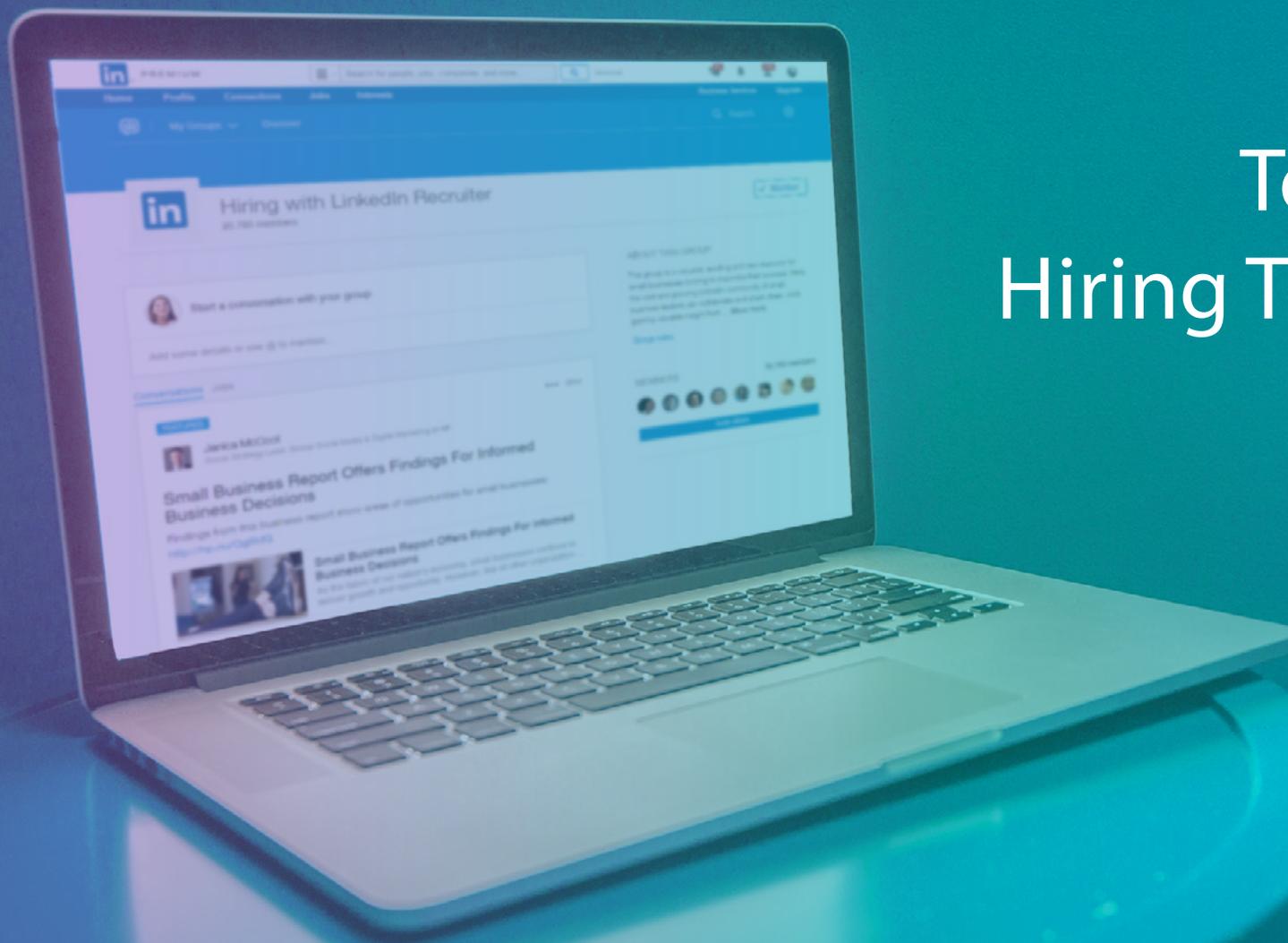


INSIDER'S GUIDE

# Top Free and Paid Hiring Tools on LinkedIn



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## LinkedIn Recruiter

[Compare top five features ›](#)

# LinkedIn gives you the tools you need to help your business succeed.

In this guide, you'll find the top features recruiters and hiring managers use to grow their company's employer brand and hire for their business.

Ready? Let's kickstart your company brand and fulfill your hiring needs.

A white smartphone is shown at an angle on a dark wooden surface. The screen displays a social media post from Julio Viskovich, a published author, writer, and blogger. The post is a 'Shared' post about 'The Social Selling Summit - Jan. 29, 2015'. The text of the post reads: "I'm getting excited to tell the world about social selling implementation - best practices, you can still sign up for the event - better late than never! Catch all the details here: [socialselling.com](http://socialselling.com)". Below the text is a photo of a group of people at a summit. The post has a 'Like' button and a 'Like' icon. The background of the slide is a dark teal color with a wood grain texture, and a white diagonal shape is in the top right corner.

Build your  
company brand



Followers are  
**2X more likely**  
to respond to an InMail.



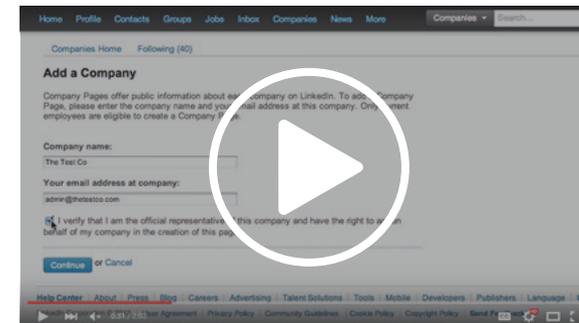
**79%**  
of members are interested in job opportunities  
from companies they are following.



**FREE** BUILD YOUR COMPANY BRAND

## Set up a new Company Page

Thriving businesses create a [LinkedIn Company Page](#) to build a presence for their business. It's a primary location where you can attract followers, post company updates, list open jobs, and drive engagement.



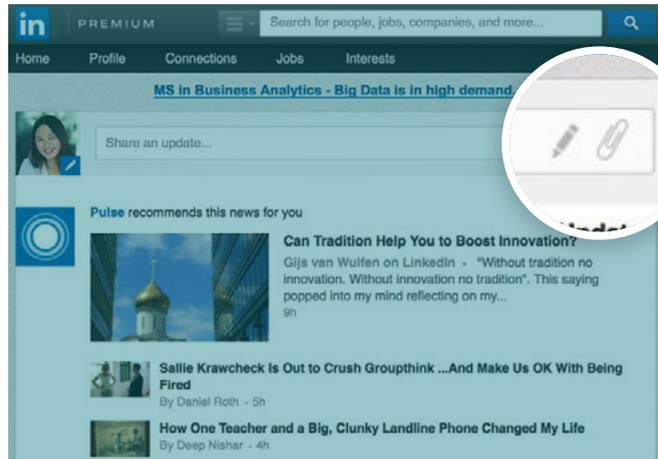
VIDEO: Set up your  
Company Page on  
LinkedIn

FREE CONTACT & INTERACT WITH YOUR CONNECTIONS

# Create Status Updates

Company Page administrators can post, share, and sponsor updates like company and industry news, [SlideShare](#) presentations, images, videos, and more.

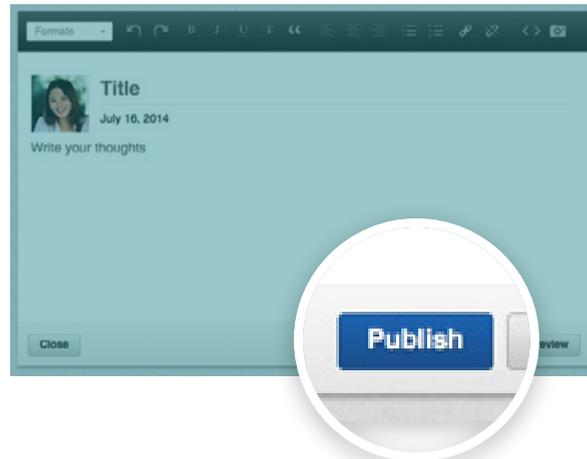
These are seen by visitors to your Company Page, and sent to your followers. Any LinkedIn member can comment on, like, or share a [Company Update](#). Once a member takes one of these actions, their network will also see the update in their homepage feed.



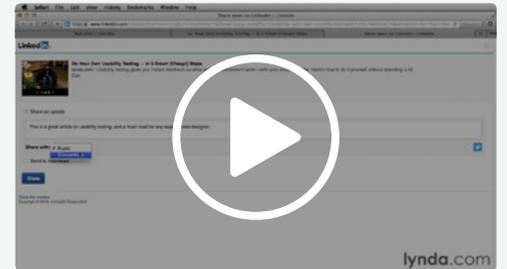
20%  
of followers are typically reached  
with one status update.

## 20:60:1+

Companies that post 20 times a month on average  
reach 60% of their followers with 1 or more updates.



VIDEO: Creating status updates



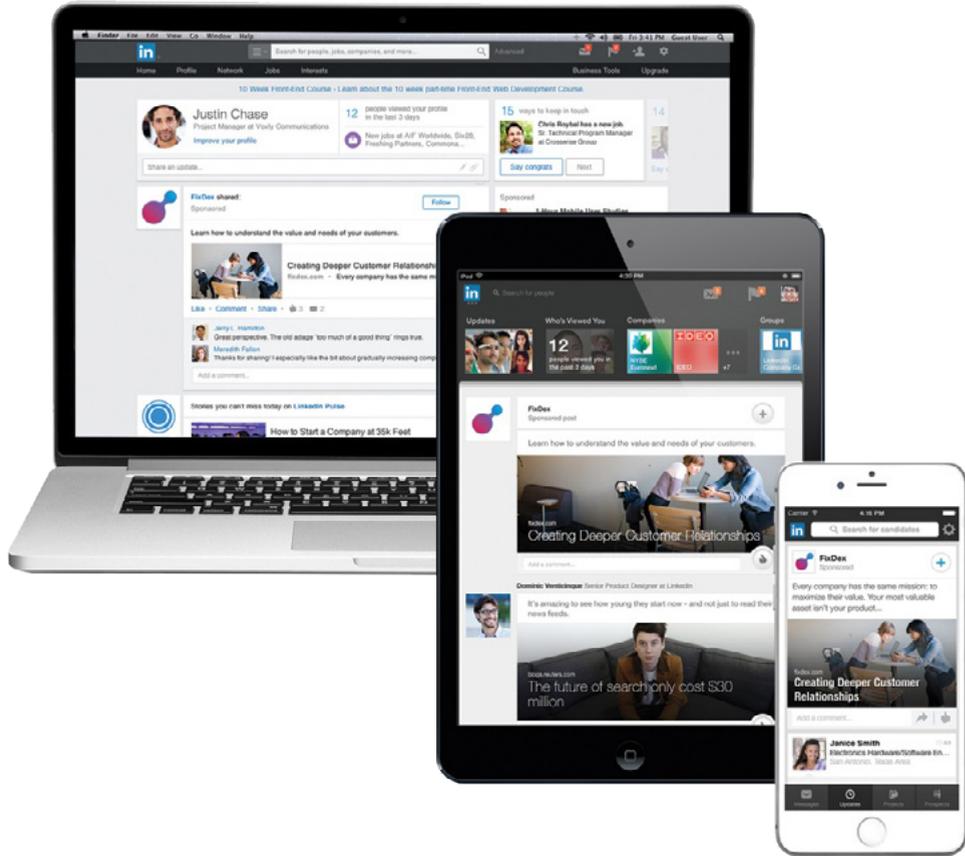
VIDEO: Sharing content to LinkedIn from  
around the web

# 10X

the click through rate  
(Sponsored Update desktop  
vs. traditional display ads)

# 6X

the engagement  
(Sponsored Update  
content vs. jobs)



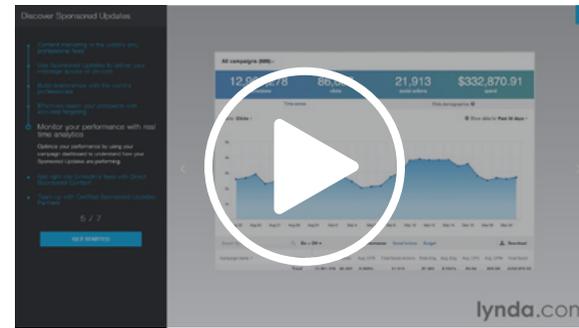
PAID

CONTACT & INTERACT WITH YOUR CONNECTIONS

## Create a Sponsored Update

To boost engagement and reach, sponsor your Company Update. [Sponsored Updates](#) appear on homepage feed of LinkedIn members who fit your targeting criteria.

- Drive quality leads by reaching beyond followers
- Reach targeted audience across all devices
- Monitor your performance in real time



VIDEO: What are Sponsored Updates?

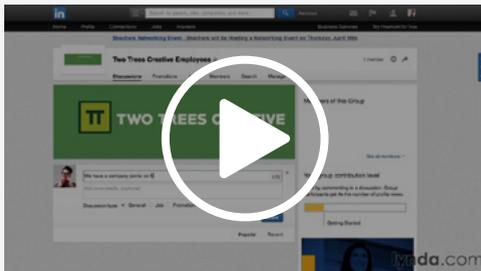
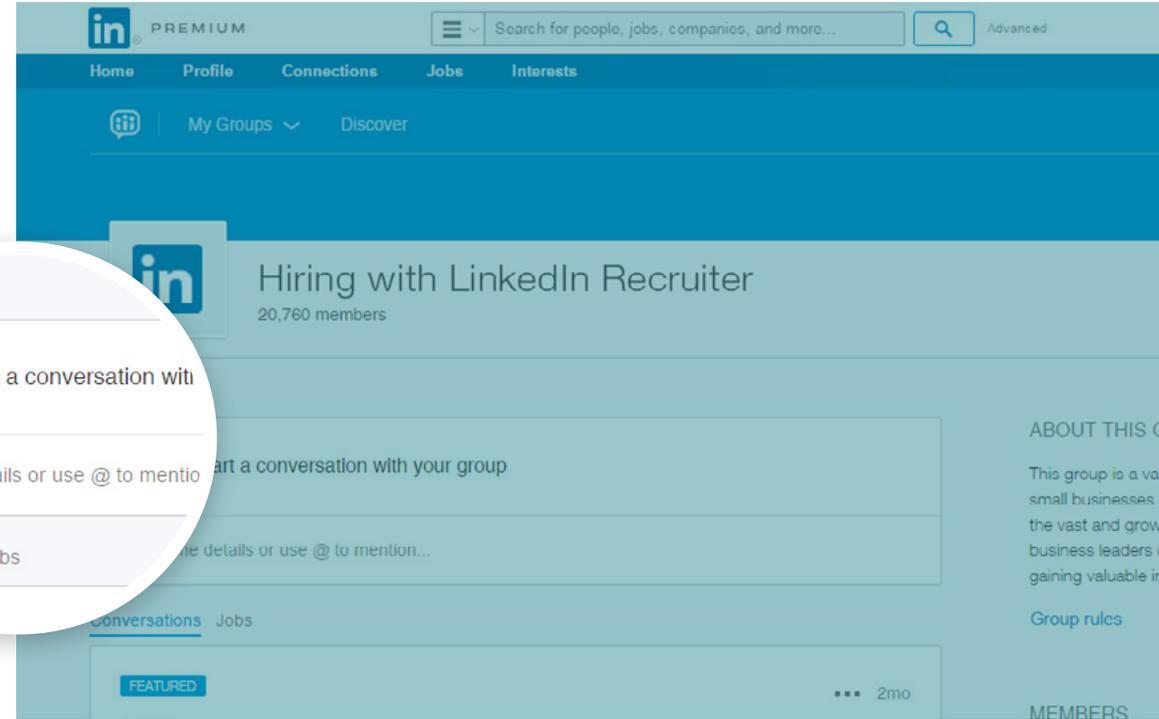
FREE

CONTACT & INTERACT WITH YOUR CONNECTIONS

# Join, create, and post a message on a Group

Fast-track your company's reputation as an industry leader. LinkedIn Groups provide a place for professionals in the same industry or with similar interests to share content, find answers, post and view jobs, make business contacts, and establish themselves as industry experts.

- Find [LinkedIn Groups](#) talking about your brand or industry, join them, and take part in the conversation
- Build brand awareness and promote your Company Page as a source of thought leadership
- Drive traffic and attention back to your page



VIDEO: Participating in LinkedIn Groups



VIDEO: Starting your own LinkedIn Group

4X 

more profile views  
from members out  
of your network

85 

new conversations  
per minute

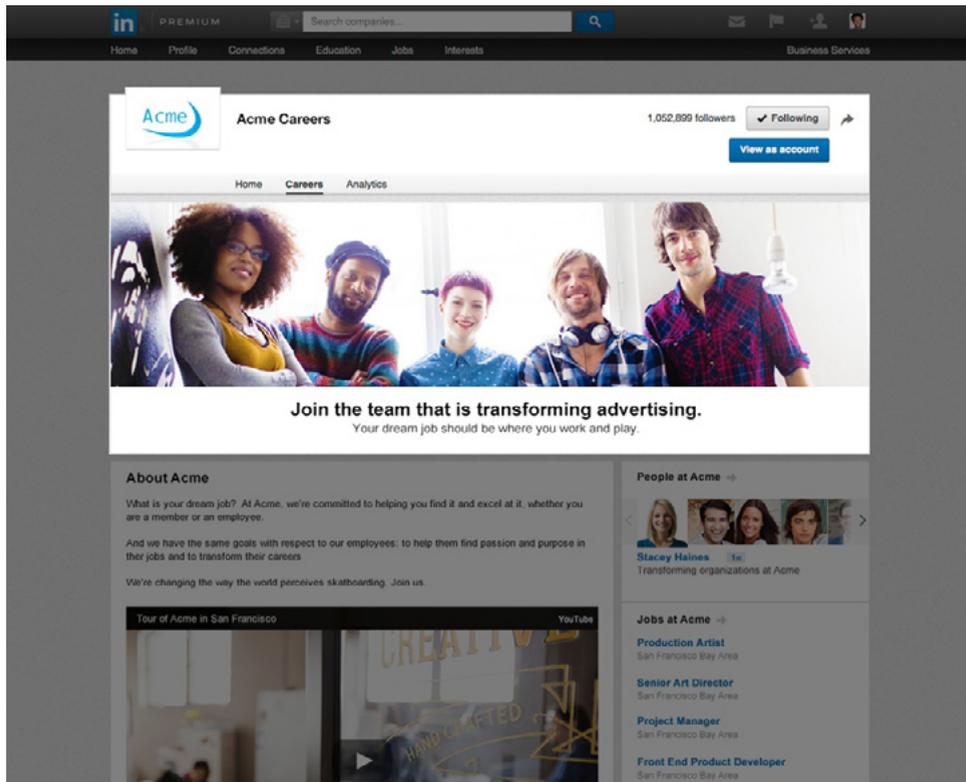


Find, attract,  
and hire candidates

Companies with a strong employer brand have:

**50%** lower cost per hire

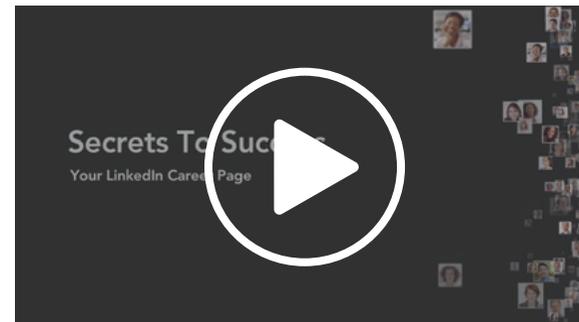
**28%** lower turnover rate



**PAID** FIND, ATTRACT, AND HIRE CANDIDATES

## Enhance your Company Page with a Career Page

In addition to a free Company Page, a paid [Career Page](#) gives you access to enhanced features for promoting your company's employer brand. Post rich media and dynamic content to deliver a personalized viewing experience based on the viewer's LinkedIn profile.



VIDEO: Secrets To Success: Your LinkedIn Career Page

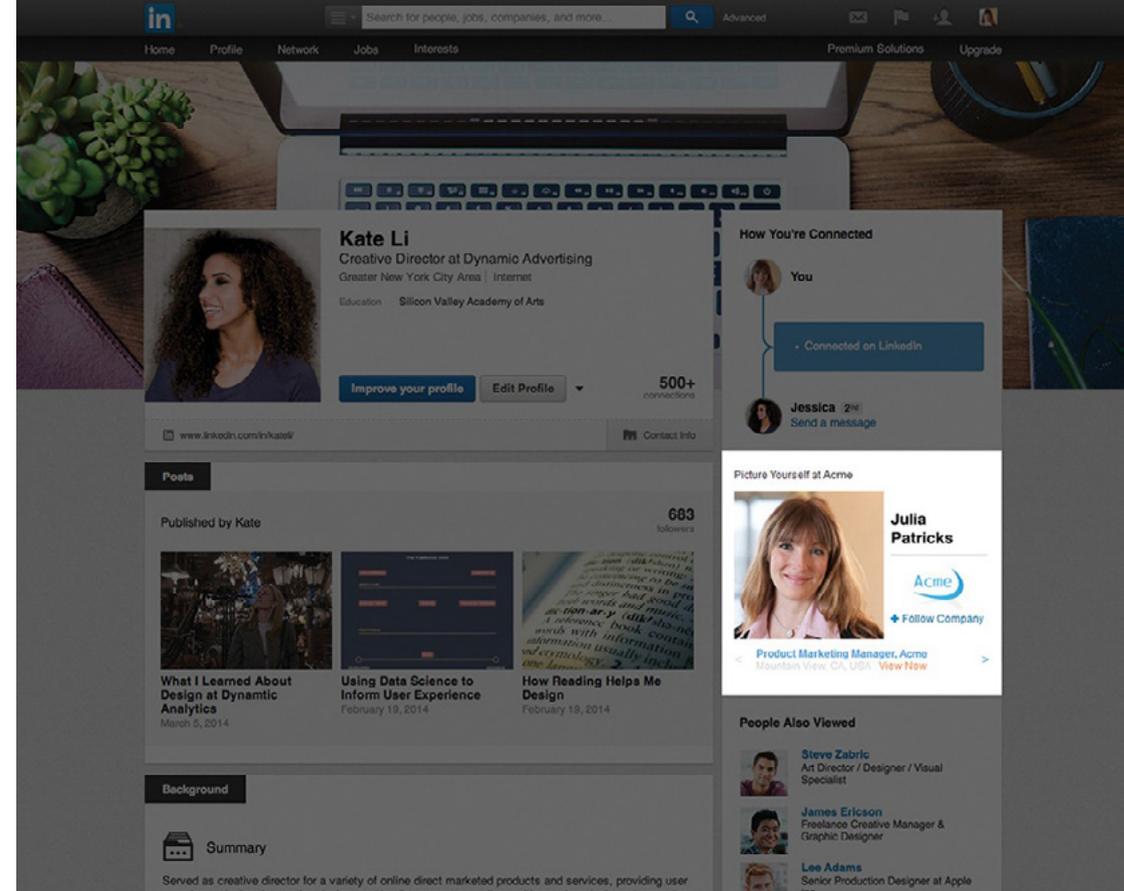
PAID

FIND, ATTRACT, AND HIRE CANDIDATES

# Attract more candidates with Work With Us Ads

With [Work With Us Ads](#), you can:

- Get the attention of top passive talent by advertising jobs on your employees' profiles
- Feature your most relevant jobs by displaying personalized job ads to every viewer
- Drive quality talent traffic to your jobs, Career Page, or career website



50X →

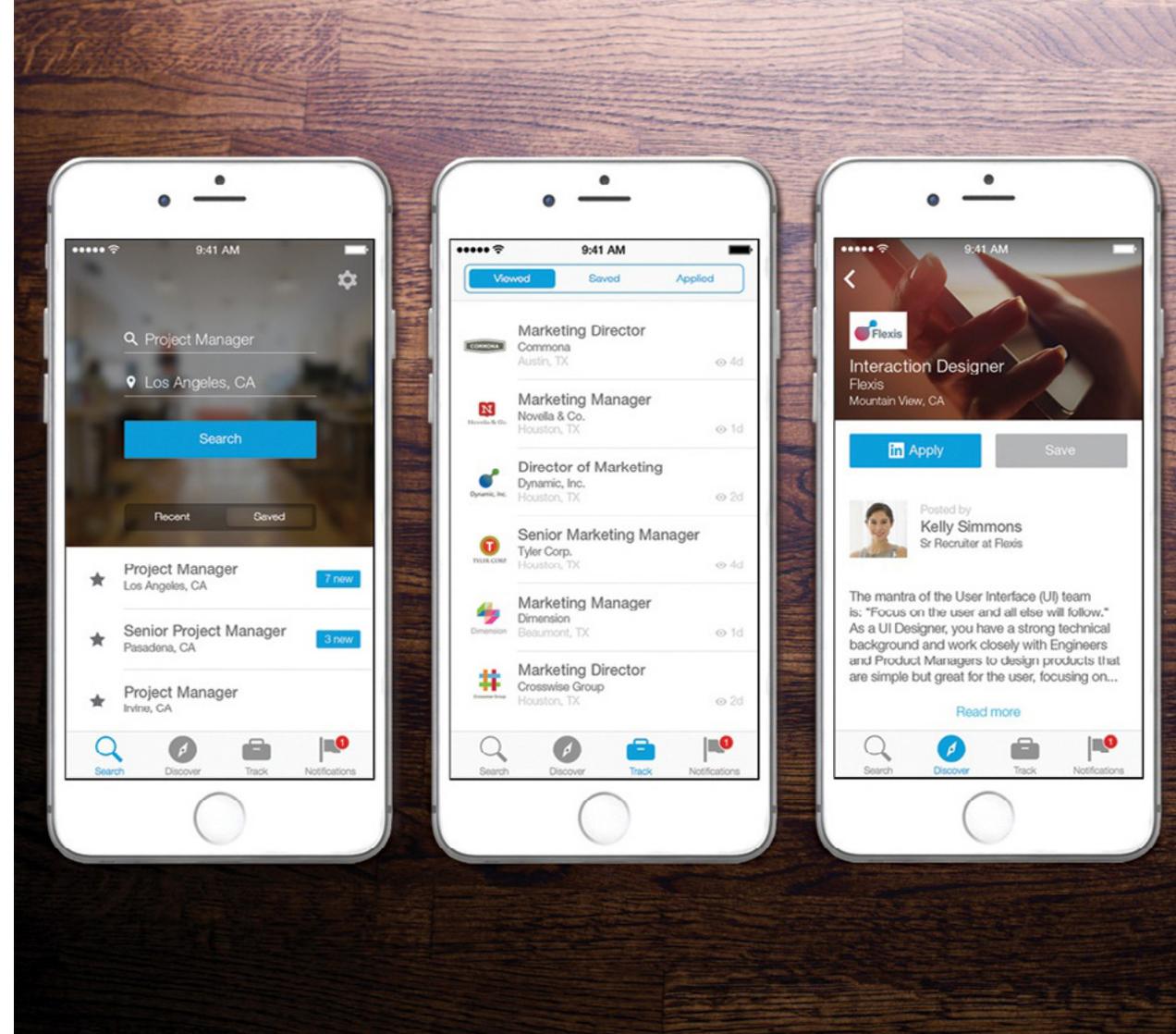
better click-through rates with personalized recruitment ads (vs. average banner ads)

PAID FIND, ATTRACT, AND HIRE CANDIDATES

# Post a job with Job Slots

With [LinkedIn Job Slots](#), you get more than a job post.

- Advertise your jobs to just the right people. We automatically recommend job posts to LinkedIn members with the skills and expertise you need, so you get more relevant applicants
- Buy 1 Job Slot to promote multiple jobs. Swap in and out unlimited job openings at any time throughout the year
- Use streamlined applicant management tools to review and filter candidates, take notes, and directly contact — all on LinkedIn
- Optimize your Job Posts with detailed analytics
- Your job will appear on the LinkedIn Job Search app (download for [iOS](#) or [Android](#)) where thousands of applicants get a great mobile experience and can apply





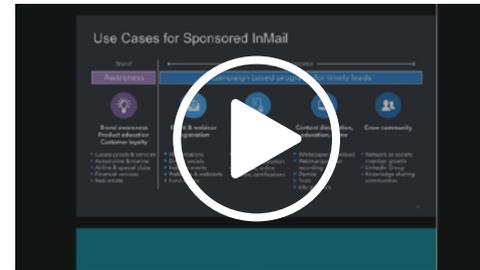
PAID

FIND, ATTRACT, AND HIRE CANDIDATES

# Send Sponsored InMails

**Sponsored InMail** is the most direct way to drive engagement across desktop and mobile. Reach your prospects with targeted messages, content, and personalized invitations to events and conferences.

Your Sponsored InMails appear at the top of members' inboxes when they're logged in.



VIDEO: Sponsored InMail + Best Practices  
(Live Demo)

## 100% deliverability

All your messages are delivered to member's LinkedIn Inbox, not spam or junk folders.

A woman with long hair, wearing a light-colored, short-sleeved, textured sweater, is sitting at a desk. She is looking down at a laptop computer. Her right hand is on the laptop's trackpad, and her left hand is resting on the desk. The desk also has a notebook and a pen. The background is blurred, showing what appears to be a modern office environment. The entire image is overlaid with a semi-transparent teal color. A diagonal line splits the image from the top-left to the bottom-right, with the area to the left of the line being white and the area to the right being teal.

Transform your business  
with LinkedIn Recruiter

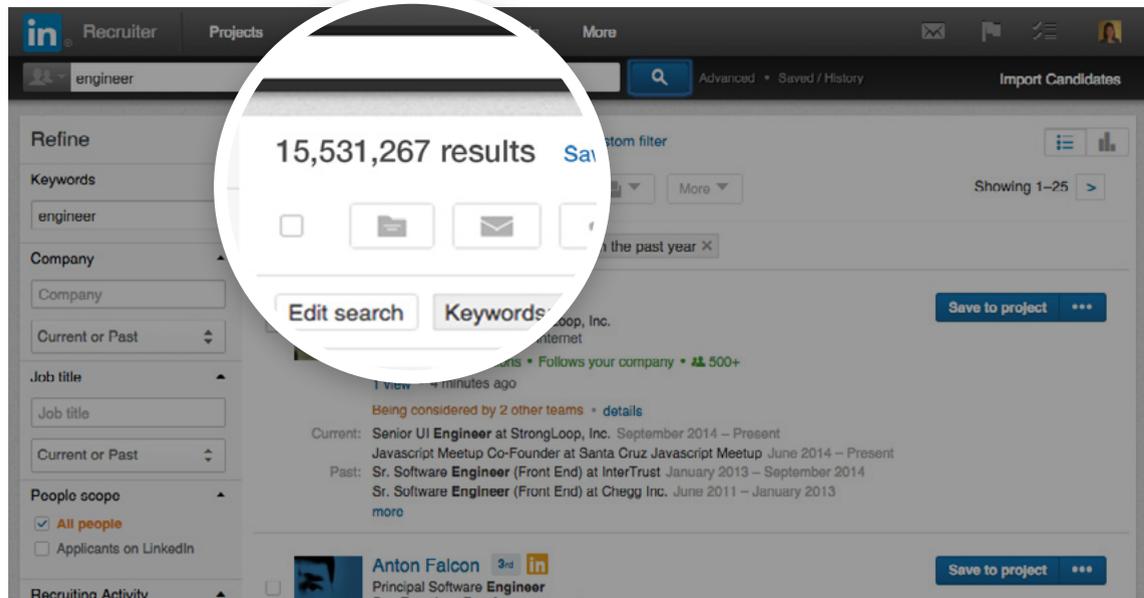
# Unlimited access to the LinkedIn network

Search for anyone in LinkedIn's network of 400+ million professionals.

To view the full list of Recruiter features, [download the data sheet](#).

## PAID LinkedIn Recruiter

Unlimited profile views of extended LinkedIn network.  
Access to all 400M+ members.



VS

## FREE

Limited profile views for extended network  
(up to 3rd-degree connections).

# Find the right talent faster

Advanced search tools allow you to search by seniority, company size, years of experience, and much more.

To view the full list of Recruiter features, [download the data sheet](#).

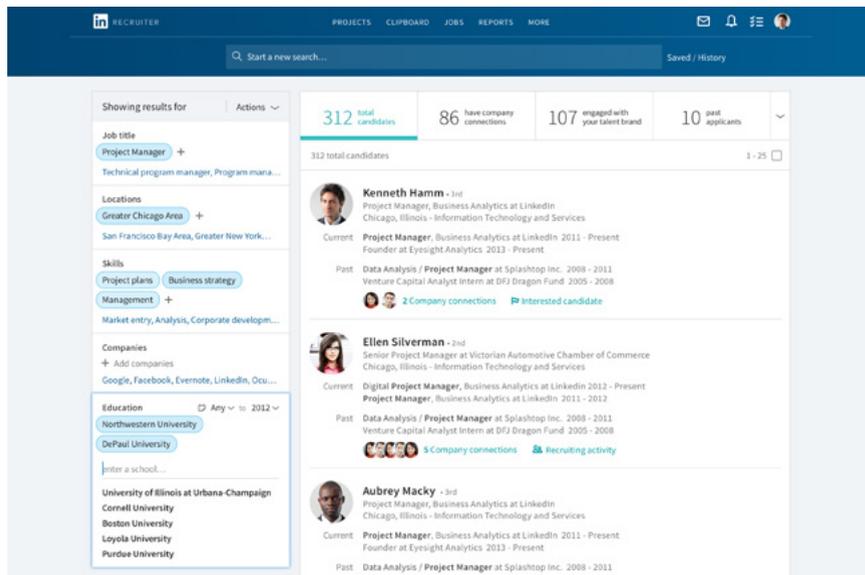
## PAID LinkedIn Recruiter

20+ Premium search filters, designed for recruiting.

Build a search based on your ideal candidate.

Smart suggestions guide you through your talent search.

Spotlights prioritize candidates who are more likely to engage.



## FREE

Limited to basic search filters.

VS

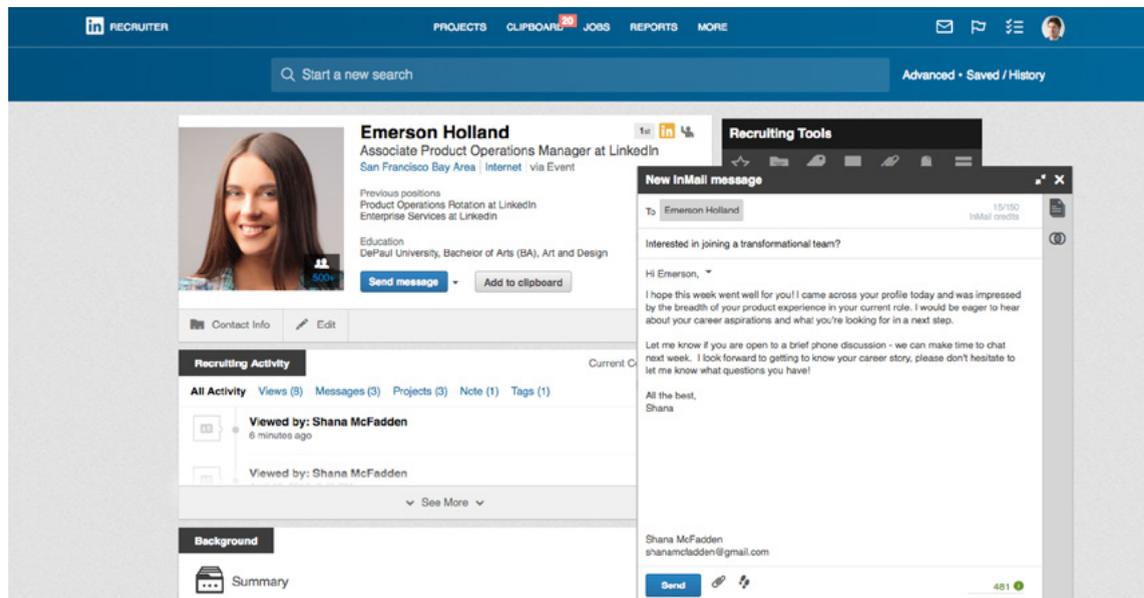
# Contact anyone directly with InMails

Reach candidates whether you're connected to them or not.

To view the full list of Recruiter features, [download the data sheet](#).

## PAID LinkedIn Recruiter

Up to 150 InMails per month, plus mass InMailing capabilities and templates. You get an InMail credit for every InMail message that receives a response within 90 days of the send date.



## FREE

VS

You can only message people you're connected to.

2X

Company followers are twice as likely to respond to an InMail. Access these insights and more with Recruiter.

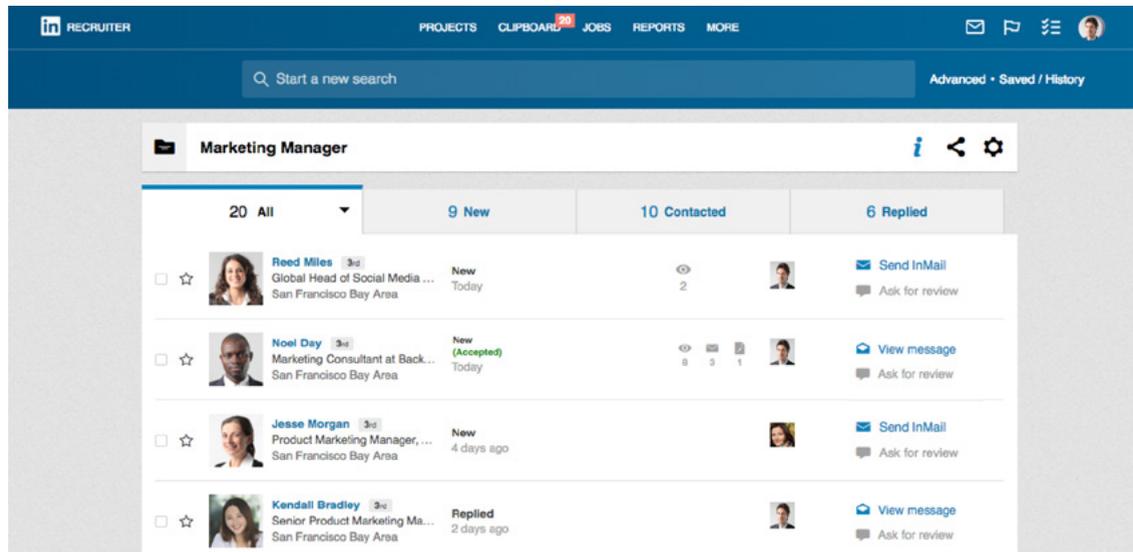
# Manage your pipeline of talent

Fill roles more quickly by building a pipeline of top talent.

To view the full list of Recruiter features, [download the data sheet](#).

## PAID LinkedIn Recruiter

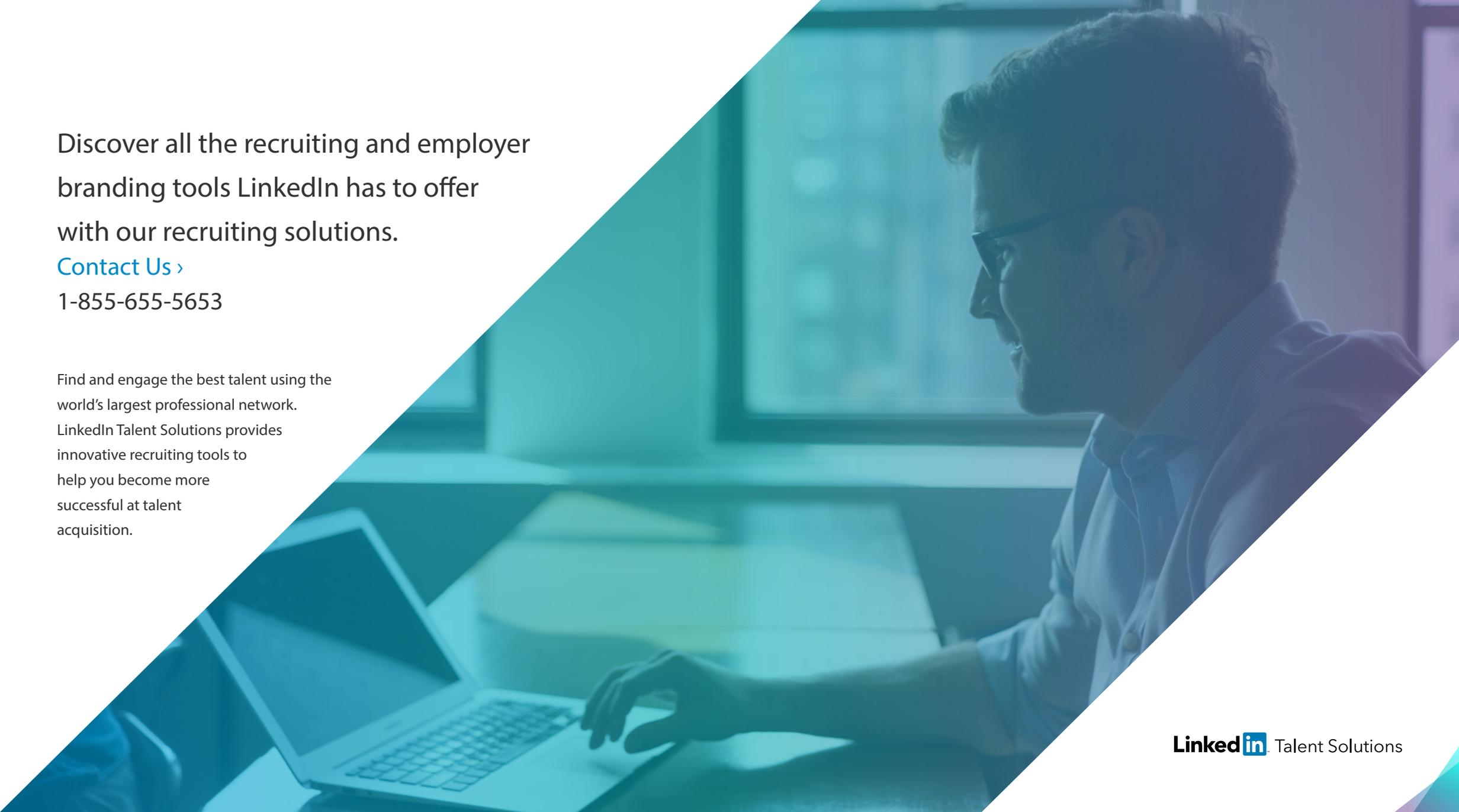
Get up to 50 saved search alerts daily that list matching candidates. Manage your list of candidates with collaborative Projects. Track your team's activity with powerful reporting and analytics tools.



VS

FREE

Not available.



Discover all the recruiting and employer branding tools LinkedIn has to offer with our recruiting solutions.

[Contact Us >](#)

1-855-655-5653

Find and engage the best talent using the world's largest professional network. LinkedIn Talent Solutions provides innovative recruiting tools to help you become more successful at talent acquisition.

**LinkedIn** Talent Solutions