

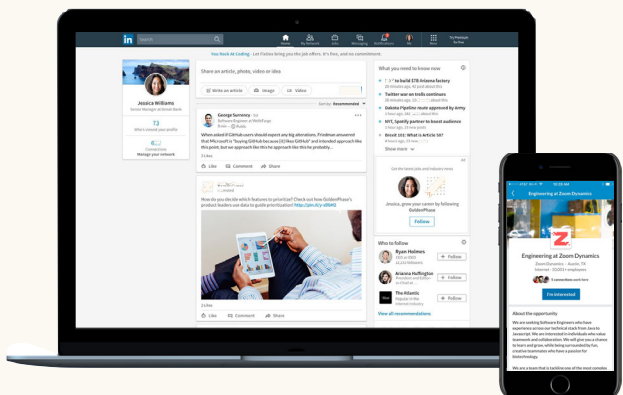
Fuel your pipeline by recruiting ahead of the curve



Without awareness, there can be no lead.

If you need to build a strong pipeline, you must have a full funnel strategy that both builds brand awareness and generates leads. On average, a candidate needs 3-10 touches before applying—be there along that whole journey with them.*

Precise targeting is a foundational element of running a successful LinkedIn campaign—getting the *right* talent leads to higher engagement, conversion, and ultimately the right hires. Combine targeting facets to reach the exact people you need.



Target Audience**

Function: Sales

Locations: Chicago, New York, San Francisco, Austin

Industries: Computer Software, Internet, Information Technology and services, Computer and Network Security

Years of experience: 5+ years

Candidates: 120,000* people

*Deloitte Research: <http://experience.deloitte.com/recruitmentmarketingstrategy/recruitmentmarketingstrategy/landing-984M-1888QC.html>

**Sample audience: These numbers are for illustrative purposes only.

Meet Jamie - your target candidate

Go on the journey with Jamie, and your target audience, as they learn more about your company and opportunities.

120,000 unaware

Expose Jamie and your target audience to your brand and captivate them with your culture.

Success metrics include impressions, social actions/reactions, video views, unique reach

50,000 aware

Tell Jamie a personalized story that resonates with your ideal talent.

Success metrics include social actions/reactions, clicks, company page views, career page views

7,500 engaged

Drive engaged talent to a destination tailored for Jamie and your target audience.

Success metrics include clicks to pipeline builder, net new talent engaged, job views

1,500 considering

Capture interested leads like Jamie with Pipeline Builder.

Success metrics include leads generated and view to lead conversion

100 applied

Jamie and your top candidates have applied! You've maximized your recruitment efficiency.

Awareness + Lead Generation = Recruiter Efficiency

Candidates exposed to your brand lead to:

54%

Boost in inMail response rates*

65%

Lift in application rates through LinkedIn**

3.3x

Lift in conversion rate to hire on LinkedIn**



*54% stat: LinkedIn data, 2018

**Using LinkedIn.com data from January 2015 – July 2015 for the top 100 companies with the strongest talent brand on LinkedIn