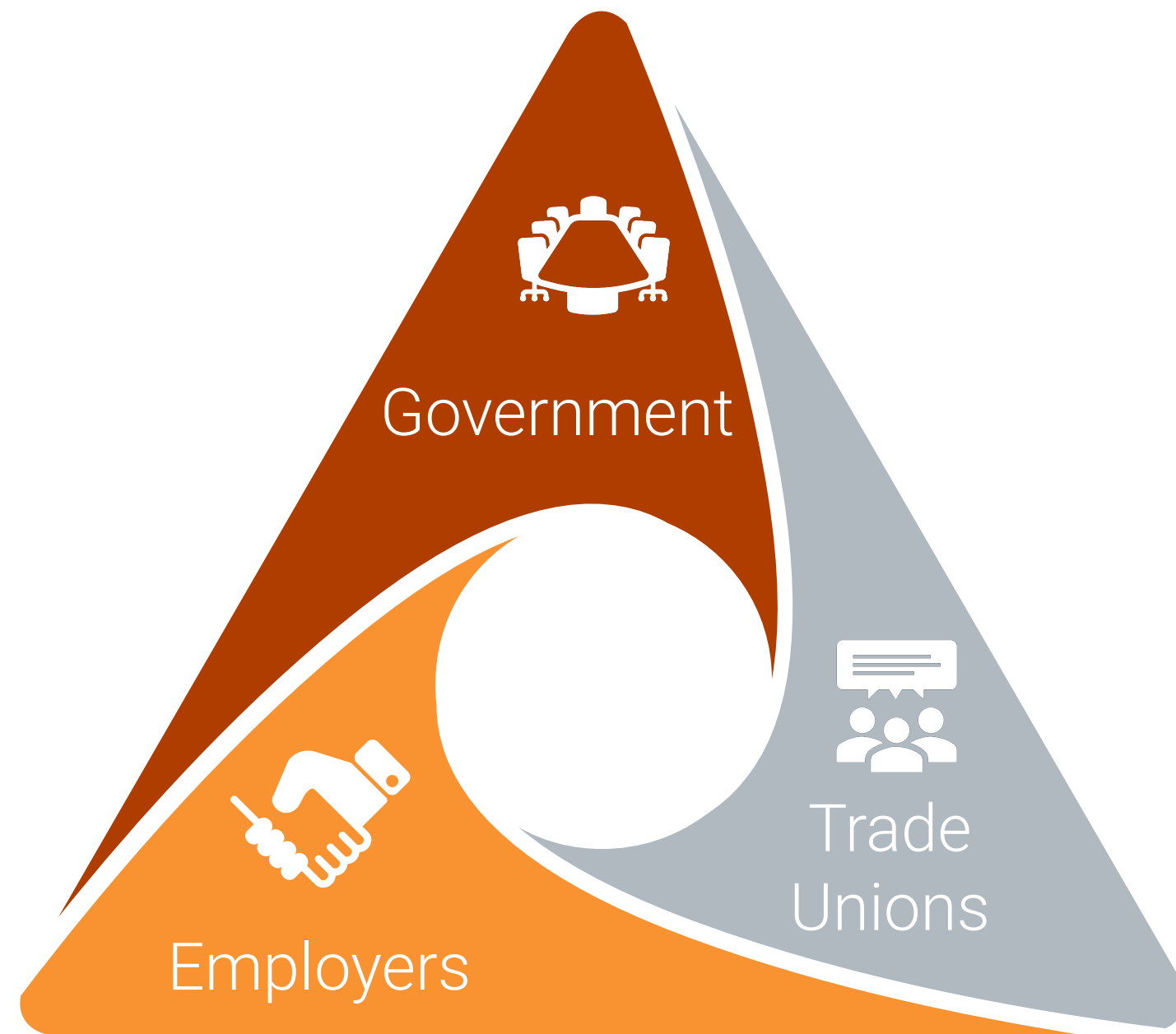


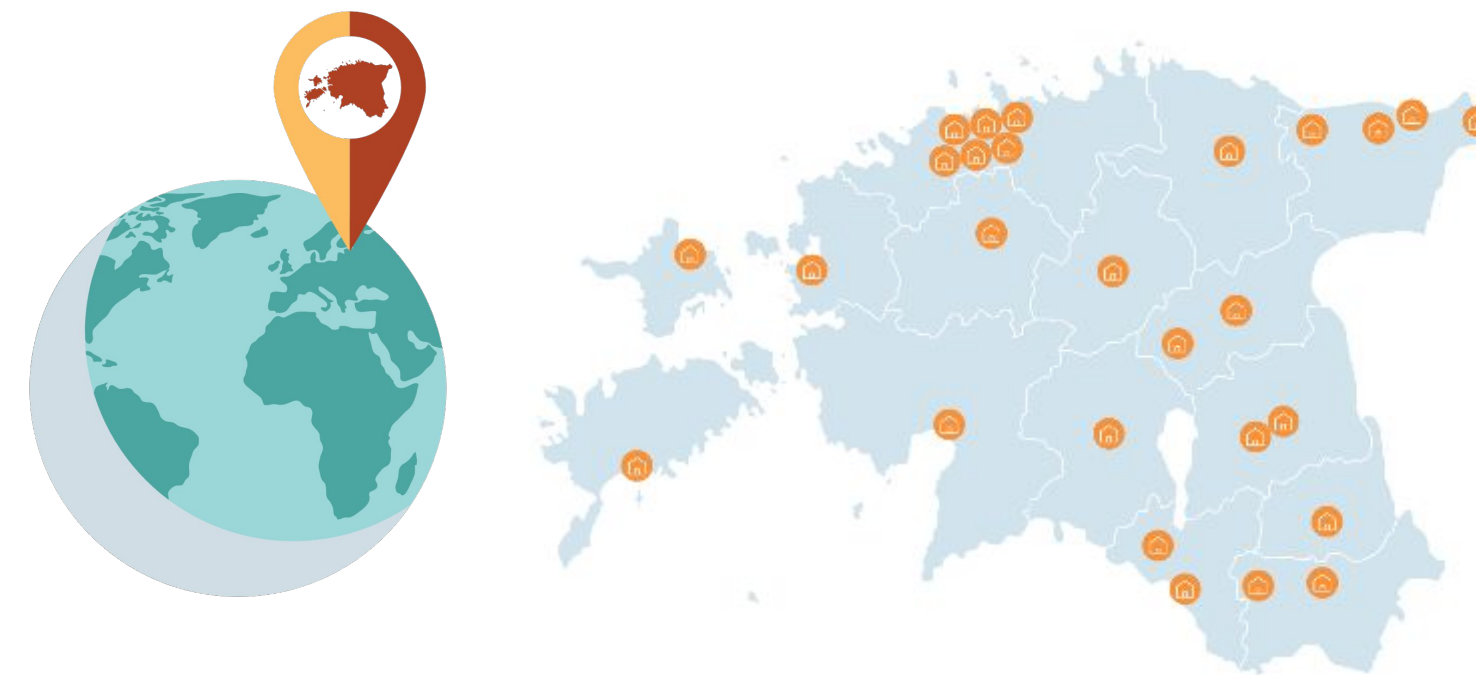
A reliable and efficient labour
market institution



Estonian Unemployment Insurance Fund – who we are and what we do?

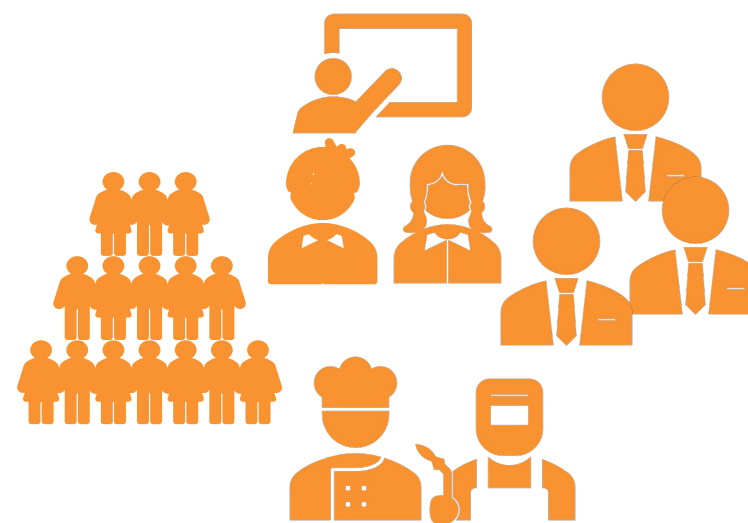


Independent public body with tripartite **management**



Service-points all over Estonia

~1000 employees



Our clients:

- Jobseekers
- People in employment
- Young people/students
- Employers



How we create our reliability and impact?

The PES

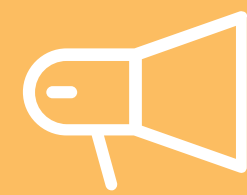
- Employer Branding
- Internal Communication
- Co-creation with Stakeholders



Communication target groups

The public

- External Communication
- Marketing Campaigns



Clients

- Professional Counselling
- Relevant and High-Quality Services
- Good Customer Service

Partners

- Cooperation
- Involvement
- Informing



Objectives and Activities

Quality and availability of
counselling and ALMPs
IT solutions
Good Customer Service
Cooperation with
Partners

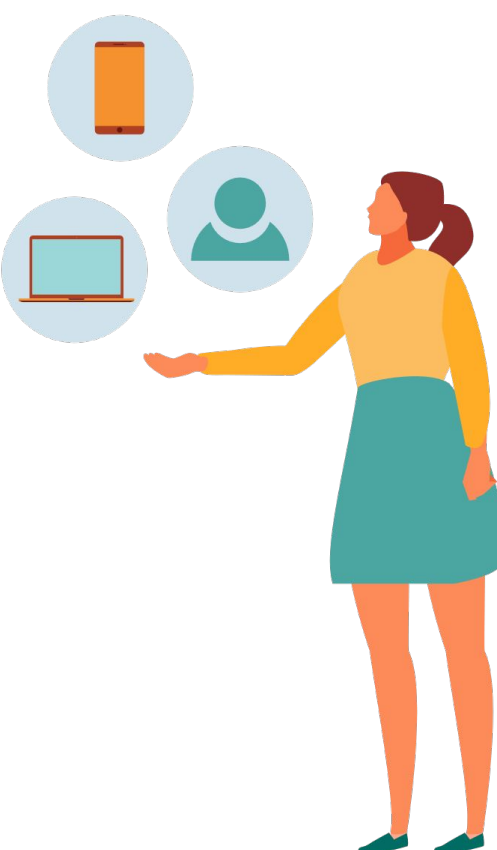
Maintain the
good reputation
and reliability of
the Estonian PES

Articles
Website
Social media
Speeches on radio and TV
Events
Cooperation with National
Broadcasting

Introducing
Estonian PES and
its opportunities
to the public

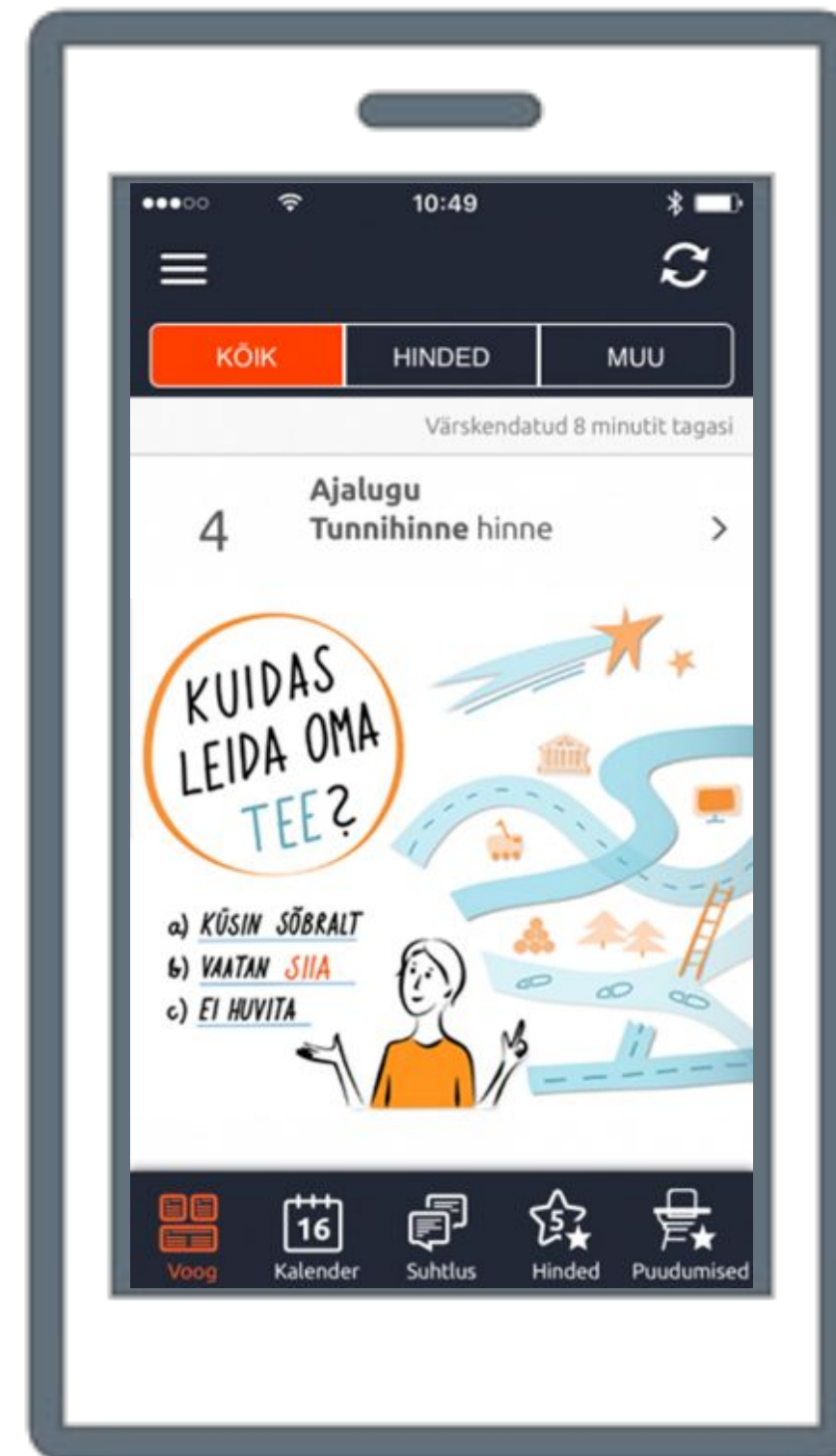
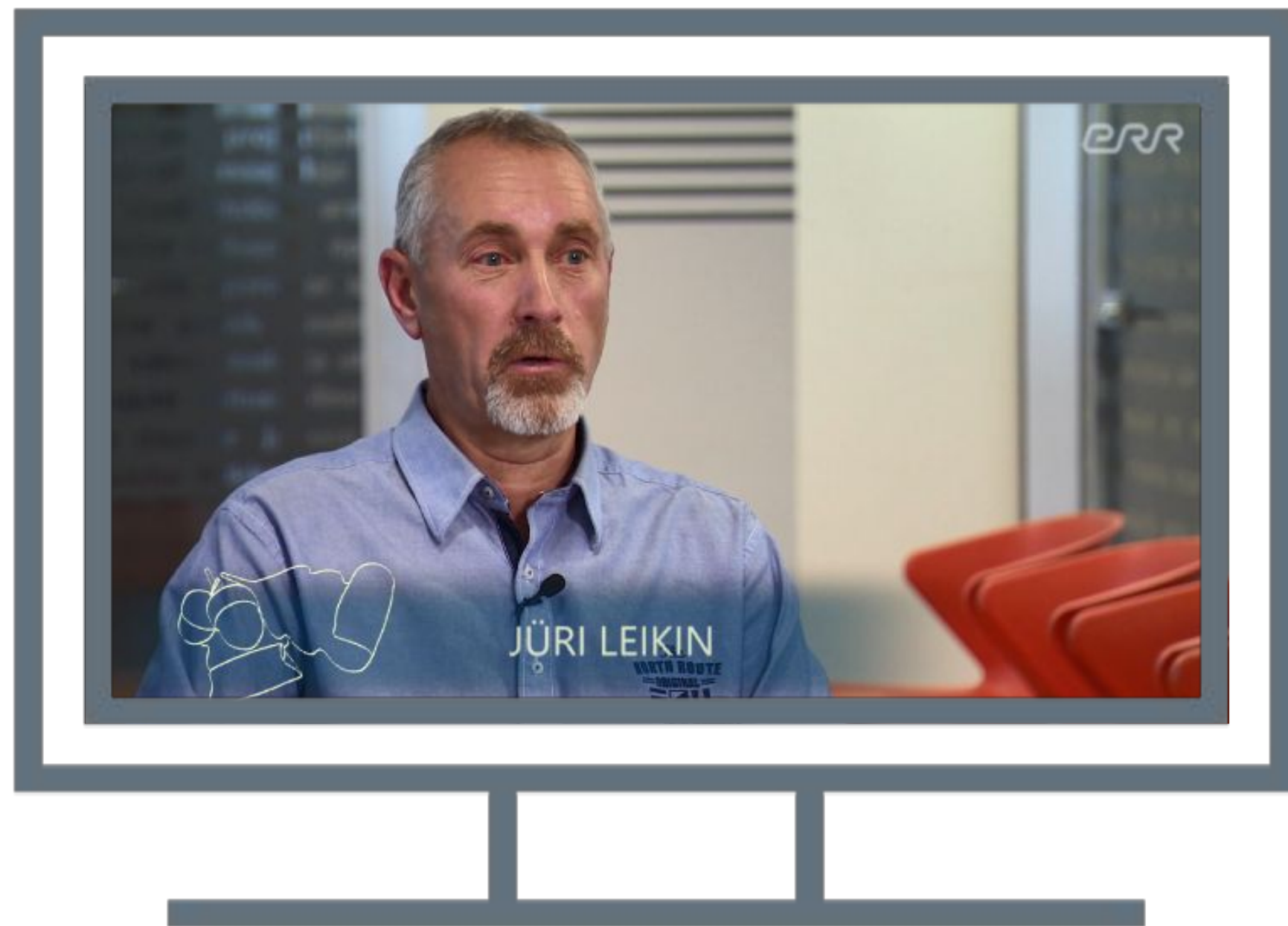
Increase the usage of unemployment
prevention measures, encourage people
to work and study

Marketing campaigns
Content marketing (TV,
web, newspapers)
Combination of traditional
and new media
possibilities for marketing
(social media)
Creating and using a
special brand

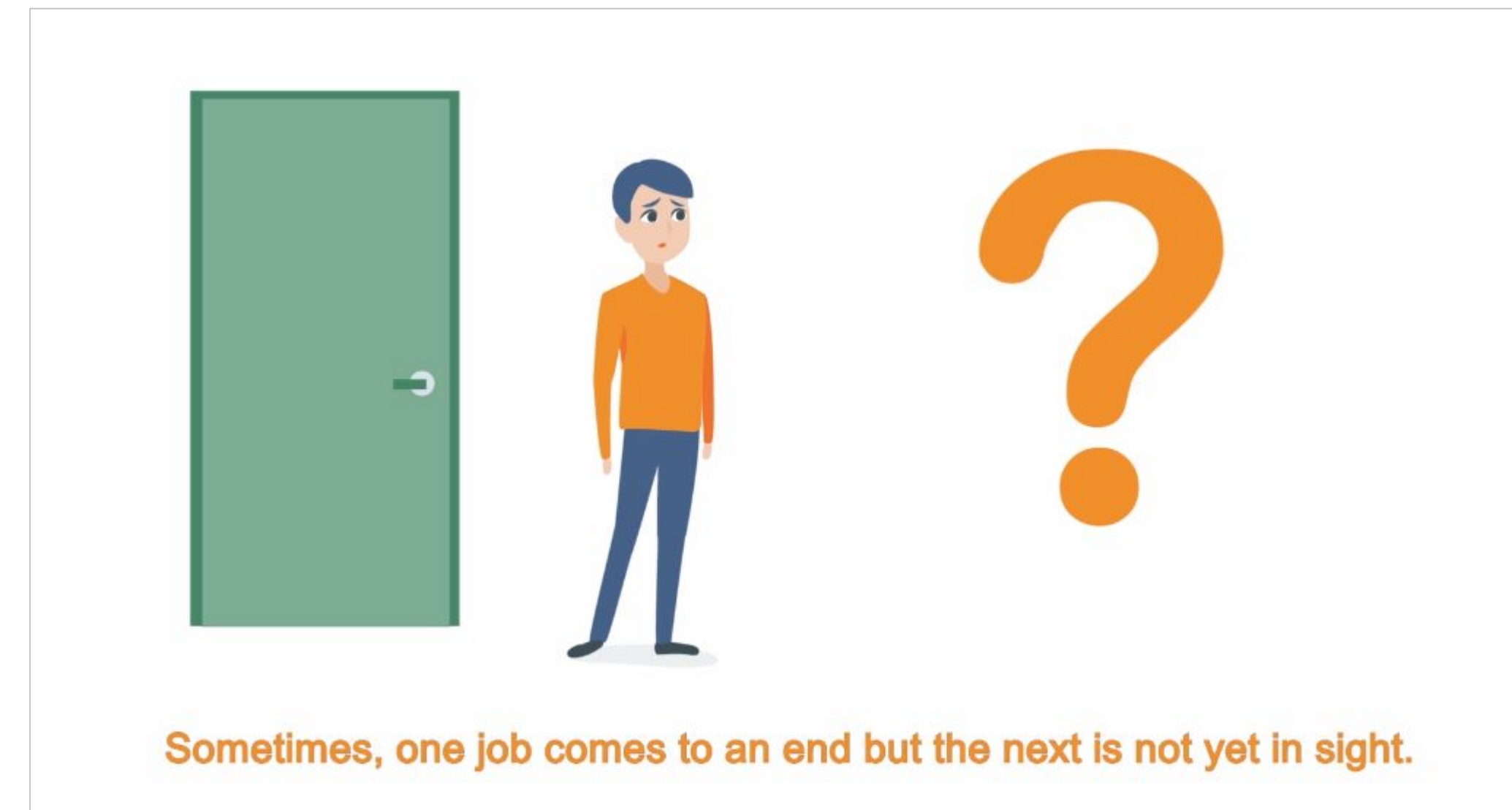


Not all channels and messages work for all target groups

1. Choose the right messages and channels to reach the right audience



2. Be simple and human



Dare to be bold



Reach out to your clients



Be more entertaining and surprise your audience



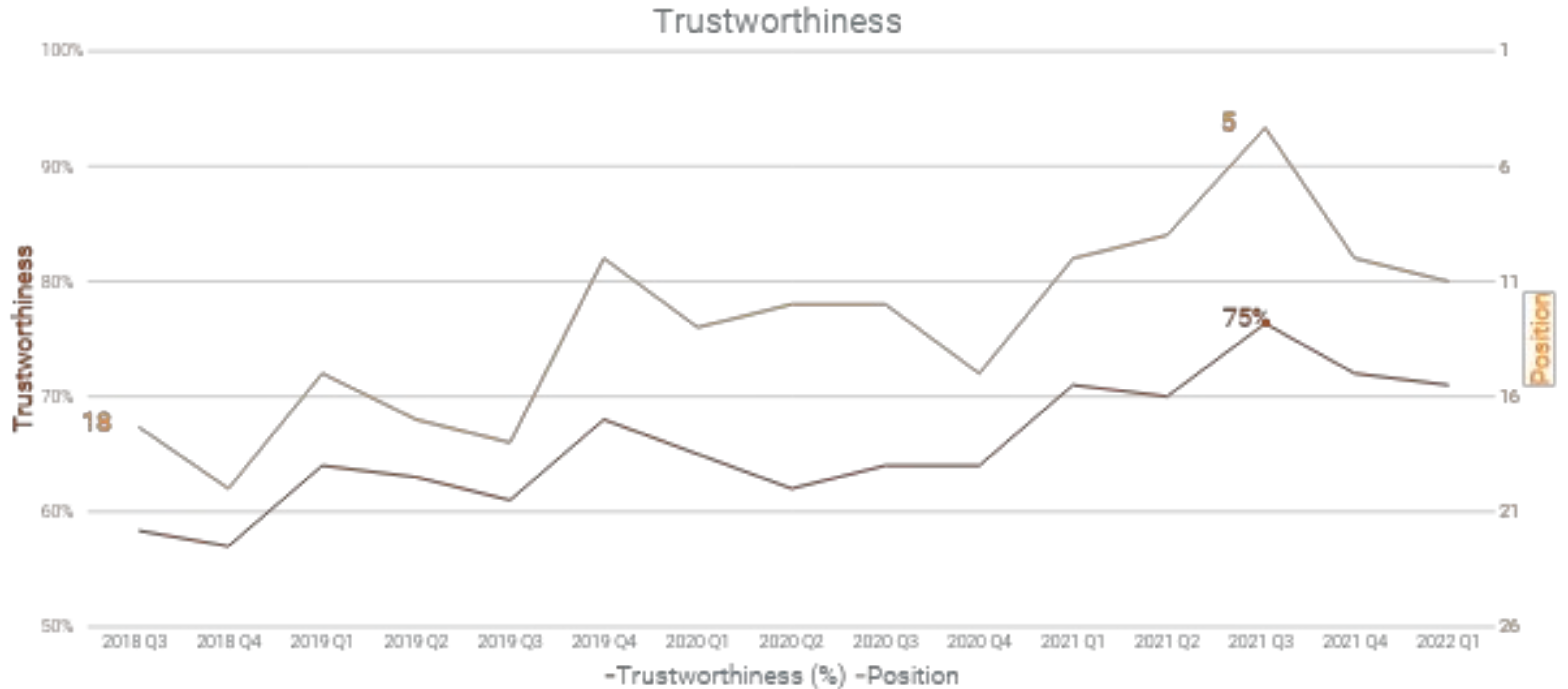
Analyse, do, measure and make changes

Main tools to measure the results of your work:

- Regular media-monitoring (daily, monthly, annual summaries)
- Clicks on the homepage and campaign landing page
- Participation at services (is there an increase after the campaign)
- Study of awareness (every second year)
- Study of trustworthiness (once a quarter)



Results





Thank you!

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27.04.2022