

Talent Lead Generation

Don't aim for more leads, aim for better leads.

Who is most likely to convert? Focus on finding the right people for lead generation.

Build personas for each hiring segment: Bring your ideal candidates to life with unique descriptions that help you target the right people and tailor your content.



Use insights to identify the most reception audience

LinkedIn Talent Insights

- Talent from hidden gem markets will be more likely to convert due to lower competition for talent
- Employer value proposition insights tell you what is important to your audience and can inform your messaging

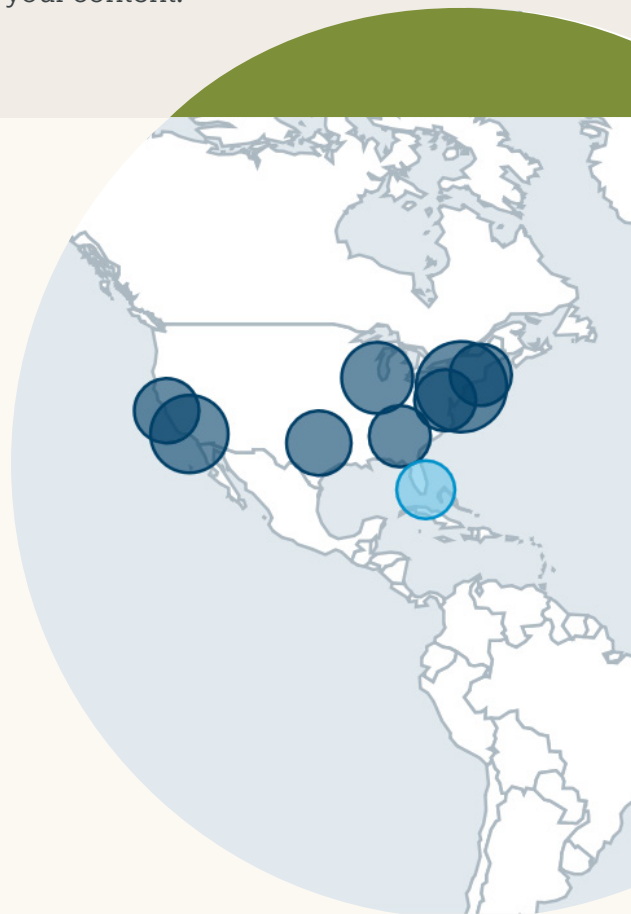
Industry Insights

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Re-engage people that have already expressed interest in your company

- Try website retargeting to reach people who have already demonstrated interest
- Nurture your talent networks and communities with content that's relevant to them





Capture inbound and outbound leads

Inbound touchpoints

Optimize these to make sure you're turning existing engagement and interest into leads:

- LinkedIn Company and Career Pages
- Your company website
- Other social media sites
- Job descriptions

Outbound touchpoints

Accelerate your lead generation by reaching the right professionals at scale:

- Social media updates (organic and paid)
- Recruitment Ads
- InMails
- Job descriptions



Optimize your content for lead generation

Visuals are your headline: Include pictures, imagery, and video wherever possible

Think mobile: Design an experience that works well on mobile devices as that's where people spend most of their time

Tailor your content: Tweak your messaging for each segment or persona so that it will resonate

Test A/B test creative and optimize based on performance metrics



Capture and follow up with leads

Make it easy for people to convert – a conversion could be a [Pipeline Builder](#) lead sent to LinkedIn Recruiter, a job application, or simply a request for more information. The fewer steps or clicks a person must take, the better.

Have people ready to respond to interested talent – make sure your team members have the time and resources to quickly reach out to those that have expressed interest.



For additional tips and best practices, visit lnkd.in/Itsresources

To learn more about recruitment marketing at LinkedIn, visit lnkd.in/recruitmentmarketing