

## Candidates want to know what you stand for.

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# SHOW THEM YOU'RE THE BEST.

What's it like to work for you? Candidates want to figure that out before they apply. The **BestJobsUSA** platform is designed to validate who you are and build your employer brand. If you want top talent to find you among the digital sea of competitors, leverage our strategic planning and expertise.

### ➔ ESTABLISHED & INNOVATIVE

We launched BestJobsUSA in 1994. It is one of the oldest and largest job boards on the web today. We built a reputation over time and earned the trust of search engines along the way. When it comes to the world of search, historical data counts. Leverage our well-established reputation to build yours.

### ➔ ABOUT THE RCI BESTJOBSUSA PLATFORM

Choose us to promote your job opportunities, and we will customize your strategy to reach a highly targeted audience. Here are just some of the ways we use continuous promotion to strengthen your brand recognition:

- **STANDARD**

30-day job posting via Total Talent Reach™ distribution across a network of over 1,300 national, local, industry, and niche sites.

- **SILVER**

Standard + Target qualified candidates from our vast resume database directly in their inbox, promoting your employment brand along with a personalized message inviting them to apply to your job.

- **PERFECT**

Silver + Reach passive candidates directly on their feeds on social media, target new grads and college students, fulfill diversity initiatives by distributing your posting to leading diversity job sites, and instantly receive qualified 'passive' candidates from our national resume database—instantly graded and ranked—without the hassle of searching, thanks to Real-Time Job Matching™. The PerfectPost is an integrated marketing communications strategy, providing optimal coverage that captures both active and passive job seekers. In addition to your posting, we will position your job in the most prominent places people look to first—Google, Yahoo!, and Bing. We will also amplify the impact of your posting via a specialized social media campaign. Make the content you post, Perfect.

- **NICHE**

Standard + Leverage across diversity, social, and specialty sites. Get in front of college students and recent grads, passive candidates on social media, and promote your commitment to building a diverse workforce, as well as helping support guidelines related to hiring.

## Ready to get started?

To learn more about RCI's **BestJobsUSA** platform, INSERT CALL TO ACTION.