

**LinkedIn**  
Talent Advantage



LinkedIn<sup>®</sup>

Talent Advantage

# The most cost-effective way to locate, attract and hire the world's best talent.

## Introducing LinkedIn Talent Advantage

Gain unparalleled access to the world's best talent pool with LinkedIn Talent Advantage, the most cost-effective way to beat your competition to the hire.

This exclusive corporate recruiting solution enables you to accurately identify and reach passive candidates for your senior, technical and hard-to-fill positions. It will allow you to reduce job board and third-party spends for ultra cost-efficiency.

- Locate and contact highly qualified passive candidates.
- Leverage a holistic and targeted recruiting solution.
- Benefit from premium personal service, including training and dedicated account management.
- Leverage tools to help you stay compliant with OFCCP guidelines.

## LinkedIn® Recruiter

Find and engage the best passive candidates with unparalleled search and communication tools

## LinkedIn® Jobs Network

Attract the best candidates with precise targeting and viral distribution of job postings

## LinkedIn® Talent Direct

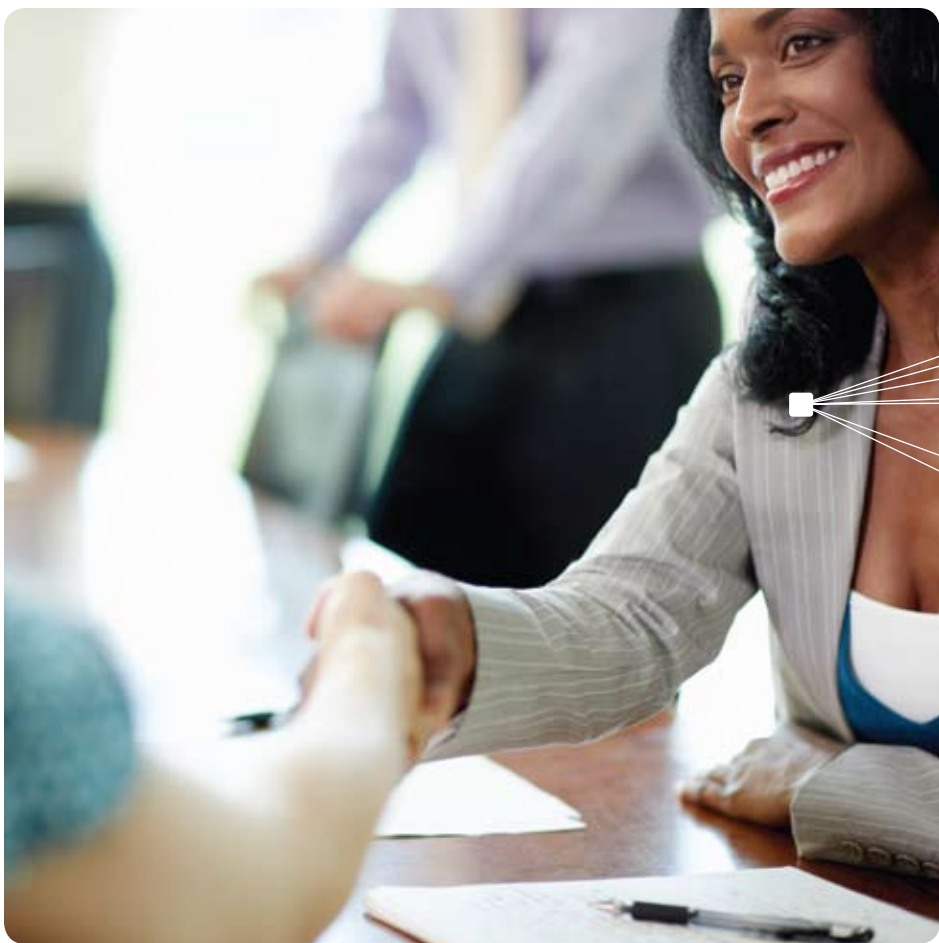
Fill urgent positions fast with highly targeted direct InMail® campaigns

## LinkedIn® Custom Company Profiles

Control your employment brand on LinkedIn with dynamic, viewer-aware content

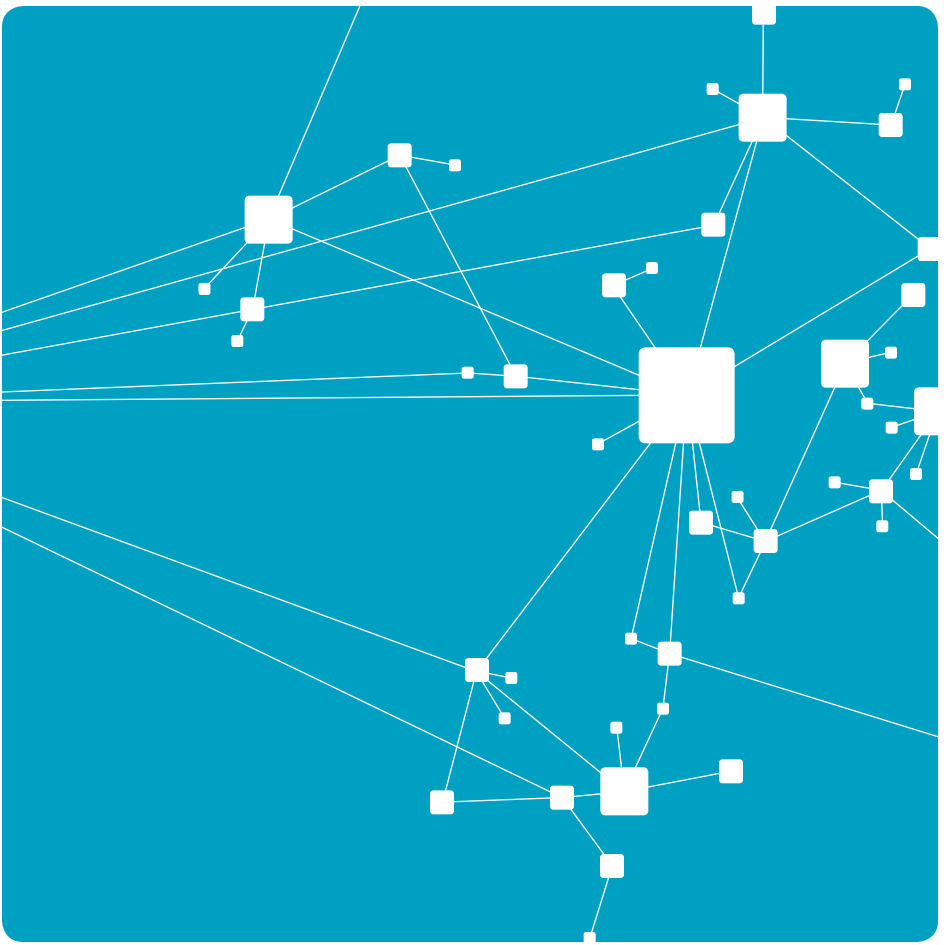
## LinkedIn® Employer Advertising

Position your company as an employer of choice to high value professionals



“With LinkedIn Recruiter, the team taps into a much larger network of highly qualified candidates in a much shorter time period. It easily paid for itself two times over in the first three months we used it.”

**John Beard**, Manager of Talent Acquisition, Kaiser Permanente



# LinkedIn<sup>®</sup> Recruiter

Find and engage the best passive candidates with unparalleled search and communication tools.

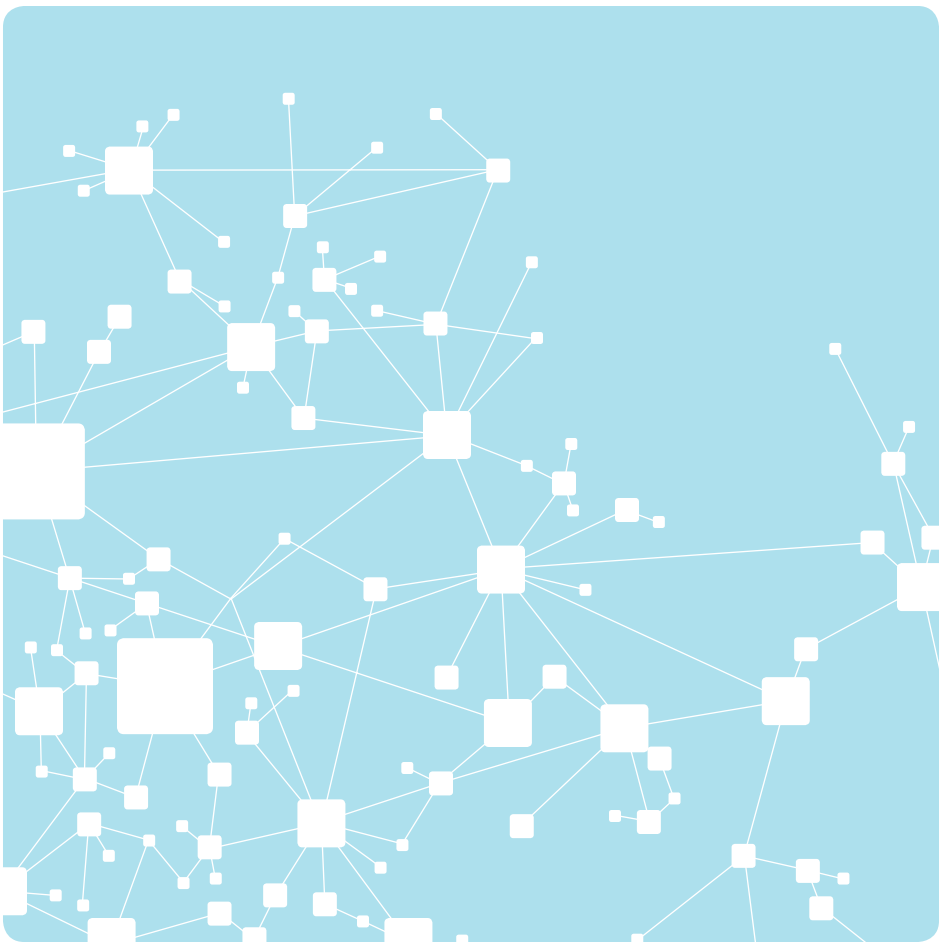
Now your team can work collaboratively to identify and reach top candidates you might not find otherwise. With Recruiter's exclusive tools you'll fill key positions faster and reduce your third-party spend.

- Identify the best matches from the largest and most qualified pool of passive candidates using unparalleled search tools.
- Get access to names and complete profile details.
- Reach candidates directly with 50 InMails per month per seat—they roll over if unused.
- Count on premium dedicated support and account management, including customized training.
- Designed to help your team stay OFCCP compliant.



“Today we outsource less than 1% of our jobs to agencies. It’s radically impacted cost savings.”

John Zweig, Director of Staffing, Logitech

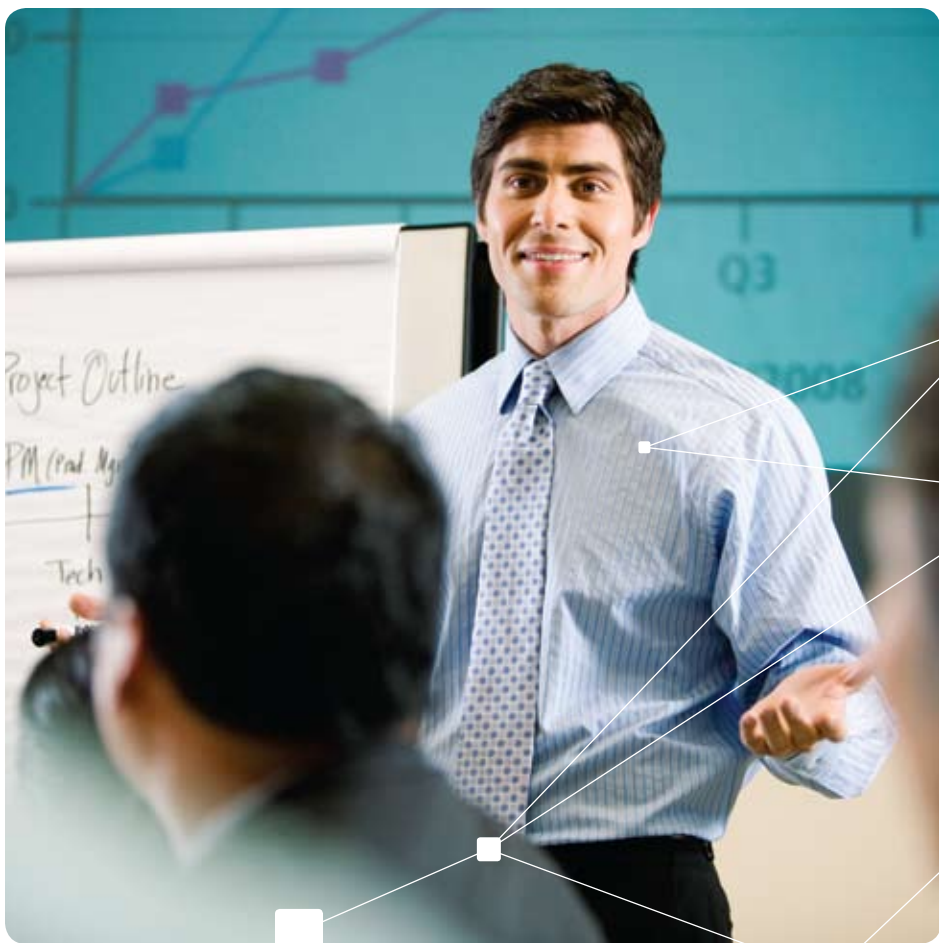


# LinkedIn<sup>®</sup> Jobs Network

Attract the best candidates with precise targeting and viral distribution of job postings.

Find stronger candidates and save time as you fill positions faster. Your job posting dollars will work harder with uniquely efficient distribution.

- Accurate and well-qualified profile data helps target the right professionals.
- A proprietary matching algorithm auto-generates a list of strong candidates for the position.
- Your connections easily forward postings and provide referrals, thanks to recommendations for “who to forward the job to.”
- An ad is automatically created and targets passive candidates on LinkedIn.
- Candidates see how they are connected to you and your company.



**“LinkedIn is one of the most valuable recruiting tools available in targeting high quality, passive job seekers.”**

Director Global Staffing, Juniper Networks



# LinkedIn<sup>®</sup> Talent Direct

Fill urgent positions fast with highly targeted direct InMail<sup>®</sup> campaigns.

Engage many highly-qualified passive candidates quickly, leveraging the trust and ease-of-use of LinkedIn's InMail and front page.

- InMail lets you contact thousands of candidates at once with a highly customized offer, opportunity or message.
- Your subject line appears on the prospect's LinkedIn home page for maximum visibility.
- InMail open rates reach up to 60%.



“LinkedIn was instrumental in helping us source and hire a CFO and other C-level candidates.”

**Kim Bermuda**, Senior Staffing Manager, Adaptec, Inc.



# LinkedIn<sup>®</sup> Custom Company Profiles

Control your employment brand on LinkedIn with dynamic, viewer-aware content.

Relevant messages tailored to specific audiences help prospects automatically discover the information they care about most.

- Your Company Profile displays content you easily control and update.
- Your content dynamically adapts to the viewers, based on their industry, job function or location.
- Customizable modules include recruiter profiles, employee spotlights, polls, videos, and more.



“LinkedIn is one of our most valued staffing tools. LinkedIn allows us to expand our network of candidates using our existing contacts.”

Senior Staffing Manager, Genomic Health, Inc.



# LinkedIn<sup>®</sup> Employer Advertising

Position your company as an employer of choice to high-value professionals.

Break through the noise and reach the best talent pool in the world with great targeting accuracy.

Targeted ads on LinkedIn help you build your brand or broadcast openings to both passive and active candidates.

- Accurate, user-generated profile data enables highly targeted and impactful online advertisements.
- Unmatched reach lets you tap the largest professional network of senior, technical and hard-to-find candidates.
- Clean, uncluttered layout with fewer ads on the page makes your message stand out.



# LinkedIn<sup>®</sup> Talent Advantage

## **The network works for you**

LinkedIn Talent Advantage lets you harness the power of the world's largest professional network. More efficiently than ever, you can tap into your own and your connections' networks to drive more referrals, get the word out, and distribute your postings virally.

## **The world's largest and fastest growing professional network**

Already over 40 million, the LinkedIn membership grows by one new member per second, or 2 million per month\*. As a result, the talent pool you tap into and the organic distribution of your postings continuously improve, while your costs remain the same. Your exclusive recruiting tools get better by the day.

\* As of December 2008



### **Highly qualified, accurate and up-to-date profile information**

LinkedIn members publish their own unique profile information, including job history, education and associations. They understand that professional connections and recruiters often view these profiles, and ensure this information is accurate, detailed and current.

### **World-class pool of passive candidates**

Unlike job sites, LinkedIn is an active and valuable professional network where you will find more passive than active candidates. This allows you to identify and reach these successful and hard-to-find professionals.



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for more information.

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