

The Story of Recruitment

Candidates aren't spending time on just one job board anymore

To compete for top talent, employers must reach the

Right Candidates

on the

Right Job Boards

& Social Sites

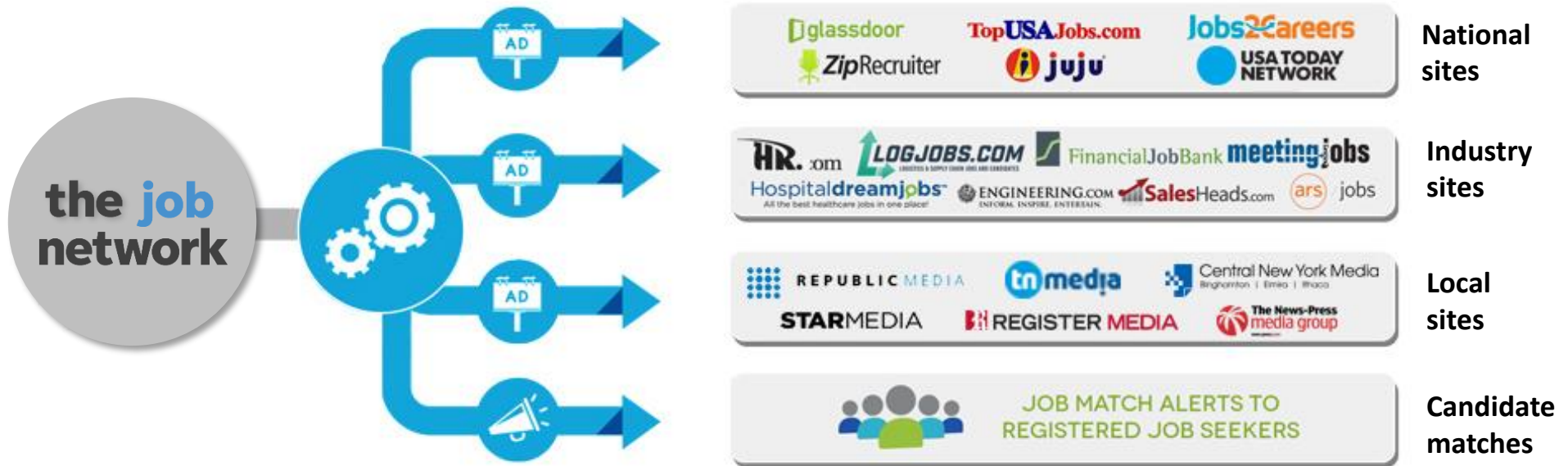
at the

Right Time

the job network

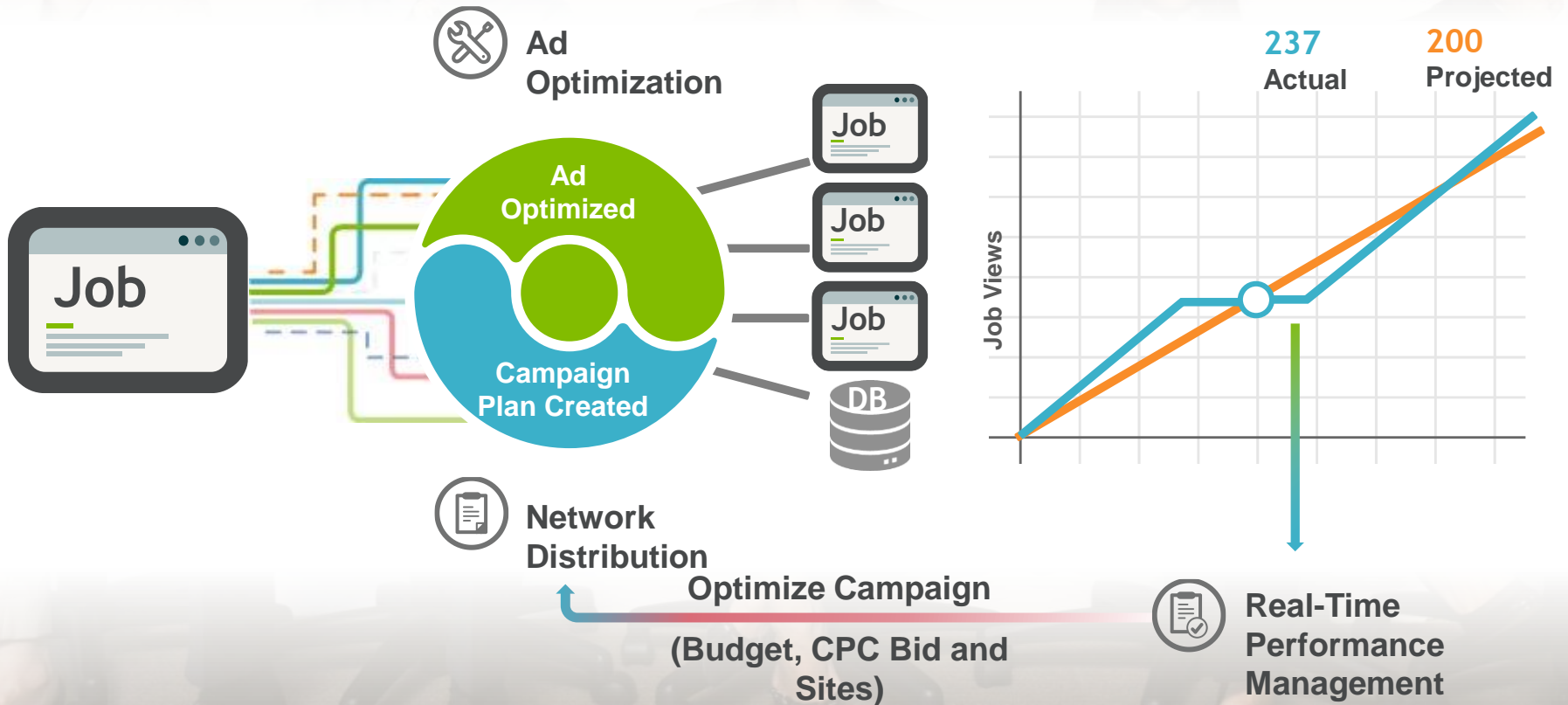


Connect with your **ideal candidates** on the job boards they are using



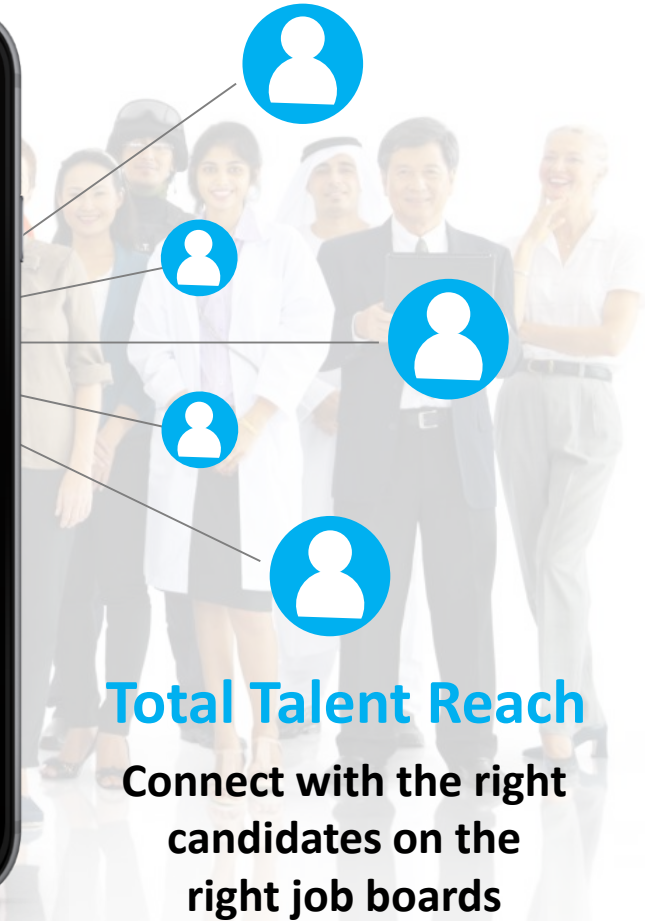
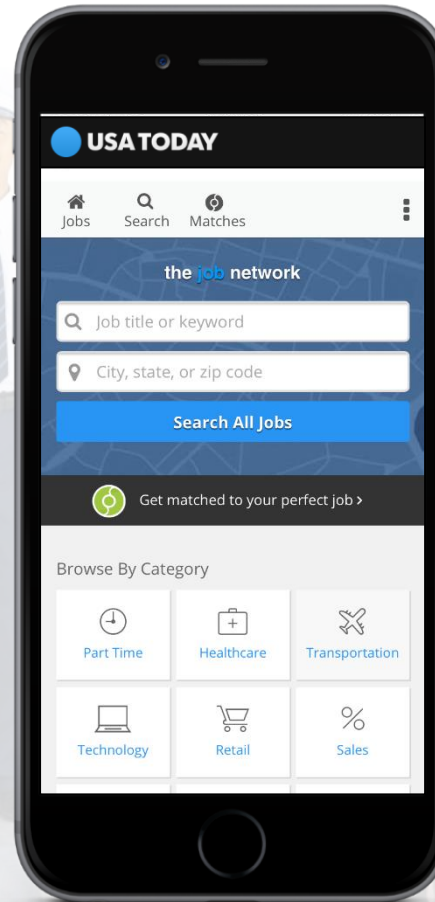
- 1** Job is posted to USA TODAY & local news websites
- 2** We analyze job & identify profile of your ideal candidate
- 3** Postings are optimized and distributed, in real-time, to job boards that your ideal candidates are visiting, based on user behavior

Better Performing Ads Mean More Applicants in Less Time



THE JOB NETWORK: TOTAL TALENT REACH

- Postings are seen for 30 days on USA TODAY Network and our local news websites
- Pushed out to potentially hundreds of other industry and national sites like ZipRecruiter and Glassdoor
- We optimize your posting and make adjustments in real time, providing a better ROI and more qualified applicants



Total Talent Reach

Connect with the right candidates on the right job boards

Boost Your Posting:

Performance Increase

Social Media



Performance Boost

More Job Candidates in Less Time

- Allocates more spend to job sites that match your ideal candidate
- Increase traffic to your job posting
- Additional exposure for hard-to-fill positions
- Fills the hiring pipeline faster so you can hire quicker

- Reach passive candidates on the places they spend the most time online
- Sophisticated targeting puts your post in front of more qualified candidates
- Reach Millennial job seekers who rely on social media in their job search
- Raise awareness of your company as a premier workplace destination



Social Boost

Bigger Job Pool
with More
Qualified
Candidates



Performance Boost

Increases the CPC budget to achieve more views and more applicants. This boost should be used for hard-to-fill position.



Social Boost

Reach passive candidates on the places they spend the most time online



Email Boost

Automatically targets passive candidates who are qualified for your job

Additional Cost



Resume Boost

Pulls local, regional, and national candidates, depending on what you need. Access candidate resumes from Indeed & LinkedIn

Additional Cost

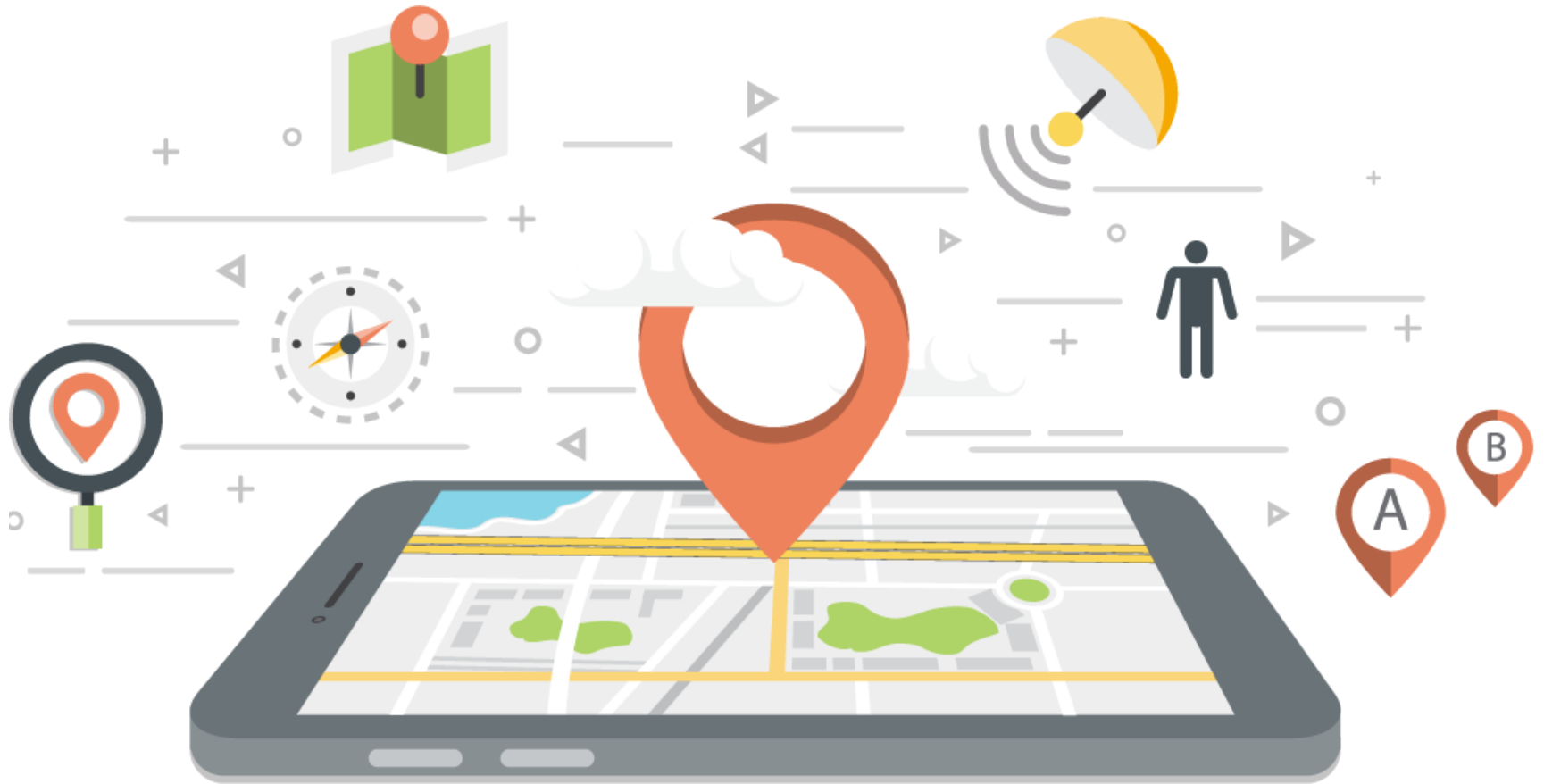
Additional Resources

Today, display advertising includes much more than just static ads that appear on websites:

- YouTube Video
- Pre-Roll Video
- Social Media
 - Posts
 - Newsfeed
- High-Impact Display
- Branded Content



Geo-Fencing Targeting



RECRUITMENT VIDEO



- Positions you as the 'employer of choice'
- Provides way to show your company's mission and culture
- You own content and can post on Job Posting, your website, social media & more
- Easy, on-site, customized videos delivered quickly



41% took action after watching a video ad online.

(Iab and Ipsos Mendelsohn)



Expand Your Reach and Grow Your Social Connections

STAY ENGAGED



- Stay top-of-mind with potential candidates
- Showcase why you are a great work destination

SEE RESULTS



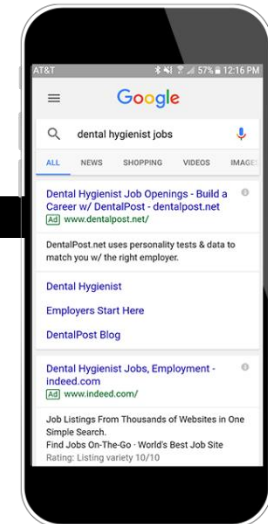
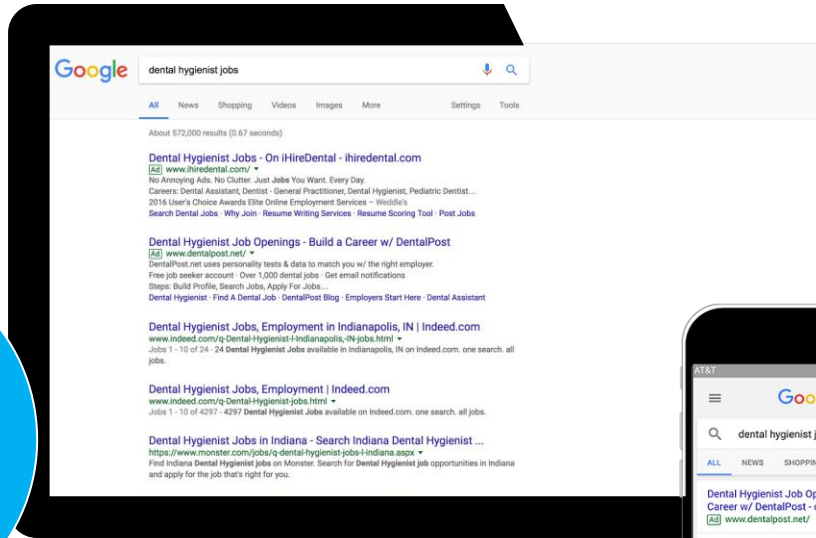
- Target your ideal candidates
- Track performance through interactions, reach, engagement, and calls





- High-value, top-of-page visibility on all major search engines plus dozens of local directories
- Targets local candidates based on the keyword search phrases they use when searching for jobs
- Only pay when candidates click on ad

73%
of all job searches
today start on
Google (CareerBuilder)



We are a Google AdWords
Premier SMB partner