BUSINESS STRATEGY

Evaluate markets and prioritize resources with LinkedIn Talent Insights

When exploring where your team should focus their efforts, it is essential to have the most up to date and relevant data about talent pools, commercial demand, and competitor intelligence.

Whether you're territory planning, undertaking a market assessment, or simply reviewing your resource allocation, access to real-time, comprehensive insights will help you develop a plan for success.

How Talent Insights Helps

Evaluate new markets

Focus resources

Increase business development opportunities

LinkedIn Talent Insights in Action

Here are five ways Talent Insights will help you create a successful business strategy and focus resources where they will be most effective:

1) Discover potential new markets

Use the Talent Pool Report to identify industries, skill-sets, or regions with favorable talent populations. Quickly gain an understanding of which talent pools your team has successfully engaged in the past to inform your expansion or marketing strategies.
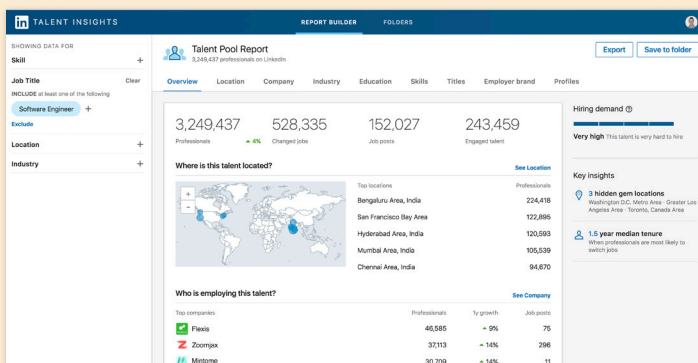

Select Talent Pool Report

Define your market by searching for relevant skills or titles and locations of interest

2) Evaluate talent supply and demand across regions

Use the Location tab to compare the volume of talent in each location (supply) with the number of jobs (demand). Narrow in on locations with high demand for your services and a healthy supply of talent. You can also review who the top employers are in each region.
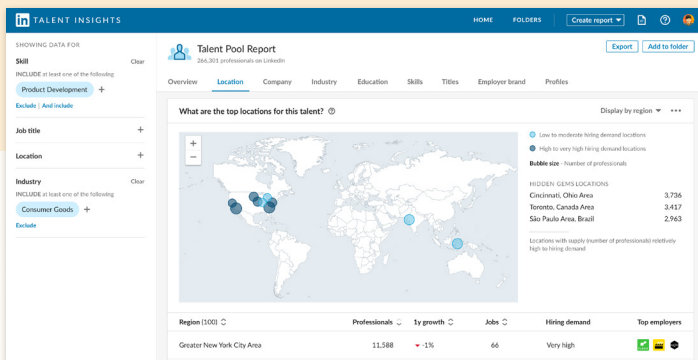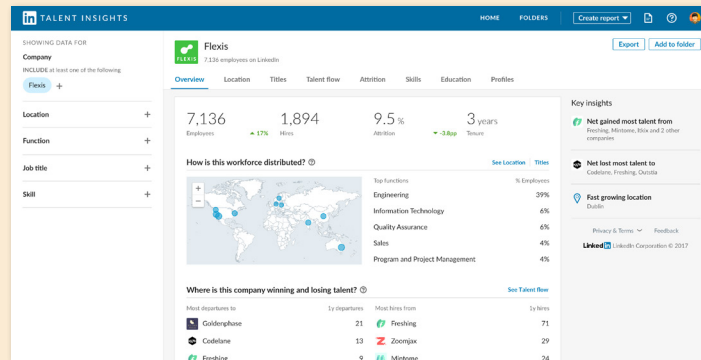

Select the Location Tab

See a comprehensive view of supply and demand

3) Identify good prospects and prioritize your teams accounts

The Company Tab lets you view the top employers for your defined market and allocate business development resources in the right areas. Try comparing the companies with the most open jobs on the Company Tab to your team's target account lists. Do the lists match or can you further prioritize the accounts they're spending time on?

What's more, you can now arm your team with in-depth insight on the hiring needs of prospects to ensure they are focusing their time and energy with the departments that have the greatest hiring needs.
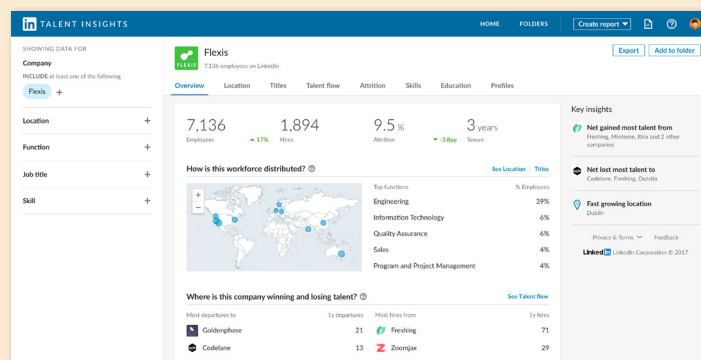

Select Talent
Pool Repor

Select
Company Tab

Sort by Job posts
or Attrition

4) Help your recruiters prioritize their open requisitions

Understanding hiring difficulty and how your company is engaging with a specific talent pool will help you determine the likelihood of a successful placement. Are you recruiters focused on requisitions too difficult to fill? Are there talent pools that your company has successfully engaged that your team may find more success with? Focus your team's on the placements you're likely to win.

Select Talent
Pool Report

Select Employer
Brand Tab

With real-time data from over 200 countries and territories, leverage the most comprehensive data available to inform your team's strategy and chart a path to success.