



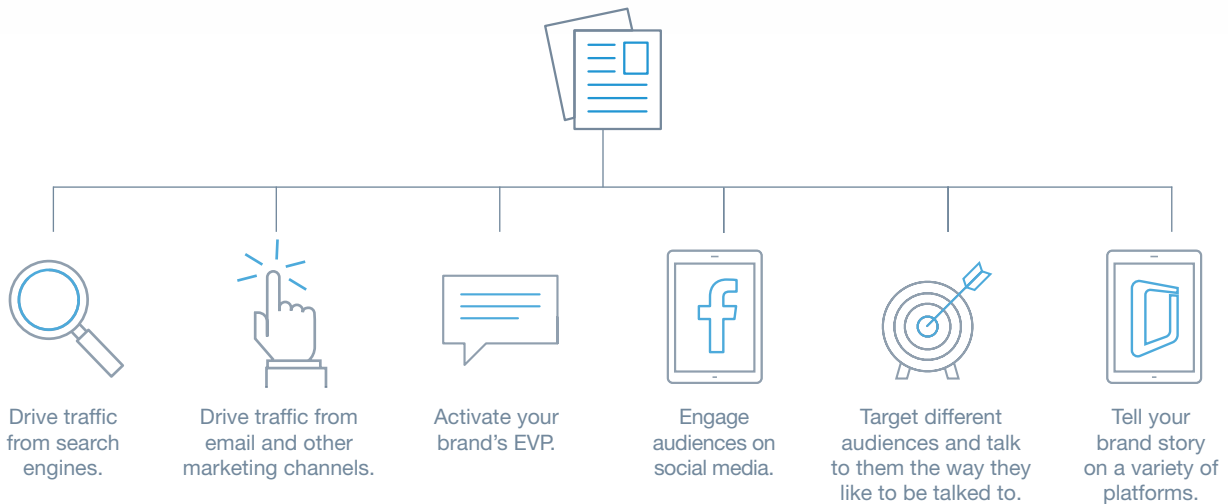
# HOW DO YOU ATTRACT AND CONVERT MORE PROSPECTS?

Modern job seekers need more than a button to apply – they need a reason. Content tells your employer story, shaping the perception and conversation around your brand and attracting new audiences. A comprehensive content strategy – powered by intelligent technologies – can drive more applications from the talent you really want.

## CONTENT MARKETING

### INCREASE YOUR CONVERSION RATES WITH ENGAGING CONTENT.

Content is a word that's mentioned a lot these days. It can seal the deal for an active candidate, confirming their belief in your company. It can also turn passive jobseekers into warm leads by exposing them to positive stories about your organization or industry insight. Engaging content can even lower your media costs over time by driving new traffic from search engines and social media.



**Drive applications and bring the best and brightest to your door with our wide range of content solutions.**



## AMPLIFY YOUR STORY.

Content is more than a few tweets and an employee's photo – it's a comprehensive strategy and a valuable investment. We'll help you develop a range of interesting and entertaining articles, videos, employee profiles and infographics – all aligned with your brand. Plus, you can reuse and repurpose it on a dozen different platforms for maximum efficiency.

## CONNECTING CONTENT TO JOBS AND JOBS TO CONTENT.

Relevancy is key. Your content has to be in the right place and matched to the right jobs in order to be truly effective. Our custom content solutions are designed to work in tandem with your TalentBrew Career Site – curating content from multiple sources and embedding it into customized, branded landing pages on your career site next to relevant jobs. And from there, it can be pushed to candidates on any device.

**WHETHER IT'S SUDDEN GROWTH, HIGH TURNOVER OR WORKFORCE DIVERSIFICATION, WE'LL HELP YOU ENHANCE YOUR BRAND TO ATTRACT, ENGAGE AND HIRE THE RIGHT PEOPLE – ACROSS ANY CHANNEL.**

You can do amazing things and solve virtually any challenge with our software, technology and service solutions. At the center of it all is the revolutionary TalentBrew Software Platform – amplifying **Content Marketing** and powering a wide range of efficient and effective solutions that simplify every aspect of your recruiting process.



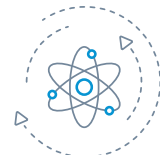
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enhance your brand?



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