

# Talent Media: Cheat sheet

What is your talent acquisition problem?

People don't know who we are

I can't find quality candidates

I don't have a dedicated hiring resource

My hiring strategy isn't reaching new people

I want more followers on LinkedIn

Your objective & recommended ad formats:\*

## Awareness

Sponsored Content: Video Ads & Carousel Ads  
Recruitment Ads: Spotlight Ads & Follower Ads

## Conversions

Sponsored Content: Single Image Ads & [Single Job Ads](#) -  
Recruitment Ads: Jobs Ad

## Conversions

Sponsored Content: Single Image Ads  
Recruitment Ads: Jobs Ad

## Awareness

Sponsored Content: Single Image Ads, Carousel Ads & Video Ads  
Recruitment Ads: Spotlight Ads

## Consideration

Sponsored Content: Video Ads & Single Image Ads  
Recruitment Ads: Follower Ads

\*note: more formats are available under each objective

## Success Metrics:

**Sponsored Content:** Impressions, likes, comments and shares of posts, [reach](#)

**Recruitment Ads:** Impressions, reach

**Sponsored Content:** Click through rate, [leads](#)

**Recruitment Ads:** Click through rate, job applicants

**Sponsored Content:** Number of leads, click through rate

**Recruitment Ads:** Click through rate, job applicants

**Sponsored Content:** Impressions, likes, comments and shares of posts

**Recruitment Ads:** Impressions, click through rate, job applicants

**Sponsored Content:** Likes, comments, shares of posts, click through rate, [video completion rate](#)

**Recruitment Ads:** Click through rate