

Put your Best Employment Brand Forward – in all the right places

The proliferation of interactive online channels is good news for employers, bringing with it new ways of engaging target candidates. But new media channels also bring fresh challenges. Is your recruitment brand appealing to target candidates? Does it translate effectively to these new media channels? Do you know which media channels would most effectively reach your target candidates?

Target candidates are media savvy and highly attuned to advertising “noise,” so employers need new strategies to engage them. TheJobMagnet offers Recruitment Branding Services for employers who want to ensure their recruitment advertising programs will perform in online media channels, since what may have worked in print may not be as effective online.

TheJobMagnet offers a range of Recruitment Branding services to help employers create and maintain a strong online recruitment brand. We can also advise on creating an online advertising plan to reach and attract the highest number of qualified candidates.



Is your recruitment brand effectively engaging candidates online?

Do you have an online advertising presence?

Are you effectively communicating your brand?



TheJobMagnet Recruitment Branding Service provides employers with:

Guidance on building an appealing recruitment brand

It's crucial to communicate your brand clearly. We offer the experience and insights needed to hone your recruitment brand to appeal to today's hourly employees.



Tips for effective recruitment advertising for new media channels

Decisions to act are made in a fraction of a second online, and they are often based on a mere glance. Time spent considering how your recruitment brand best translates for online media channels can generate better response rates and a higher number of qualified candidates.

About TheJobMagnet Interactive Inc.

TheJobMagnet was founded in 2007 with a mission to create the world's fastest and easiest way for people to find and apply for hourly employment. Headquartered in Vancouver BC, TheJobMagnet is led by a team of experts with extensive experience in recruitment software, social networking, and retail and service industry marketing.

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