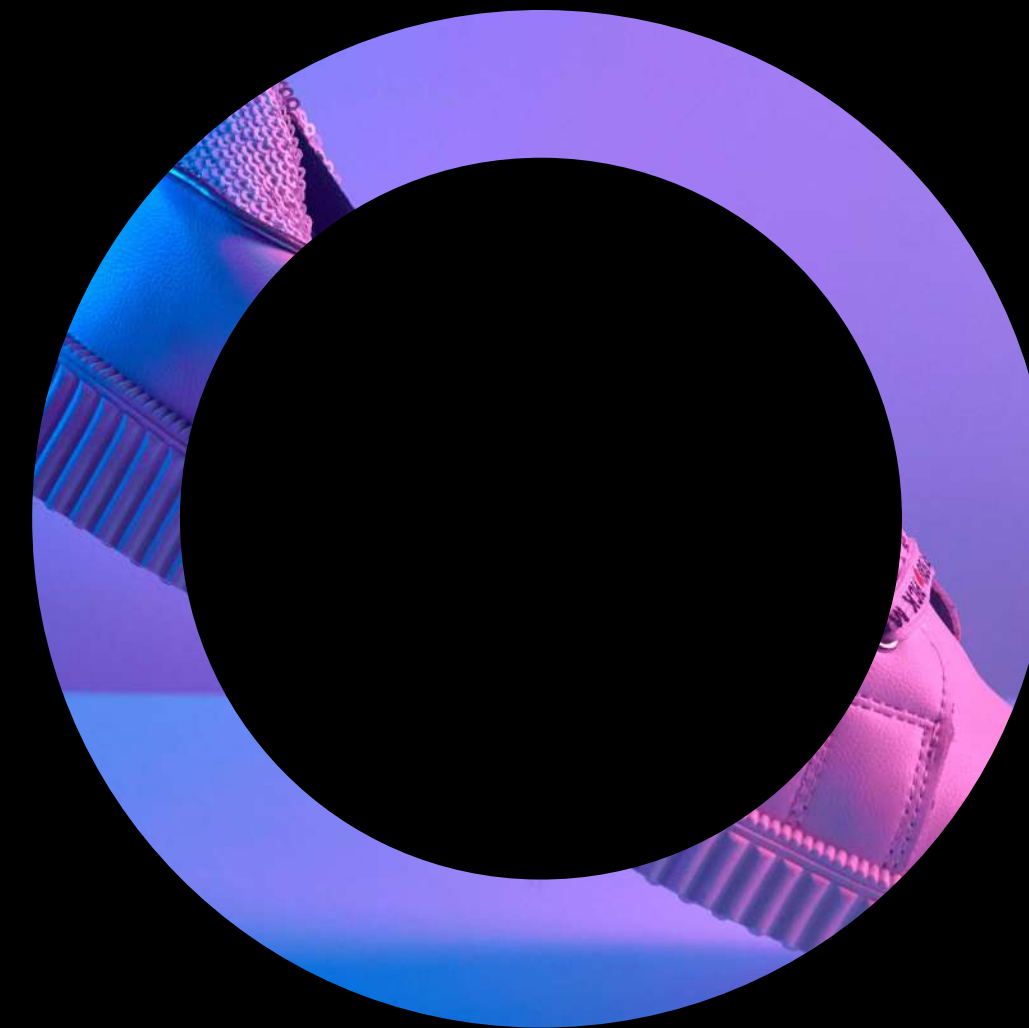
Singapore  
Campaigns

**55%**

**40%**

We're grounded in the  
real stuff and stories.

Contact us.



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