

# LinkedIn Career Pages

Become *the* company  
to work for



## Give candidates a personalized introduction to career opportunities at your company

Millions of professionals use LinkedIn to research and discover career opportunities. Your LinkedIn Career Page will help you to stand out as an employer of choice, provide custom experiences to your audience, and connect the right candidates with the right opportunities at your company.

### Showcase your employment brand

Put your best foot forward when professionals research career opportunities on LinkedIn. Communicate your message and differentiate your employment brand with rich content, unique insights, and employee testimonials.

### Help candidates connect with your company

Your Career Page will automatically display jobs targeted to each viewer, letting potential candidates know you're hiring people like them. In addition to applying to your jobs, they can Follow your company to receive status updates, or reach out to employees in their networks.

### Create a personalized experience

Only LinkedIn Career Pages help you to deliver a custom experience unique to each visitor. Customize your message based on a member's location, industry, job function, and more, to capture the attention of every potential candidate who visits your page.

#### The easiest way to showcase your employment brand

- **Simple set-up** takes just a few minutes, with no need for designers or outside agencies
- **Real-time analytics** help you understand who is interacting with your page
- **Update as often as you like** to keep your content fresh and encourage repeat visits
- **Drive traffic** to your career site, social media presence, or other destinations

*“We've found our qualified talent pool numbers have spiked, and are only disappointed we didn't invest sooner.”*

Kristen Storey, Director of Talent Acquisition, Schawk!



Convey key messaging in a clear and memorable way

Prominent real estate to express your employment brand

Show visitors company employees already in their networks

Tell candidates what working at your company is all about

Job recommendations are personalized for each viewer

Employee testimonials and an additional custom module further reinforce your story

Offer exclusive insights about your "Company DNA"

### Engage with potential candidates over time

LinkedIn members **'Follow'** companies to stay informed about career opportunities and other company updates.

**Company Status Updates** allow you to interact with your followers and build relationships with a highly engaged talent pool. With **Targeted Updates**, it's easy to keep content relevant and engagement levels high by selecting specific audiences to receive each update.

### LinkedIn Career Pages include:

- Real-time editing and content refresh
- Detailed Analytics
- Jobs targeted to audience
- Page content targeted to audiences
- Ads to drive traffic to site
- Only your ads appear on your company's pages

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Please contact your sales manager or account manager for more information.

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