

# Engage job seekers in the newsfeed



## Reach potential candidates who are actively exploring new opportunities.

LinkedIn allows you to target active job seekers based on known “Interest & traits” within your campaign manager tool.

### Customize your content:

Reach actively exploring candidates and tailor your content to this audience. Showcase your opportunities to them with phrases like, “Are you looking for a job” or “we can help you ....”

### Increase conversion rates:

Target members who are more likely to view and apply for your jobs and increase the conversion rate of your Pipeline Builder campaigns. By targeting members who are more likely to share their information, you’ll grow your potential talent pool.

### Use the Single Job Ad:

Use Single Job ads to push jobs on the LinkedIn feed to members who are more inclined to apply.

Who is your target audience?

Start building your audience by searching for attributes of professionals you want to reach

Home > Interests and Traits > Member Traits 🔍 Search

Member Groups	Device Preferences
Member Interests	<input type="checkbox"/> Frequent Contributor
Member Traits	<input type="checkbox"/> Frequent Travelers
	<input type="checkbox"/> Job Seeker
	<input type="checkbox"/> Open to Education

More than **35M job seekers** visit LinkedIn Jobs every week, capitalize on actions that members are already taking!