

LinkedIn Recruiter for Search and Staffing Firms

Media Solutions



Influence your target audience at multiple touchpoints on LinkedIn

LinkedIn Media Solutions help you build an ongoing rapport with passive candidates and warm members up to your brand across multiple touchpoints on LinkedIn. Most passive candidates and hiring managers use LinkedIn daily to network with peers, check status updates, and keep up with news related to their current job.

Media Solutions allow you to insert your agency's name, brand, and value proposition into the conversation at four key touchpoints on LinkedIn: the LinkedIn home page, employee profile page, the personal inbox and on your LinkedIn Career Page.

Targeted Ads — Make a strong first impression on members' home pages

When members visit their LinkedIn home page, they can be exposed to key messages about your company to warm them up to your value proposition. Relevant jobs are also automatically targeted to each candidate in Jobs You May Be Interested In. Passive candidates may not be actively looking for a position, but they'll see these matching jobs front and center on their home page. This will drive a new pool of candidates and customers to learn more about your company's recruiting services.

Career Pages — Build your agency brand

Many agencies compete for the same open requirements in a highly competitive industry. Career Pages give you a voice to differentiate yourself from the competition and speak directly to your candidates and hiring managers.

Your agency's Career Page features career opportunities that match each candidate's background, testimonials from your satisfied candidates and hiring managers, and other assets like video tours and client or candidate interviews. Customize your own dynamic content tailored for each individual, showing clients and prospective clients alike insight into your agency's brand, focus, and success stories.

Employee Branding Ads — Own the ad space on your employee profile pages

The #1 activity on LinkedIn is members visiting the profiles of other members. With LinkedIn Employee Branding Ads, you can own the ad space on your employee profile pages, to better engage with anyone that checks out one of your employees. You can use these ads as both an offensive and defensive tactic to improve interaction with your company. This message is visible right when a candidate is networking with your employees and may be interested in learning more about your agency and your services.

Targeted InMail — Send a "Call to Action" to receive fast, hot leads

After you have warmed up a target audience with ads, send them a "Call to Action" so that they can request additional information with a single click of a button: "I'm Interested." People who click are incredibly hot leads that are delivered in real time to your recruiting or sales team.

Staffing Agency Media Solutions Packages

Package #1 — Engagement Media Package

You may be generating a lot of interest and visits to your Company Page, Job Slots and your employees' profile pages, but the key measure of success is converting these visitors to applicants or customers. The Engagement Media Package is designed to capture the interest of the people already investigating and researching your business and your clients, and keep them engaged and interested in learning more.

Package Includes:

- LinkedIn Career Page
- Employee Branding Ads

Package #2 — Branding & Marketing Media Package

Building a strong agency brand helps you showcase your unique value to generate awareness across LinkedIn with prospective clients and candidates. The Branding & Marketing Media Package gives you all the tools to develop and promote your most valuable assets – your agency's brand – and stay engaged with clients and candidates over the long haul.

Package Includes:

- LinkedIn Career Page
- Ads on Product and Services Tab on Company Page
- Targeted Ads
- Employee Branding Ads

Package #3 — Active Job Seekers Media Package

The Active Job Seekers Media Package is designed for agencies that need to quickly identify, target, and engage qualified new candidates for immediate job placement – without having to start a new search for each new requisition from scratch. LinkedIn combines several solutions to help you build an ongoing pipeline of candidates for both permanent and contract positions, keep them engaged at multiple touchpoints on LinkedIn, and lock down the right candidates quickly when the right position becomes available.

Package Includes:

- LinkedIn Career Page
- Employee Branding Ads
- Job Slots (50, 75, or 100)
- Jobs Wrapping
- Jobs Manager License

Package #4 — Business Development Media Package

The Business Development Media Package is designed for agencies looking to expand their staffing business and generate a whole new wave of client companies. LinkedIn helps you target potential hiring managers with Targeted Ads and Targeted InMail campaigns, while building your agency's brand to put your best foot forward to new prospective clients.

Package Includes:

- LinkedIn Career Page
- Employee Branding Ads
- Targeted Ads
- Targeted InMails
- Ads on Product and Services Tab on Company Page

Package #5 — Candidate and Customer Media Package

Combine all the benefits of LinkedIn Staffing Agency Packages and take advantage of media solutions to place candidates rapidly, convert visitors into applicants, build your brand awareness, and expand your business by generating a new wave of clients.

Package Includes:

- LinkedIn Career Page
- Employee Branding Ads
- Targeted Ads
- Targeted InMails
- Ads on Product and Services Tab on Company Page
- Job Slots (50, 75 or 100)
- Job Wrapping

Packages are customizable based on your agency's business objectives. Please contact your account manager for additional details.