

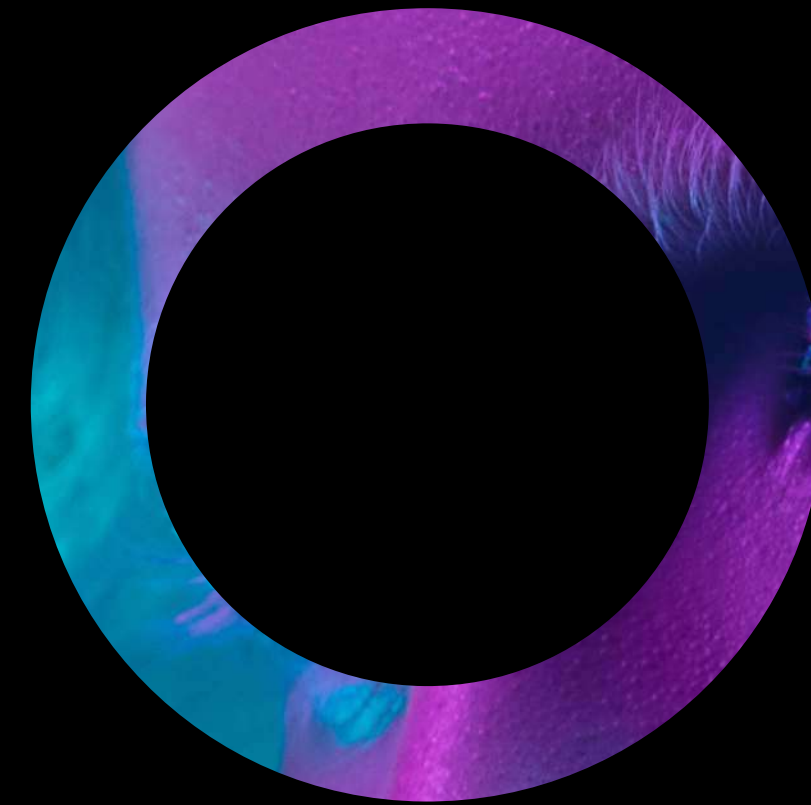
Posh&media

MARKETING AGENCY

www.poshmediamarketing.com

www.posh.rs

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.**

We are

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

DIGITAL
EMPLOYER BRANDING <<
>> SOCIAL MEDIA DESIGN

Our **Expertise**

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

www.poshmediamarketing.com

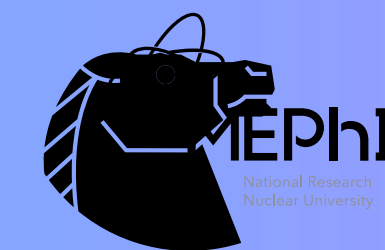


Deloitte.



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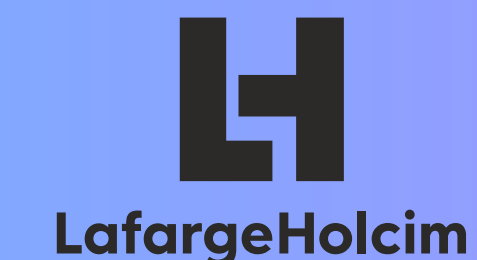


Wargaming[®]
Forge

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

Period: January - December 2025

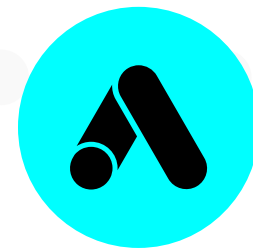
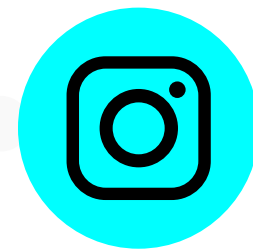
In 2025, we ran recruitment and employment campaigns for Mplus Global, an international group specializing in Software as a Service (SaaS) solutions.

To achieve strong results we leveraged:

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



Results



Google Ads

Impressions:

25,166,934 

Clicks:

351,726 

Applications:

4,330 

Impressions:

5,060,300 

Clicks:

40,080 

Applications:

935 

Cost 
24.610 \$

*The amount paid directly to
Meta and Google platforms.

META:
4,330 applications
(+115%)
and 351,726 clicks
(+24%)
compared to 2024.

Google:
935 applications
(+153%)
and 40,080 clicks
(+201%)
compared to 2024.

*Note: Results presented are cumulative for all social mediachannels 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

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%

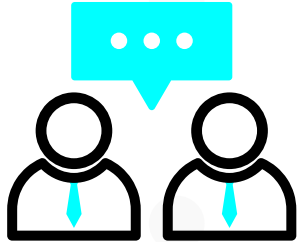
- Strategies we implemented •
 - Targeting specific job roles, industries, and seniority levels
 - Showcasing the company's employer brand

[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

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.

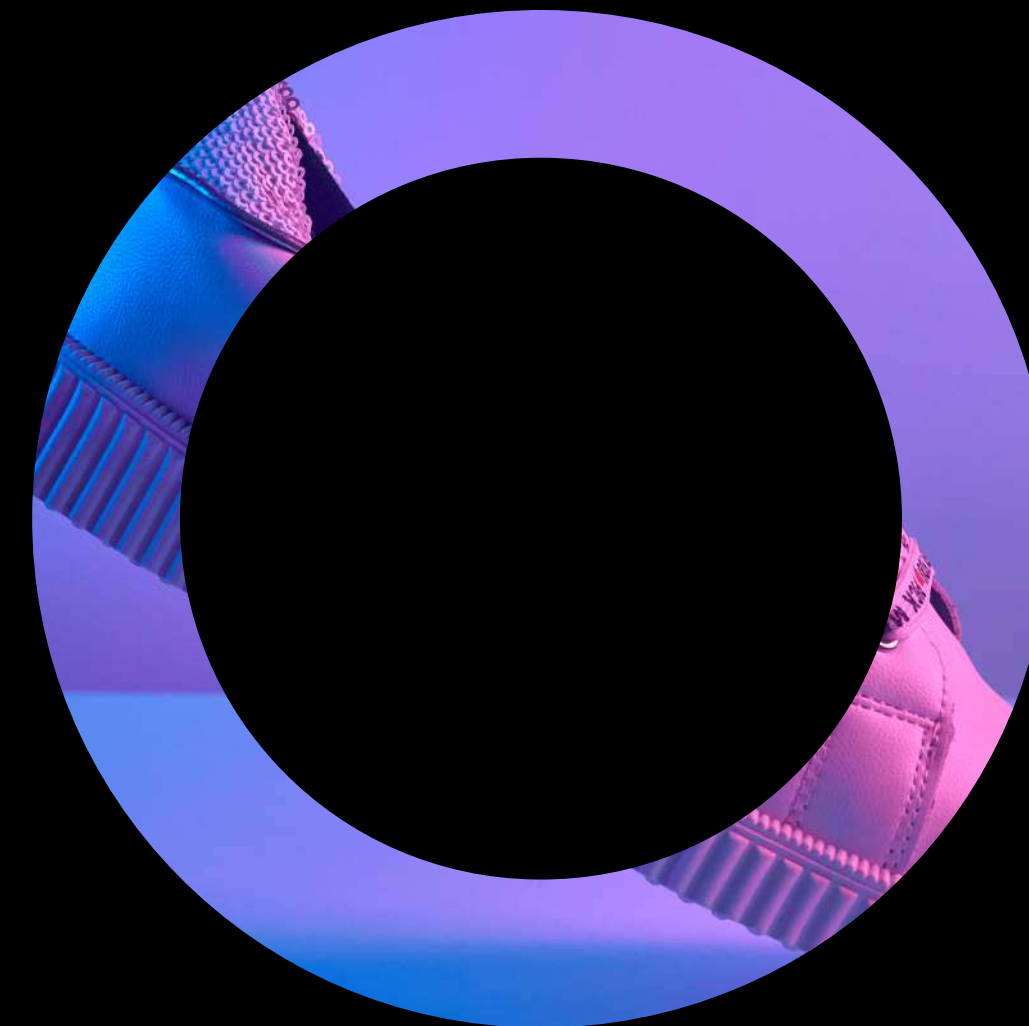
Singapore
Campaigns

55%

40%

We're grounded in the
real stuff and stories.

Contact us.



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