

INSIDER'S GUIDE

Top Free and Paid Hiring Tools on LinkedIn



Contents

[Click to view sections](#)

Build your company brand

[Set up a new Company Page ›](#)

[Create Status Updates ›](#)

[Create a Sponsored Update ›](#)

[Join, create, and post a message on a Group ›](#)

Find, attract, and hire candidates

[Enhance your Company Page with a Career Page ›](#)

[Attract more candidates with Work With Us Ads ›](#)

[Post a job with Job Slots ›](#)

[Send Sponsored InMails ›](#)


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 top-down view of a wooden desk. A smartphone is lying on the desk, displaying a social media feed with several posts. To the left of the phone, a magnifying glass is resting on the desk. The background is a dark teal color with a wood grain texture.

Build your
company brand



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



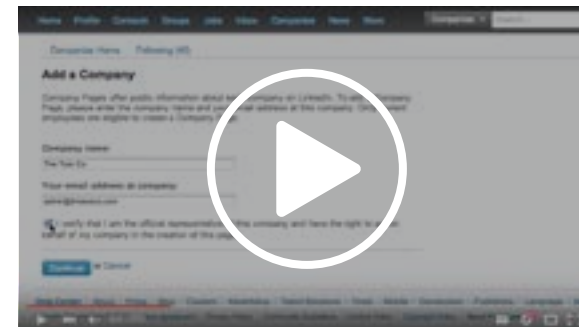
79%
of members are interested in job opportunities
from companies they are following.



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.



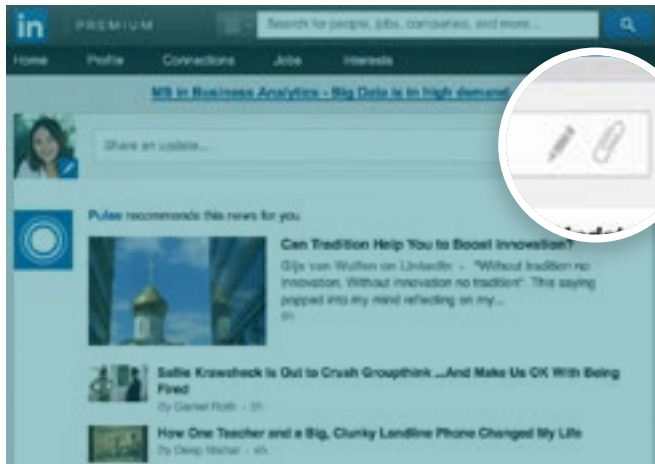
VIDEO: Set up your Company Page on LinkedIn

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.

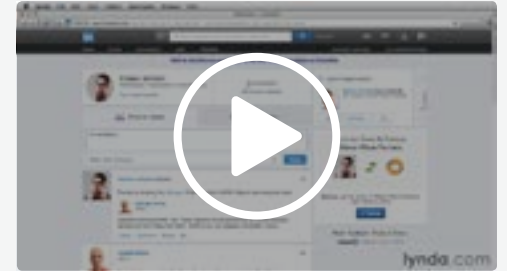
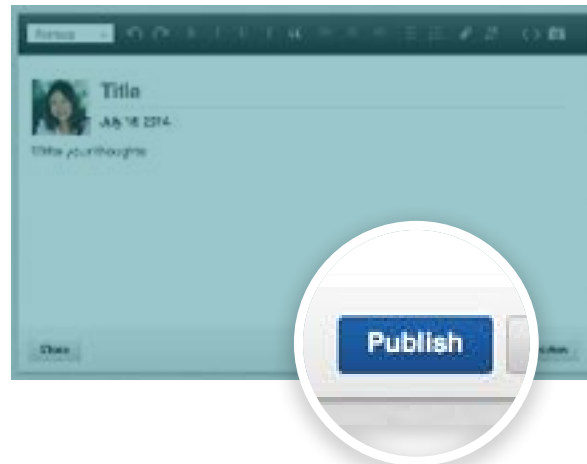
These are seen by visitors to your Company Page, and sent to your followers. Any LinkedIn member can comment on, like, or share a [Company Update](#). Once a member takes one of these actions, their network will also see the update in their homepage feed.



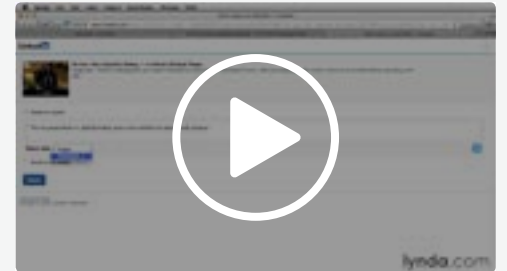
20%
of followers are typically reached with one status update.

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)



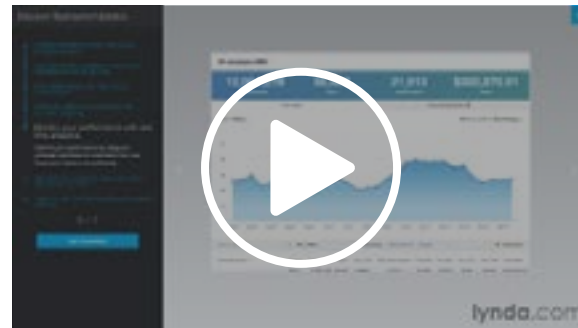
PAID

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?

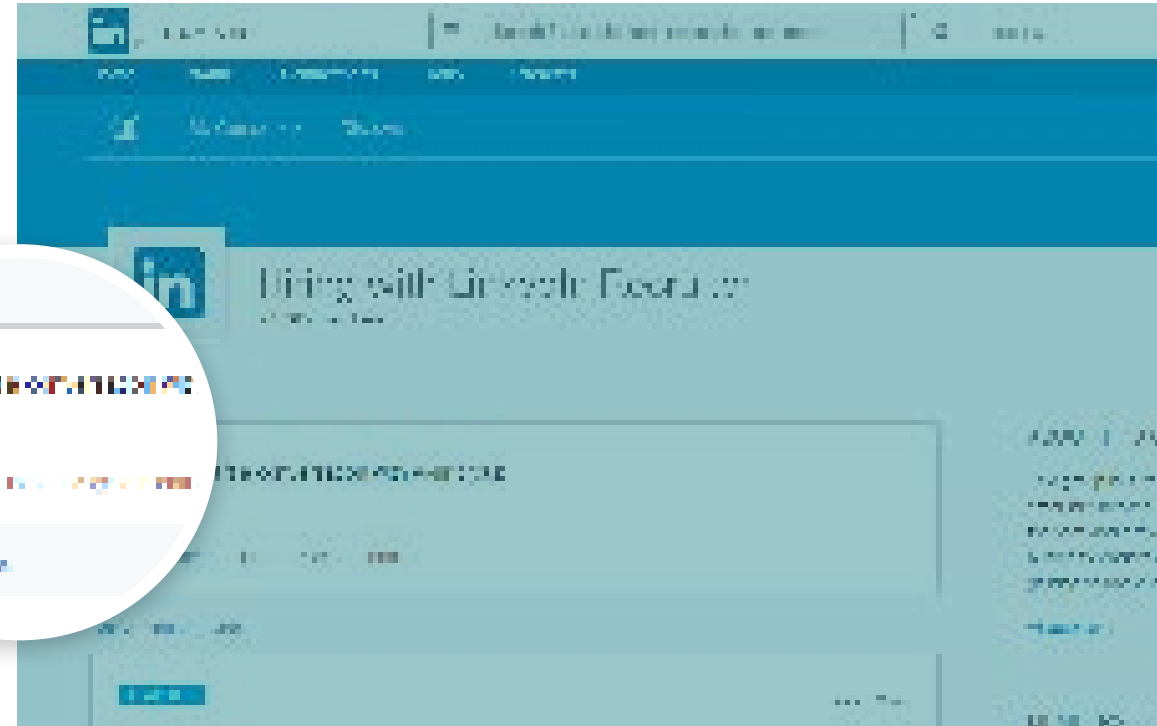
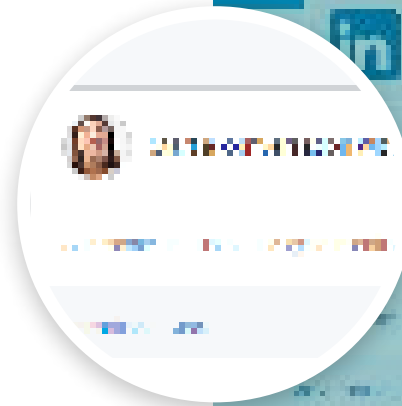
FREE

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



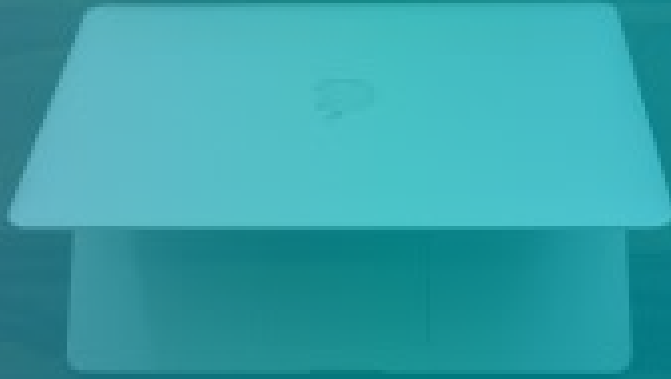
VIDEO: Starting your own LinkedIn Group

4X 

more profile views
from members out
of your network

85 

new conversations
per minute

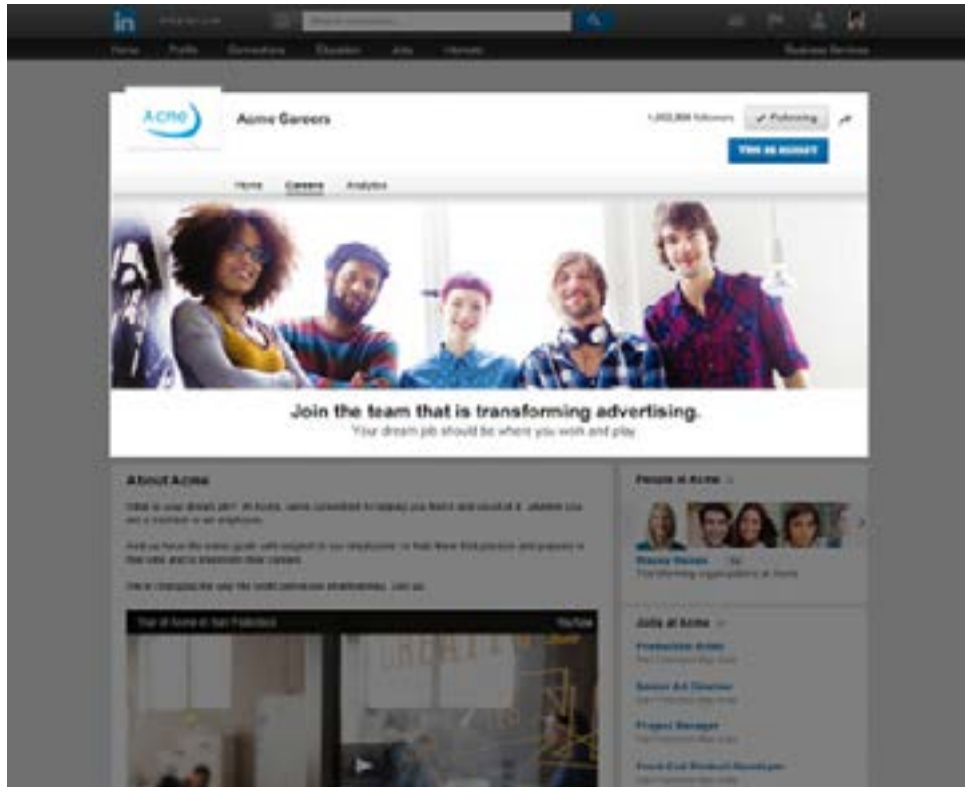


Find, attract,
and hire candidates

Companies with a strong employer brand have:

50% lower cost per hire

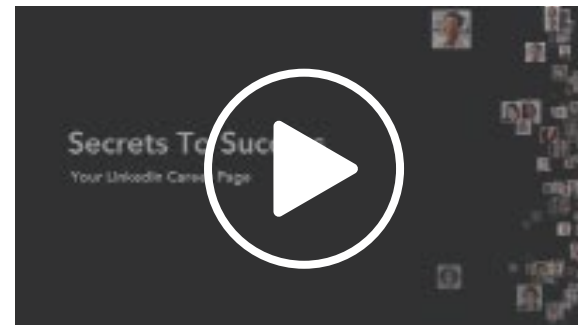
28% lower turnover rate



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 

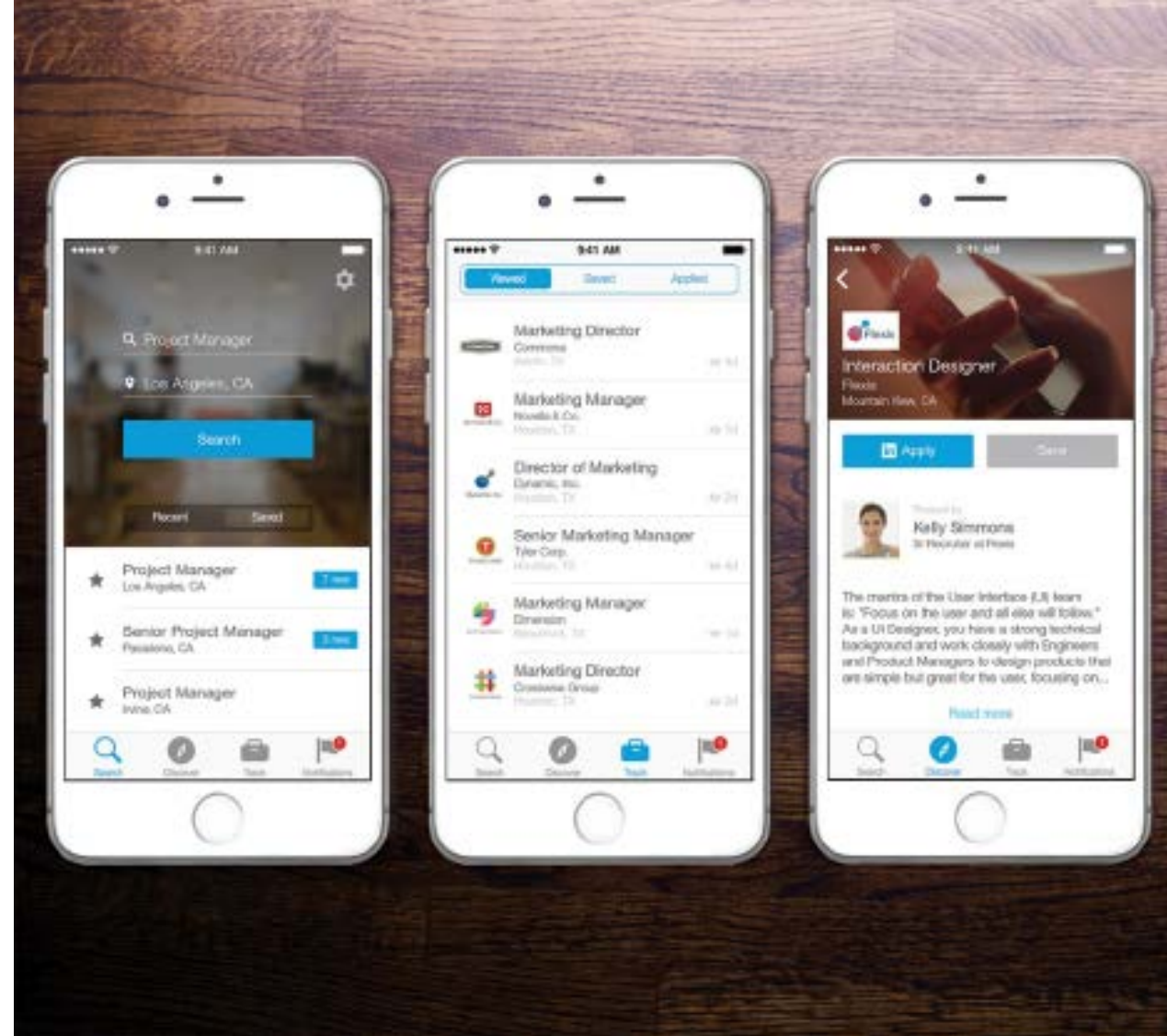
better click-through rates with personalized recruitment ads (vs. average banner ads)

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





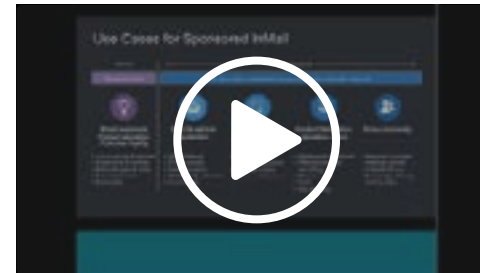
PAID

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 is shown from the chest down, sitting at a desk and working on a laptop. She is wearing a light-colored, short-sleeved top. Her hands are on the laptop keyboard. The image is overlaid with a semi-transparent teal color. The background is a blurred office setting.

Transform your business with LinkedIn Recruiter

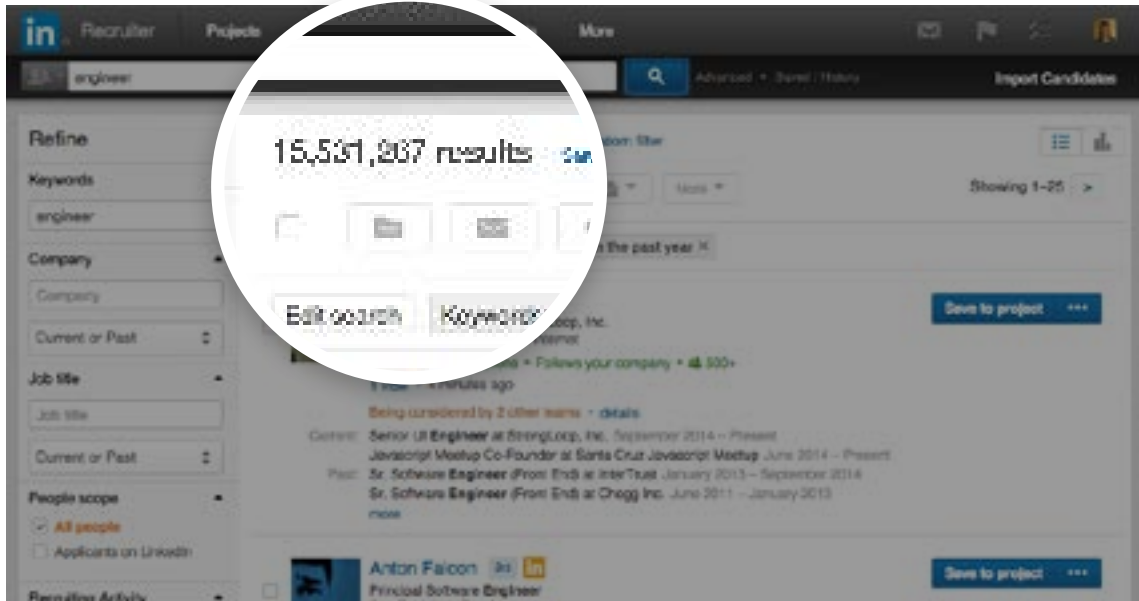
Unlimited access to the LinkedIn network

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](#).

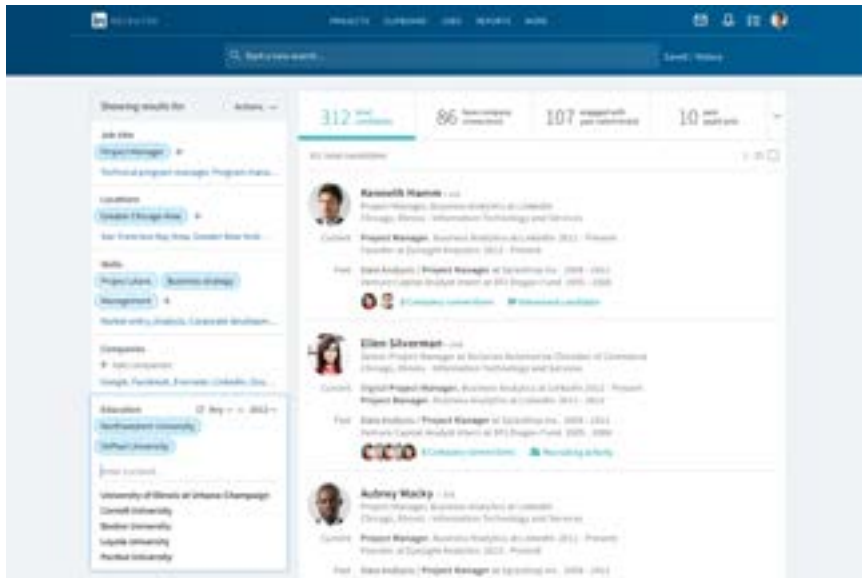
PAID LinkedIn Recruiter

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.



VS

FREE

Limited to basic search filters.

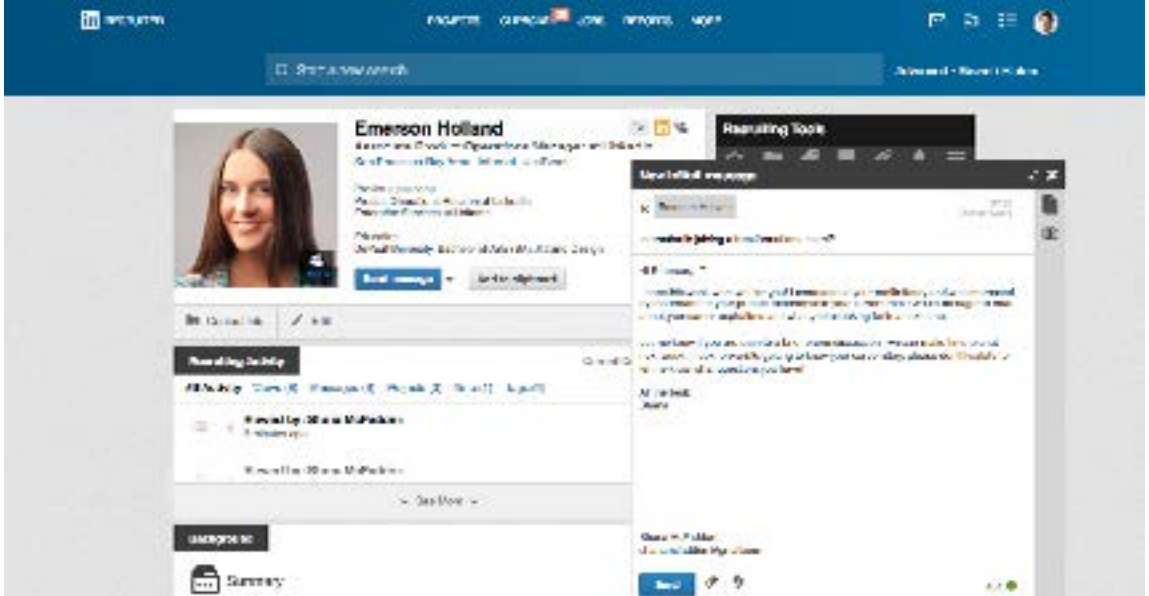
Contact anyone directly with InMails

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.



VS

FREE

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.

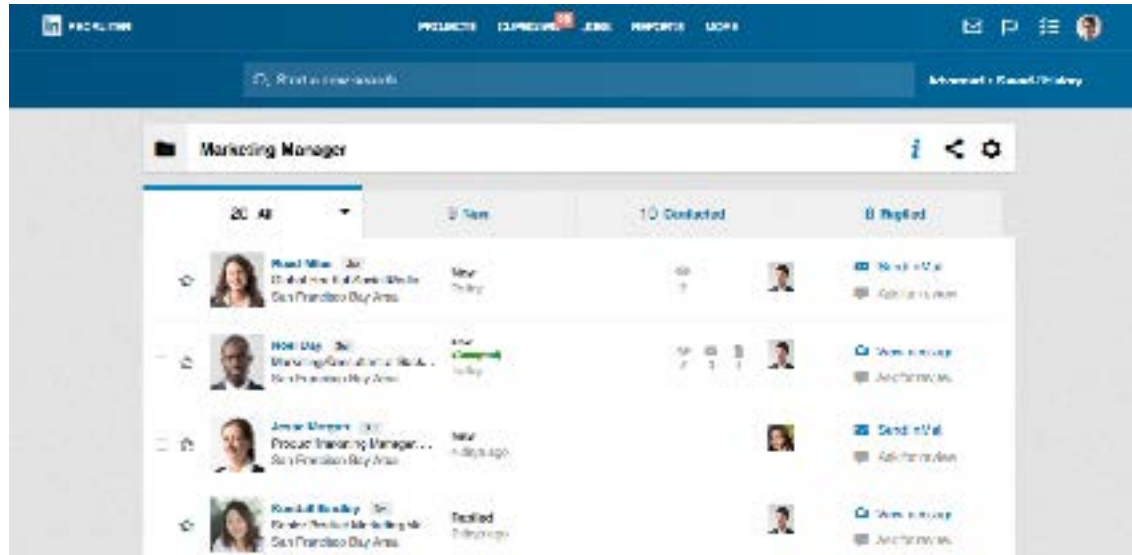
Manage your pipeline of talent

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

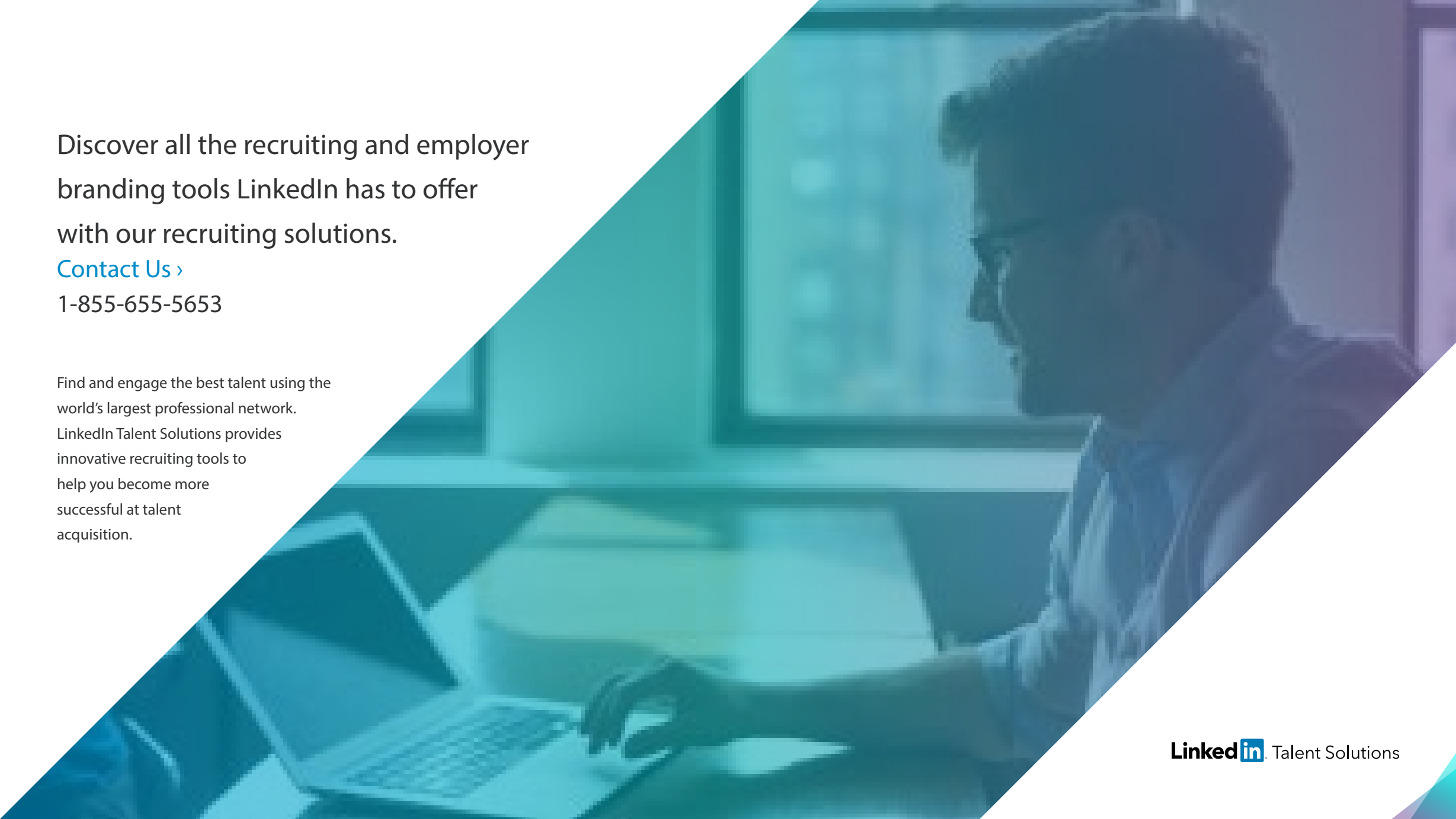
Get up to 50 saved search alerts daily that list matching candidates. Manage your list of candidates with collaborative Projects. Track your team's activity with powerful reporting and analytics tools.



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.