

Prioritize Warm Leads with Spotlights

Spotlights help you prioritize candidates who are more likely to engage with you and your organization, based on relationship and activity insights from LinkedIn.



Who has company connections • People who are connected to employees at your company

Use this spotlight to identify candidates who are 1st degree connections of employees at your company. This is a great way to get employee feedback on prospective candidates or request a warm introduction from colleagues.

LinkedIn Referrals customers can unlock the full visibility of their company connections, among participating employees. Otherwise, spotlight visibility is limited to the first 5 results.

Candidates are 46% more likely to respond to an InMail when they are connected to your employees.¹





Who's engaged with your Talent Brand • People who have followed your company, liked an update, or more

This spotlight shows you people who have taken a public action such as liking, sharing, or commenting on company posts across your Talent Brand, including your Company Page, Company Updates, job posts, and Sponsored Updates.

This filter is handy for targeting prospects that are already aware of your brand and interested in the work you do.

Developing your Talent Brand can provide a 2x acceptance rate on Recruiter InMails.²

Showing results for	1,231 total candidates	230 engaged with your talent brand	71 have company connections	27 past applicants
Job title Project Manager + Technical program manager, Program mana...	230 results • Sorted by relevance			1 - 25
Locations Greater Chicago Area +	 Kenneth Rai 1 st  Project Manager, Business Analytics at LinkedIn Chicago, Illinois - Information Technology and Services			

Did you know?

Saved search alerts work with spotlights.

If you save a search with a spotlight open, you can get saved search alerts specifically for that spotlight.

For example, maybe you've recently launch a Sponsored Updates campaign.

By saving a search with the Talent Brand spotlight open, you'll be notified as new candidates interact with your campaign, so you can immediately start reaching out to them.

Increase your response rate

+27%

Referencing a former employer in common increased your chance of getting a response by 27%

+31%

Referencing a connection in common increases response rates by 31%

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Past applicants

People who've applied to your company before

This spotlight includes any applicants you have collected via LinkedIn Jobs. Filtering for past applicants allows you to target silver-medallist candidates who didn't quite make it across the finish line for a past role, but may fit the open positions you have now.

LinkedIn Referrals customers can also integrate applicants from their Applicant Tracking System. (Functionality may vary by ATS).

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Who your competitors target

People from companies and schools organizations like yours recruit from

Get insight into the hottest talent sources in your industry, by viewing people who attended or worked at the top 10 schools and companies that your peers hire from. This is a great way to gain an advantage when recruiting for roles in competitive markets.

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Who hasn't changed roles in a few years

People who've been in their current role for 1-5 years

With this spotlight, you can target people who have been in their current role for 1-5 years, which is the job mobility sweet spot. This allows you to reach out to experienced prospects that may be looking for that next big step in their career.

42% of candidates see themselves leaving their current company within 1-5 years.³

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Who has recruiting activity

Recruiters at your company have taken some action on these people

Other recruiters at your company have taken some action on the profiles surfaced by this spotlight. This helps you see how people are moving through the pipeline, while avoiding stepping on the toes or duplicating the work of other people on your team.

¹ LinkedIn 2015 [Why and How People Change Jobs Report](#), ² 2015 LinkedIn data ³ LinkedIn 2016 Global Job Trends Report