

ADDITIONAL PREMIUM FEATURES

With CareerBuilder's Premium Job Branding, we work with you to understand who you're targeting and the messages that will resonate with and connect with this audience for the maximum return on your branding investment.

KNOW YOUR AUDIENCE

Understanding what your ideal candidates look for in an employer is key to ensuring you are communicating the right message about your brand.

- Before we build your Premium Job Branding, we can conduct the appropriate research to understand your target talent.

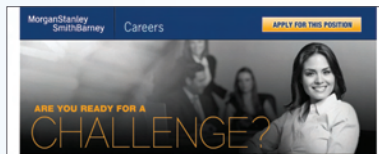
SPECIAL OFFER: Add Applicant Experience to your Premium Job Branding, and as part of your subscription to both products, we will adjust your branding taglines and images halfway through your contract to align with the findings from our Applicant Experience data.



TARGET YOUR AUDIENCE

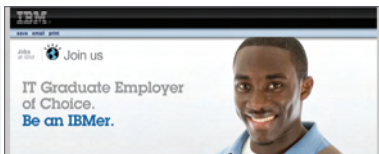
Understanding the makeup of your audience will also play a role in the messages you create as well as what you choose to highlight about your company.

- With Premium Job Branding, we can employ dynamic headers – using different messages and imagery – to catch the attention of various audiences and create the messages that resonate with those audiences most.



49% targetable by gender

<http://bit.ly/y1rllW>



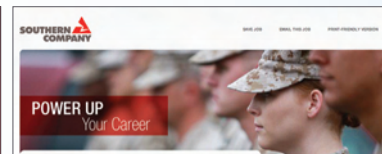
39% targetable by age

<http://bit.ly/xA4YPb>



31% targetable by diversity

<http://bit.ly/w6OmeD>



5% targetable by military experience

<http://bit.ly/ApiZ56>

- Premium Job Branding can also enable you to use different job skins to target your audience by opportunity. For example, IT professionals care about different things than sales professionals, so you would create different messages for those groups (<http://bit.ly/xO8MyB>).

ENGAGE YOUR AUDIENCE

Now that you have job seekers' attention, keep them engaged and drive them to apply. Make it as easy as possible for them to navigate your page to find more information or submit an application.

- Give job seekers more information by adding using Content Tabs to your job skins. This additional feature helps to reduce applicant drop off because it minimizes the number of clicks it takes to educate the job seeker. The less steps job seekers have to take, the more likely they are to apply!



<http://bit.ly/yztnsf>