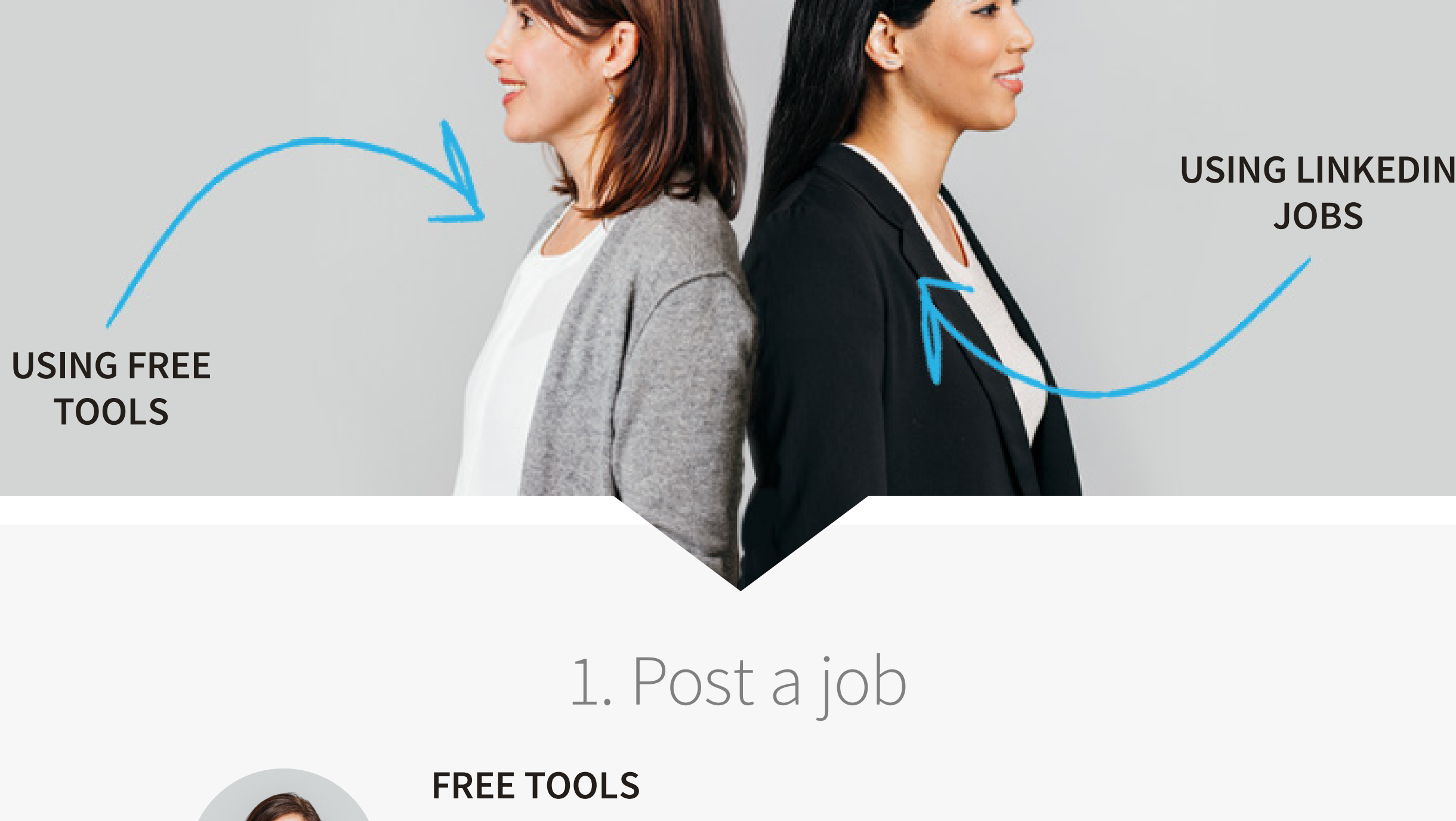


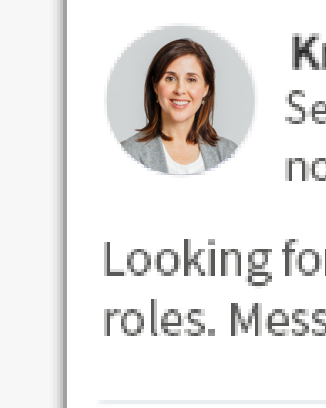


# Free vs. paid jobs tools go head-to-head

Two recruiters, two approaches to filling a role. Discover the right tools to help you find that perfect candidate.

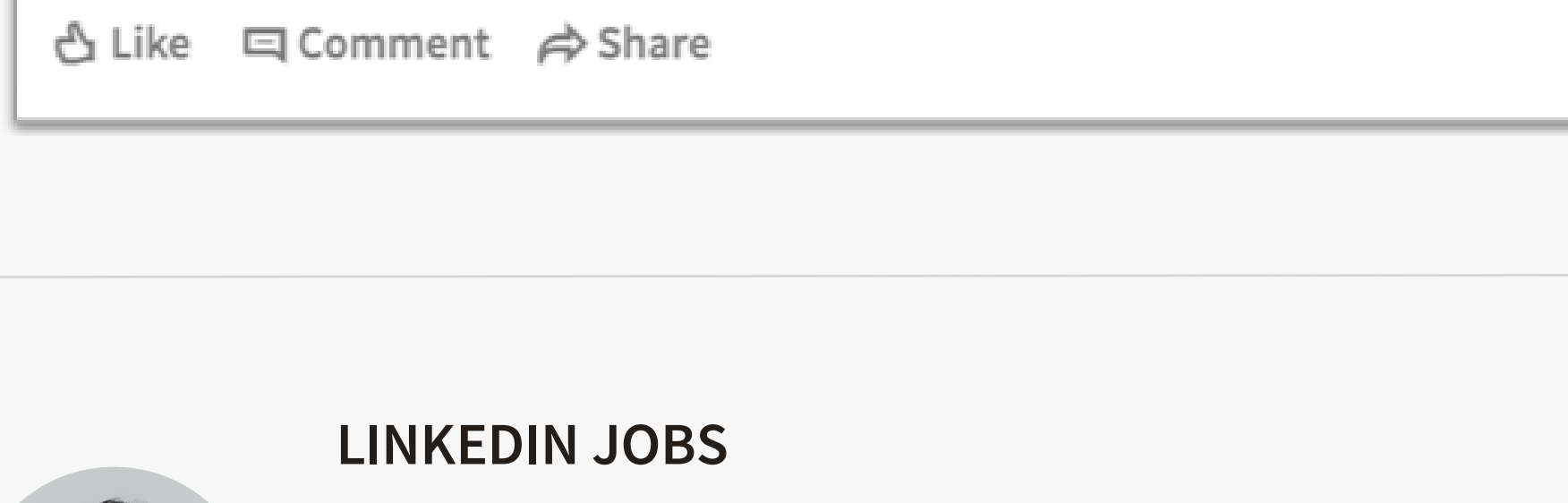


## 1. Post a job

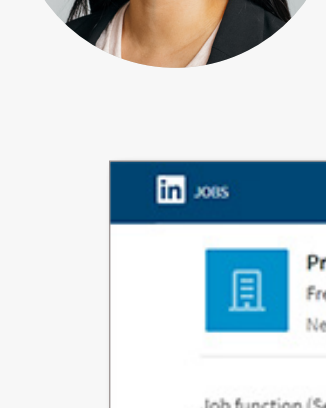


### FREE TOOLS

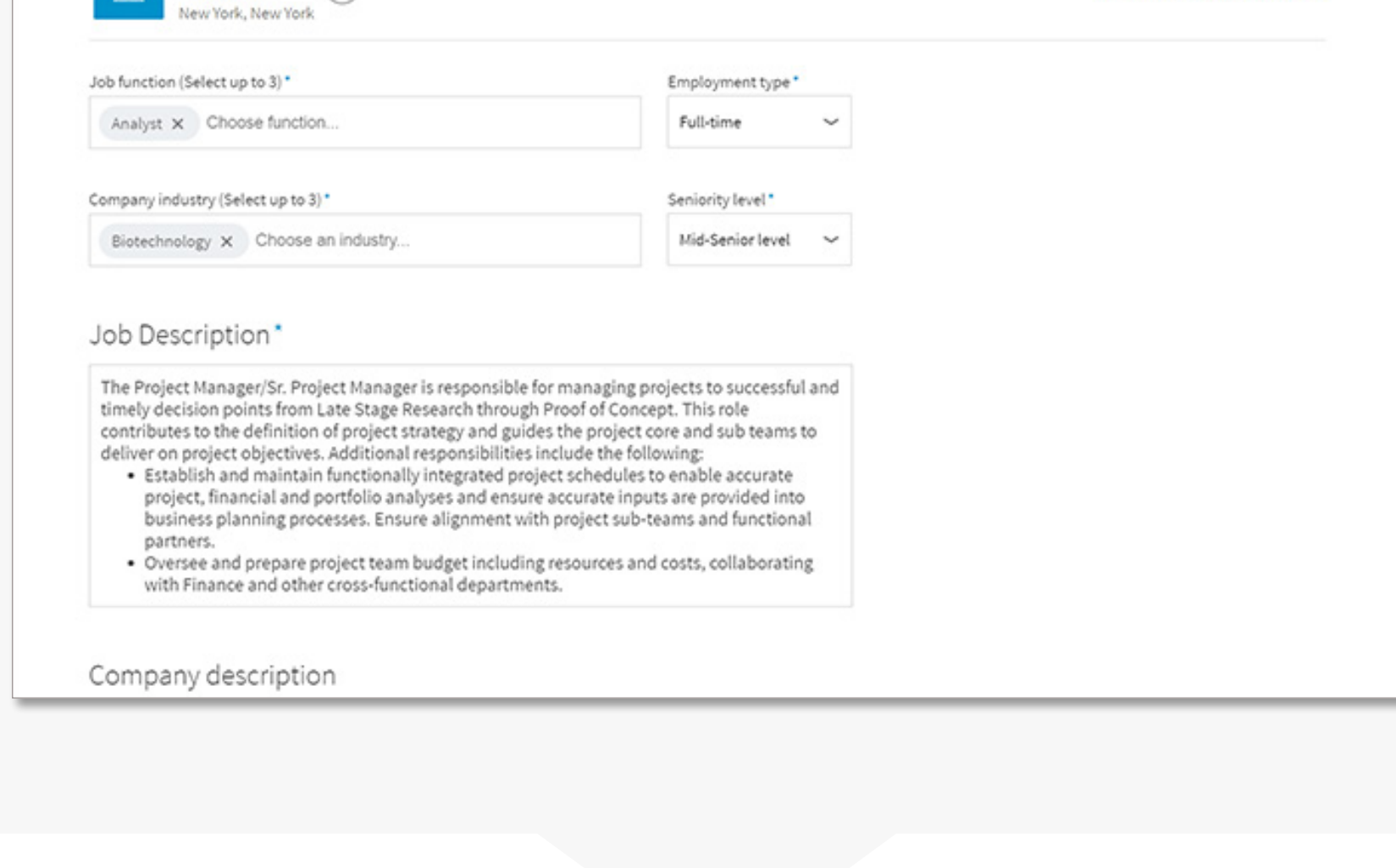
Post a status update describing your open role on your LinkedIn feed and Company Page – then hope enough qualified candidates in your network see it.



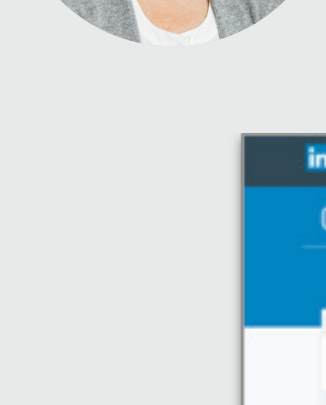
### LINKEDIN JOBS



Post your job on LinkedIn with Job Slots to see matches for high-quality candidates – even if they're not actively looking. In fact, 9 out of 10 LinkedIn members are open to new opportunities. Also, with Job Slots, it makes it easy to swap in new roles at any time if you're hiring for multiple roles.

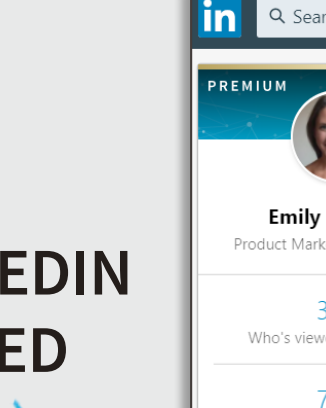
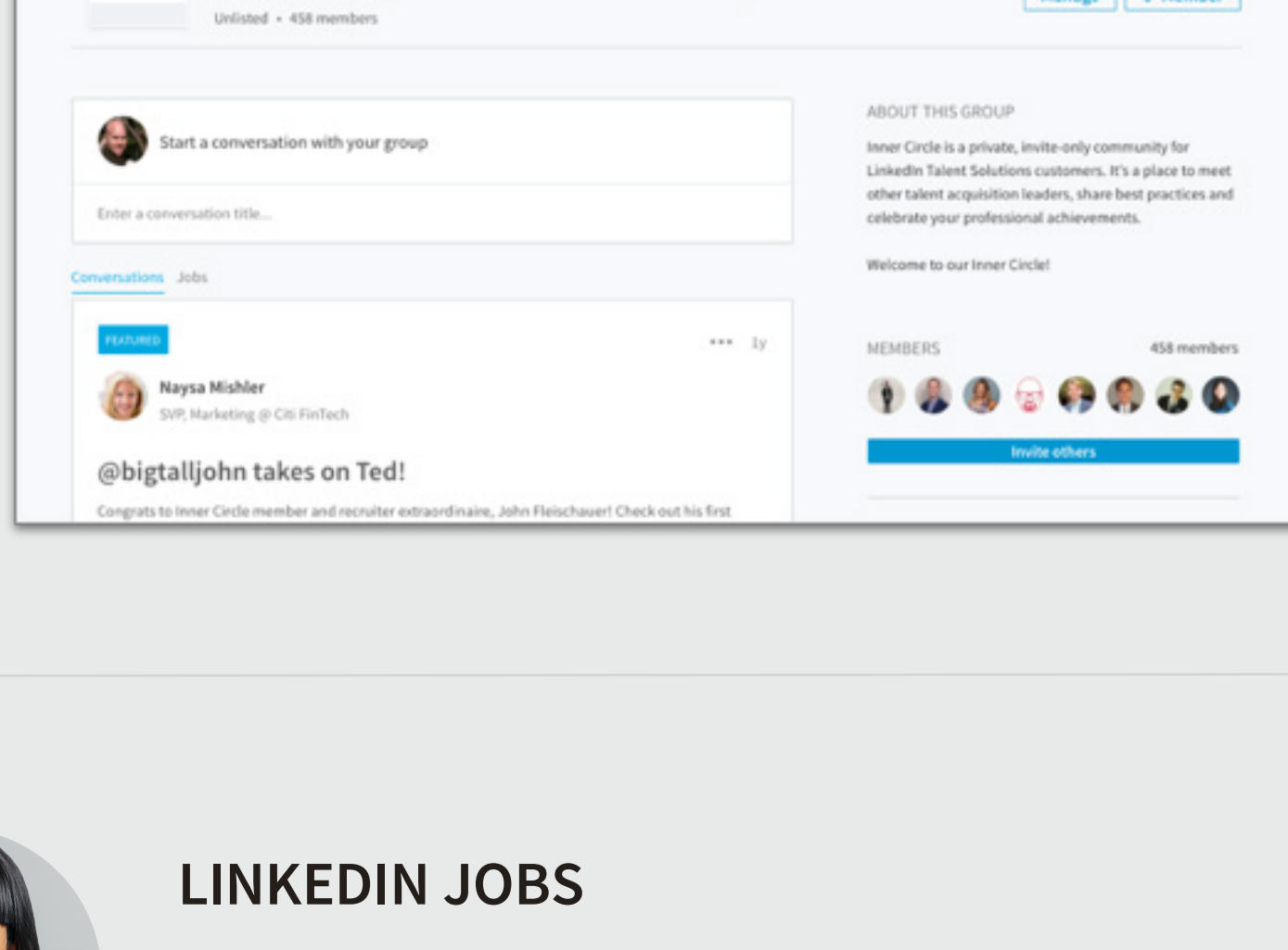


## 2. Get in front of the right candidates



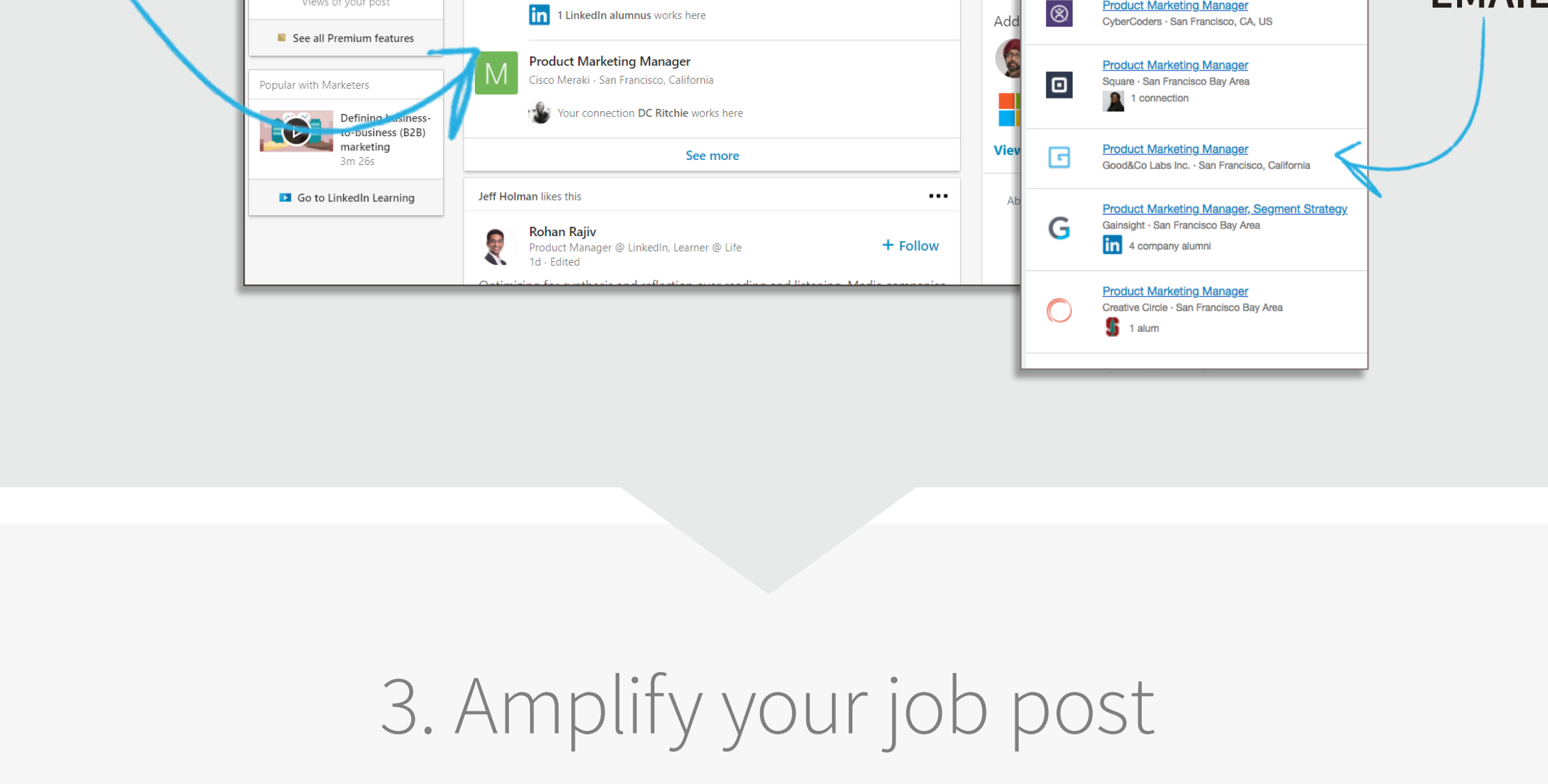
### FREE TOOLS

Mention your job in a LinkedIn Group – maybe it will gain traction.

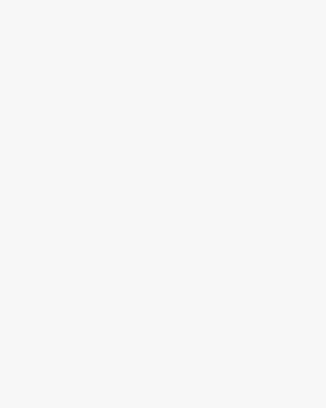


### LINKEDIN JOBS

No need to hope the right people find you. We automatically promote your job to the most relevant candidates on the LinkedIn feed and mobile app, and in members' email.

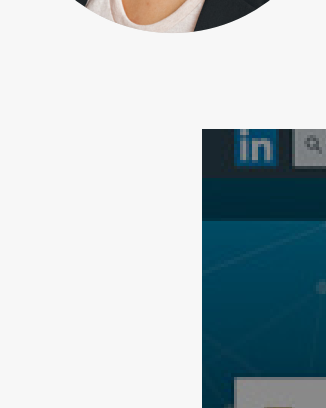
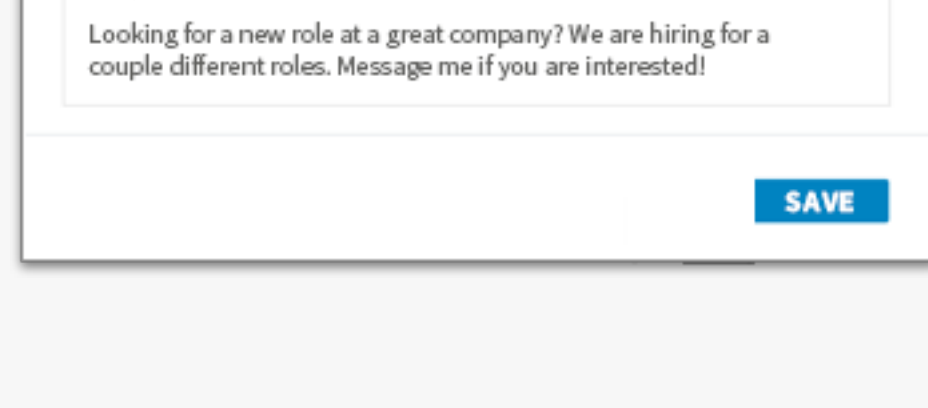


## 3. Amplify your job post



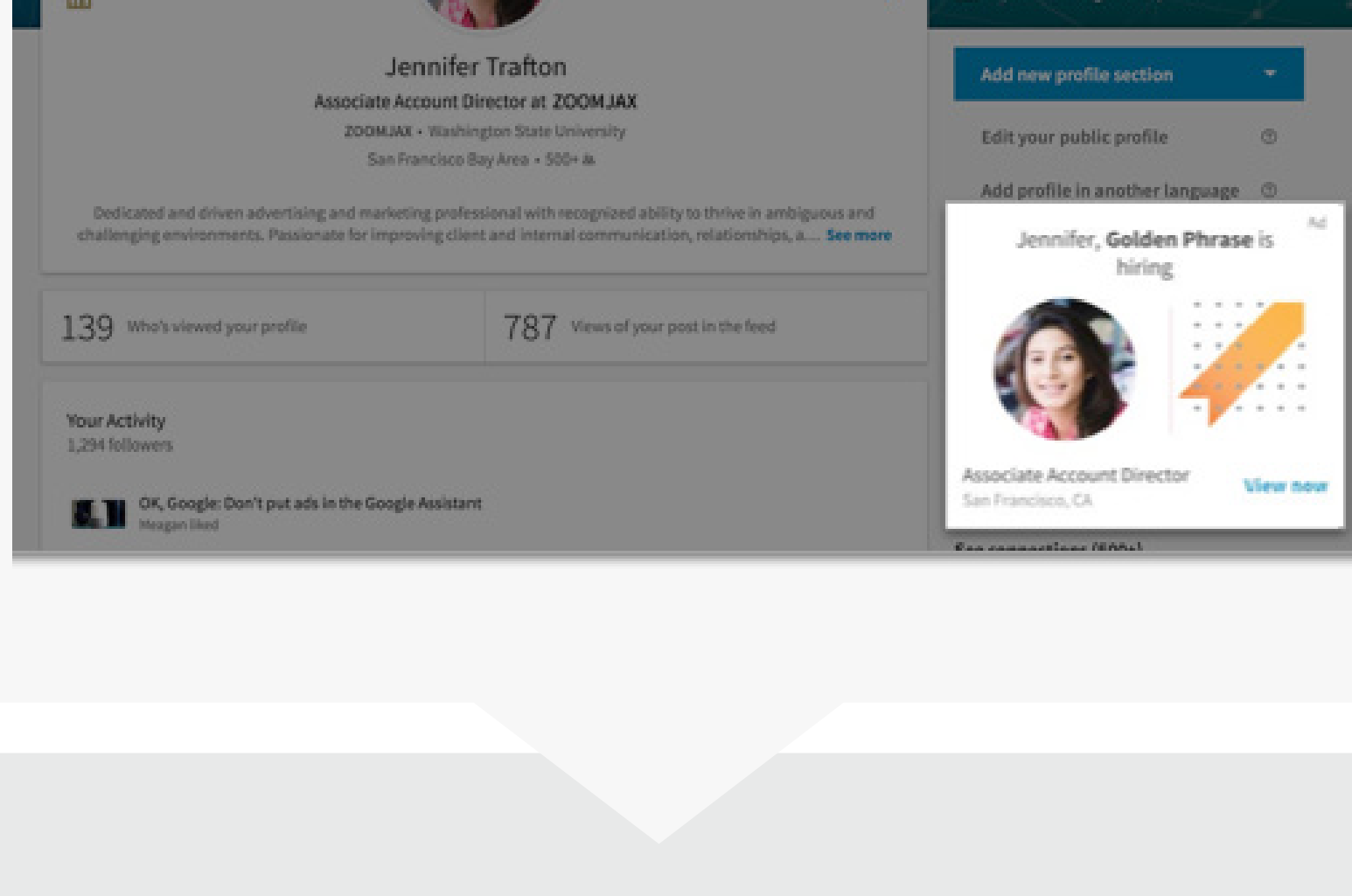
### FREE TOOLS

Ask connections to share your job posts to expand your reach beyond your network.

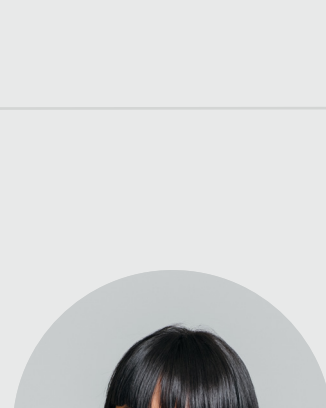


### LINKEDIN JOBS

Maximize reach and frequency of placements with a sponsored job post. Drive members to your Career Pages and job posts using Recruitment Ads. People who see these ads are 64% more likely to apply.

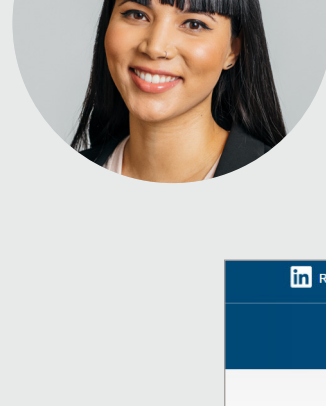


## 4. Track applicants



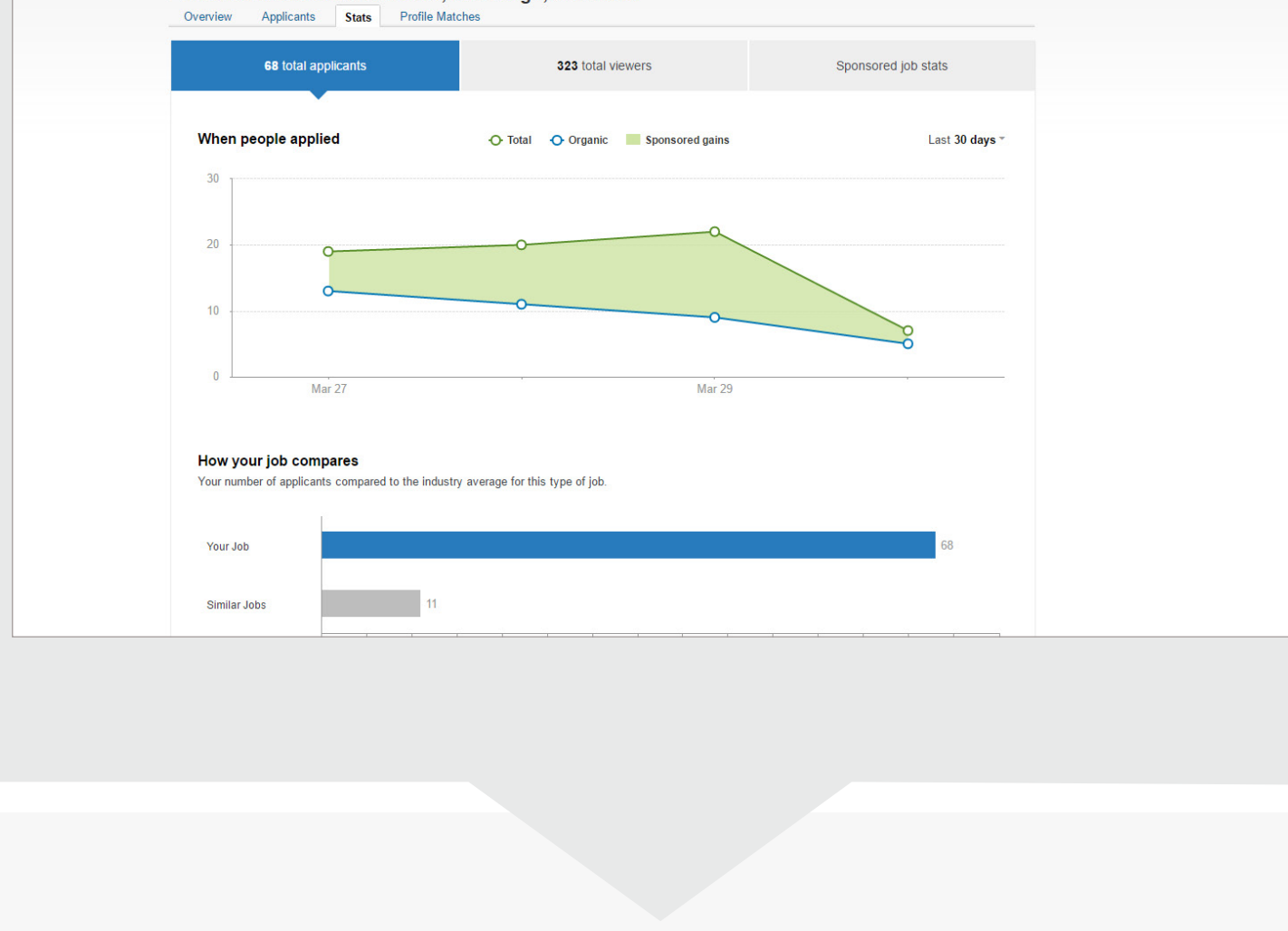
### FREE TOOLS

With no management tools or tracking abilities, you'll have to guess how well your job posts are doing and manually manage the influx of messages filling your inbox.

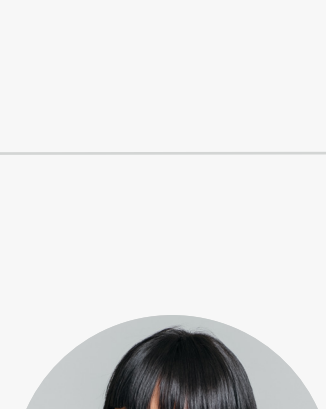


### LINKEDIN JOBS

Automatically track who's applying or just looking, and streamline your recruitment process with the ability to review and filter candidates, log notes, and share info.

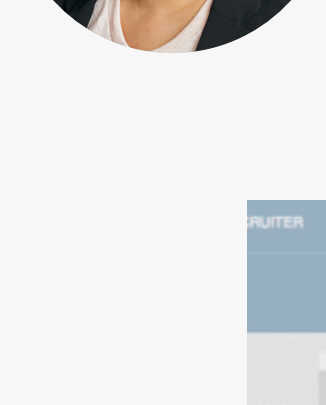


## 5. Build a talent pipeline



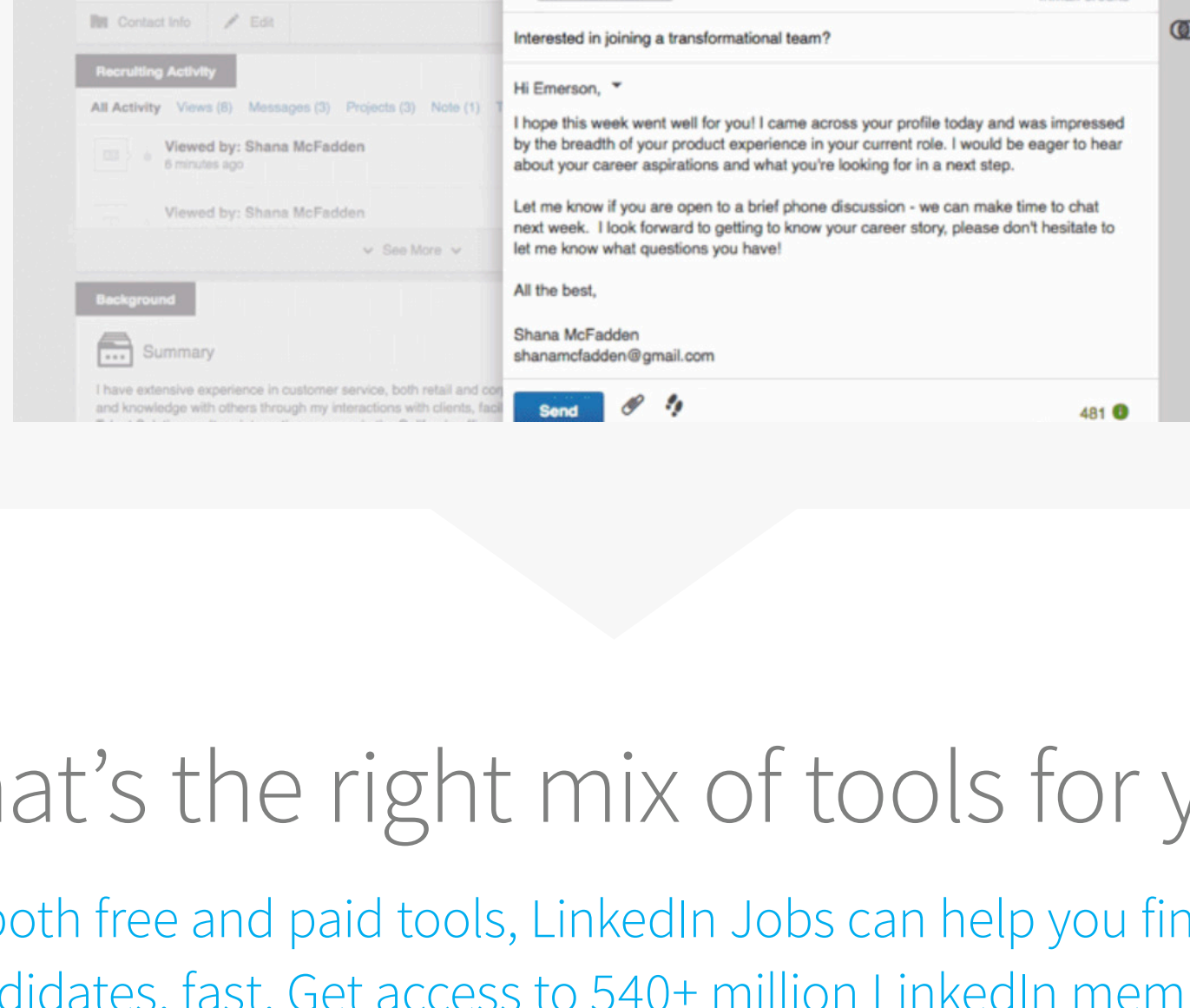
### FREE TOOLS

With every new hire, you restart the search process from scratch.



### LINKEDIN JOBS

Get relevant applicants today and build a pipeline for future roles. Candidates who view your LinkedIn job posts are twice as likely to respond to your InMail, LinkedIn's email platform. Plus, you'll see candidates who viewed your job, but didn't apply. These candidates are **4x** as likely to respond to your InMail.



## What's the right mix of tools for you?

With both free and paid tools, LinkedIn Jobs can help you find more great candidates, fast. Get access to 540+ million LinkedIn members today.

### FREE TOOLS

- ✓ Status updates
- ✓ Company page
- ✓ LinkedIn Groups

### LINKEDIN JOBS

- ✓ Sponsored Jobs boosts exposure across channels
- ✓ Job Slots gets your jobs in front of the right people
- ✓ Tools to track, manage, and pipeline applicants
- ✓ Talent pool insights and analytics

[Request a demo](#)