



APPRENTIVIA.

Gen-Z Employer Branding Agency.



ABOUT ME.

HOLLY HOBBS

- Previous degree apprentice at Microsoft.
- Founder of Apprentivia.
- Author of 2 apprenticeship application tip ebooks.
- TikTok following of 39,200 aspiring apprentices.





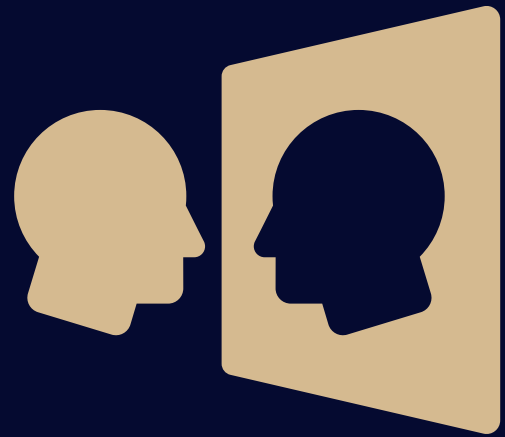
86%

of Gen-Z use social media when
searching for a job.

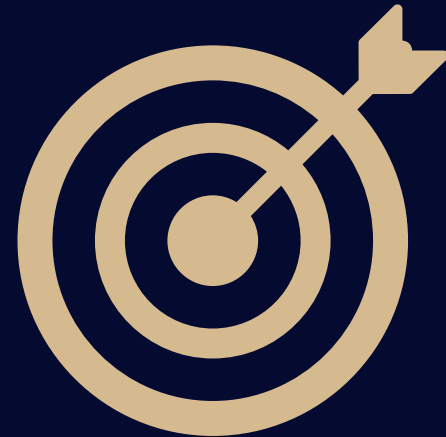


THE PRIORITIES.

Key priorities for Gen-Z.



Personalisation



Purpose



Progression



Payment

A hand holding a smartphone is visible in the background, slightly out of focus. The phone's screen shows some text and icons. The overall background is a dark, moody blue with bokeh light effects.

1.5hrs

is how long the average smartphone
user aged 18-24 scrolls TikTok per day.

METHODS.

Platforms:

- TikTok, Instagram & eventually Youtube.

Tactics:

- 60s max in duration
- Add captions on the screen
- Add trending music to the background
- Multiple layers of video and sound

Methods:

- Day in the lives
- Q&As
- Job description summary videos
- Story telling videos

Notes:

- You DON'T need your own account.
- Use influencers, businesses & YOUR apprentices that can create, edit & distribute it on your behalf.



CANDIDATE FEEDBACK.

We see candidates using us as the middle man as they feel we're approachable to ask questions & get support. Successful candidates were also connecting with each other in the comments & getting in contact.

Hi there, I got into my Amazon apprenticeship that I've really been wanting. Massive thanks to you for all the help and support you put up on social media !



Atiq

Got an assessment with BT London next week 😊

Heyy, I got the offer !

How to get an apprenticeship

Yes! Thanks for all your videos aswell, they deffo helped 🙌🙌

23m Reply

I just received an offer for Buying and Merch L4 Apprenticeship from Amazon !! Can you post more tiktoks about what a b&M apprentice does

7m Reply

Hey! Just like to thank you as i just received an offer for the amazon digital marketing apprenticeship! i wouldn't have know about the vacancy if it wasn't for your tik toks so i'm so grateful and can't wait for the new beginnings!!!

'Your tiktok page gave me so much good advice which definitely played a part in me securing the apprenticeship. Also the ebook, especially the part on assessment centres really helped me on the day too! Thanks so much for all your help and advice ❤️'

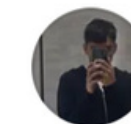
Your videos are GREAT and gave me a really good insight into the Amazon Apprenticeships role!



Hasan Yusuf

Isn't this too fancy to be an office?

Thank you for your tik toks it helped me land a level 6 apprenticeship at Amazon 👍



lg22

The culture seems like a vibe



QUESTIONS.



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