

# Choosing the Right LinkedIn for You

You probably already have a LinkedIn profile, over 380 million people do.

But did you know there are many ways LinkedIn can help you and your organisation?

If a better recruitment strategy is a high priority for you, it might be time to upgrade and let LinkedIn do the hiring for you.

## Why upgrade?

To work out whether you need to move from a free membership to a Premium or Business account, ask yourself the following questions:

- 1 Are you struggling to find skilled candidates?
- 2 Are you looking to hire more people?
- 3 Do your competitors have better market awareness?
- 4 Is recruitment costing you too much money?

If you've answered yes to any of these, it might be time to move onwards and upwards and pick a more powerful LinkedIn option.

## LinkedIn Free Membership

Free membership lets you access most of LinkedIn's popular features:

- Build a professional profile
- Connect with business associates
- Give and receive recommendations
- Join and create LinkedIn Groups
- Request introductions
- Access industry content and publish your own

## LinkedIn Free: By the Numbers

3

Saved searches weekly

5

Last people who viewed your profile

*Limited*

Profile views for extended network up to 3rd-degree connections

## LinkedIn Recruiter Lite

If you are struggling to find the people you need to grow your business. Recruiter Lite can help:

- ✓ Find them with **Unlimited profile search**, up to 3rd-degree contacts
- ✓ Contact them with **30 InMail messages** to contact anyone
- ✓ Manage the process with **automatic tracking and tools** to manage your whole candidate pool

## Recruiter Lite: By the Numbers

30

InMails per month

7

Premium search filters

12

Search alerts daily

## LinkedIn Recruiter Corporate

Designed for organisations that have on-going recruitment needs, it offers the most extensive and powerful tools for targeting top talent.

- ✓ Find them with **unlimited profile search** of entire LinkedIn network and advanced search filters
- ✓ Contact them with **150 InMail messages** per month
- ✓ Manage the process with **reporting, analytics and job monitoring** tools to see how your recruitment is tracking

## LinkedIn Recruiter Corporate: By the Numbers

150

InMails per month

20+

Premium search filters

50

Search alerts daily

**Unlimited**

Out of network visibility

90

Day list of who's viewed your Profile

You can find more information about LinkedIn's products or talk to one of our helpful account managers.

**LinkedIn** Talent Solutions