

# ABOUT JOB BRANDING

THREE WAYS TO STAND OUT AMONG THE  
COMPETITION, CATCH JOB SEEKERS' ATTENTION  
AND INCREASE APPLICATIONS

## DO YOUR CLIENTS KNOW...

# 75% OF JOB SEEKERS SAY THE LOOK AND FEEL OF A JOB POSTING INFLUENCES THEIR DECISION TO APPLY?

Your clients might not realize it, but their Job Postings are more than just words on a page: They're extensions of their company's brand. Help your clients turn their Job Postings from simple text in to a visual representation of their companies with Job Branding. Job Branding helps your clients differentiate their brands from competitors in the eyes of job seekers. Help your clients get an edge over the competition with Job Branding. They can choose from the following Job Branding options:

### BASIC JOB BRANDING

- Fewer ads
- Only ad on page is education/consumer
- Header graphic
- Enhanced layout
- Main CB header and footer
- Can have video hosting
- No social media connection

### STANDARD JOB BRANDING

- No ads
- Choose from 3 templates
- Fully branded page other than minimized CB orange header
- Static graphics
- Can have video hosting
- Social media links

### PREMIUM JOB BRANDING

- No ads
- Fully customized design
- Animated, interactive, and static graphics
- Can have video hosting
- Social media widgets
- Can have additional features like dynamic headers and content tabs

	BASIC	STANDARD	PREMIUM
Layout	Header Graphic	Standard Template	Custom Design
Ad-Free		★	★
Animation Available			★
Branded Header with Logo	★	★	★
Follow this Company		★	★
Social Media		★ (Links)	★ (Interactive Widgets)
Custom Apply Now Button			★
Icon on Job Results Page			★

★ indicates available feature