



**BEYOND**<sup>®</sup>

The **CAREER**NETWORK<sup>™</sup>

AGENCY SOLUTIONS  
**2015**

## **Beyond is The Career Network, a growing professional community where today's job seekers become tomorrow's valuable new hires.**

The Career Network is made up of more than 1,000 niche career sites and 500+ focused Talent Communities, where you can reach over 50 million professionals with relevant opportunities.

We are experts in the targeted delivery of talent acquisition and corporate brand recognition campaigns to connect with our general member base or any segment therein. By partnering with Beyond, you can offer your clients unique opportunities to maximize their recruitment, branding or advertising efforts through integrated services and customized solutions.



## TABLE OF CONTENTS

Job Advertising	3 – 4
Pay for Performance	4
Display Advertising	5
Talent Community Sponsorship	6
Career Alert Sponsorship	7
Candidate Search	7
Targeted Email Campaigns	8
Mobile Solutions	9
International Recruitment	10

## JOB ADVERTISING

**Great for:** Promoting recruitment messages with the perfect combination of targeted reach and broad, multi-channel exposure.

With a range of flexible options to choose from, you can identify just the right strategy for your clients' budget and the recruitment process they have in place.

### Beyond Job Advertising includes:

- Targeted distribution across all relevant industry, local and specialty sites in The Career Network
- A company description and logo featured with your posting, for greater brand recognition
- Mobile exposure on Beyond job apps
- Social media reach
- Daily emails to candidates with matching search criteria
- Distribution to related Talent Communities

### Job Feeds/Scrapes/Wraps

- All jobs incorporated into The Career Network through a seamless, automated process
- Ability to connect with virtually any third party system
- Existing integrations with leading job distribution providers



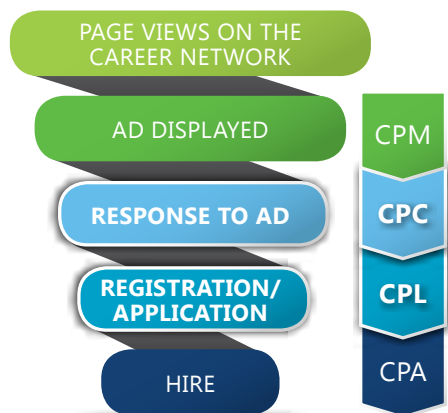
## All You Can Post

### Unlimited Annual Posting Packages

- Post all jobs on The Career Network for an entire year
- One low, fixed price based on your client's posting needs
- Exposure via email, mobile, social and the Talent Communities

## Pay for Performance

- CPC and CPL options available
- High measurability allows for more effective campaign management and easily demonstrated results
- Low risk and exceptional ROI



## SUCCESS STORY SNAPSHOT

**The client:** One of the nation's largest diversified financial services organizations

**The solution:** Beyond partnered with the client and their recruitment agency to implement a 30-day trial that included 1,800 job postings. The posted positions encompassed a range of salaries, experience levels and business categories, including asset management, retail banking, mortgage banking, customer service, operations, and others.

**Results:** 62 hires were attributed to the 30-day trial

**Agency testimonial:** "The Beyond.com trial was unbelievably successful. When you take into account the amount of time that it ran, it was highly impactful as compared with other campaigns and recruitment sources."

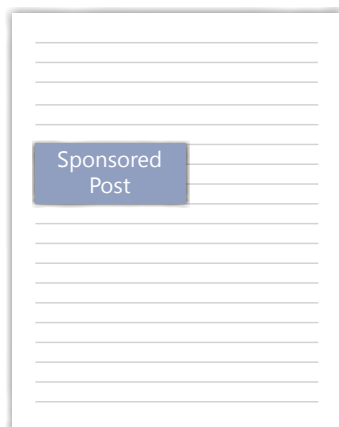
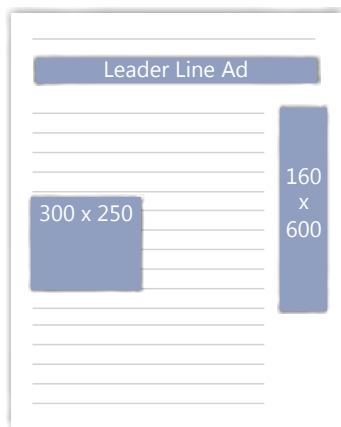
## DISPLAY ADVERTISING

**Great for:** Gaining targeted exposure on pages where millions of professionals search, interact and apply every day.

- Targeted reach
- Flexible placements
- Performance reporting

### Options available:

- Leader Line – 88x31 logo image, 100 Characters
- Wide Skyscraper – 160x600
- Medium Rectangle – 300x250
- Interstitial – Customizable
- Sponsored Post – 64x64 logo image, 250 Characters



## TALENT COMMUNITY SPONSORSHIP

**Great for:** Accomplishing recruitment and branding objectives through a comprehensive, customized strategy.

Beyond Talent Communities connect people from over 500 different professions and deliver relevant information, news and resources to them in an engaging online format. Community sponsorship allows organizations to reach a relevant, engaged audience and accomplish a number of key goals, from talent acquisition to brand awareness, with one comprehensive approach.

Any and all of these targeted solutions may be used to promote the community sponsor and their brand.

- Exclusive exposure on the community hub
- Featured Company Promotion
- Custom Emails
- Custom Content, such as company news RSS feeds and audience polls
- Featured Job Postings
- Display Advertising
- Email Sponsorship



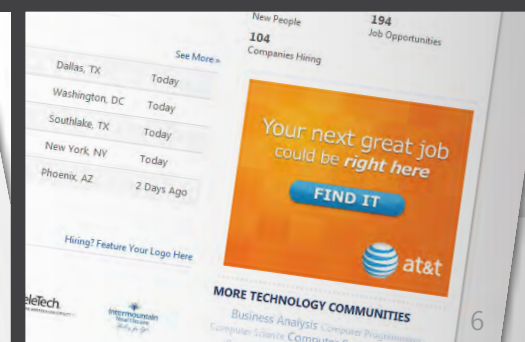
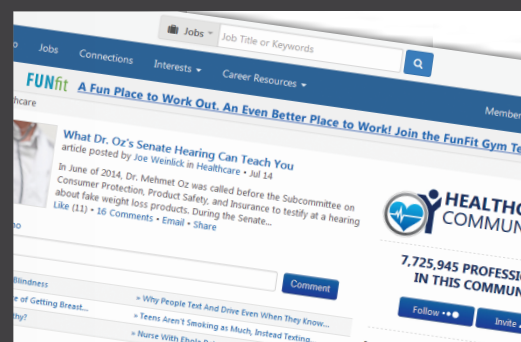
### SUCCESS STORY SNAPSHOT

**The client:** A Fortune 500 insurance company

**The solution:** The client and their agency chose to include a Beyond community sponsorship in their 2012 recruitment plan. Their sponsorship consisted of a customized strategy that incorporated targeted placements across the Beyond Career Network, with a particular focus on display advertising.

**Results:** The campaign resulted in a total of **34,574,193 impressions** and **8,315 leads** in 5 months, at one point driving **2,400 applicants in just 30 days**.

The agency now considers Beyond a “premier partner” due to the consistently impressive results they were able to deliver over the course of the campaign.



## CAREER ALERT SPONSORSHIP

**Great for:** Driving qualified applicants to your job listings and other recruitment messages through prominent placement in highly effective email communications.

Career Alert emails provide our members with daily notification of the latest jobs matching their search criteria. As a result of our precise job matching and the extremely engaging job content, these emails are among our top-performing tactics.

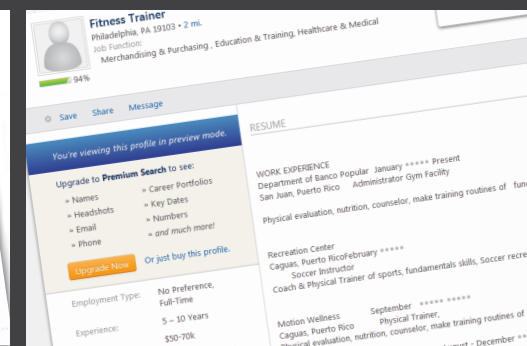
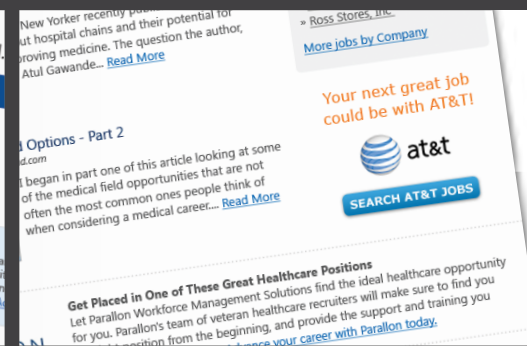
- Potential to reach millions of candidates in a single blast
- Targeting available by industry, location or website
- High open and click through rates

**10 MILLION Daily Career Alerts**  
**18% Open Rate**

## CANDIDATE SEARCH

**Great for:** Identifying well-qualified candidates, including passive job seekers who may not be as inclined to take action on their own.

- 36 million searchable profiles
- Detailed search criteria
- Patented technology to deliver the most accurate results
- Free search alerts
- Resume sharing functionality
- Up to 5 users per license





# TARGETED EMAIL CAMPAIGNS

**Great for:** Reaching millions of qualified, opt-in candidates within all industry niches, geographic areas and levels of experience.

By combining the best features of job postings (high quantity of responses) and candidate search (high quality of candidates), targeted email campaigns prove to be an effective solution for a number of different objectives.

- Find qualified candidates for hard-to-fill positions
- Make a large number of hires at once
- Drive quality traffic to career events
- Create brand awareness

## Available targeting criteria:

- Job Title
- Education Level
- Industry
- Gender
- And More
- Job Function
- Experience Level
- Geographic Location
- Keywords

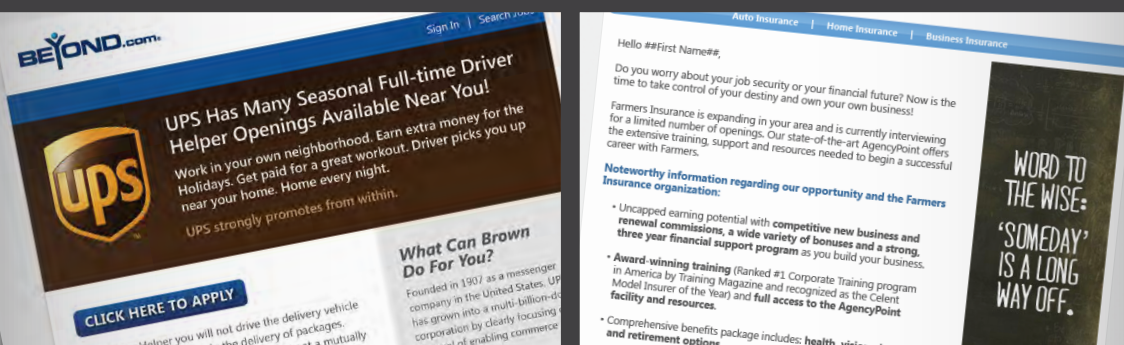


## SUCCESS STORY SNAPSHOT

**The client:** A leading global financial services company

**The solution:** Beyond.com worked with the client and their agency to launch targeted email campaigns designed to promote Open House events and attract qualified customer service candidates.

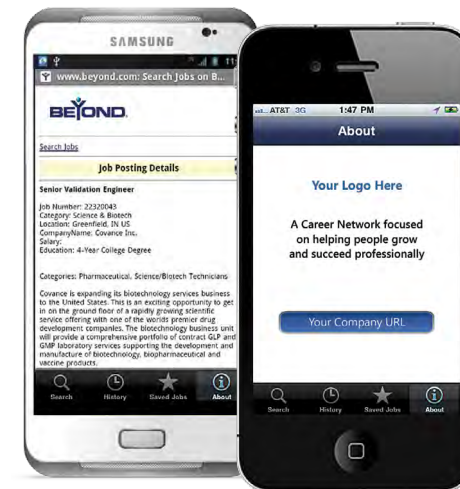
**Results:** 100+ email campaigns were sent over the course of 4 years, resulting in an impressive **16% Open Rate** and **3% Click Through Rate**. Individual campaigns had open rates as high as 29%.



## MOBILE SOLUTIONS

### Mobile Corporate Career Sites

Display all of your clients' jobs in a professional, branded mobile format. A Beyond mobile corporate career site provides job seekers with seamless access to a mobile version of our custom corporate career site, creating a better search experience and making it easier for candidates to find jobs on the go. It's also the perfect complement to a comprehensive posting package.



### Text Messaging Campaigns

Broadcast recruitment messages with the power and immediacy of mobile. Your clients can reach out to members of The Career Network via an outbound text messaging campaign. Detailed tracking and reporting are available.



## INTERNATIONAL RECRUITMENT

Beyond is the official US partner for The Network, a global alliance of the leading job boards from 132 countries.

This unique global partnership means you can offer your clients a comprehensive solution for international recruitment, with the benefit of local name recognition and recruitment insight in each of their target countries. At the same time, you enjoy the convenience of working with your single US contact from Beyond.

### One Contract. One Contact.

Save time and money with a consolidated international strategy.

- Reduce cost with volume pricing
- Avoid local VAT and country taxes
- Skip the hassle and expense of currency conversion and wire transfers

**THE NETWORK**   
The world's local recruitment experts

**totalJobs.com**



**JobStreet.com**

**bayt.com**





The **CAREER**NETWORK™

**Angie Brooks** 423-228-0171 | [AngieB@Beyond.com](mailto:AngieB@Beyond.com)

King of Prussia PA | Indianapolis IN | 1-866-694-JOBS | [Beyond.com](https://www.beyond.com)