



THE LEADLINE GUIDE TO

Generating Quality Candidate Leads

Was offered a higher pay elsewhere.

Doesn't meet the minimum qualifications.

Highly qualified but doesn't fit with the culture.

Isn't really interested.

Is missing the required certification.



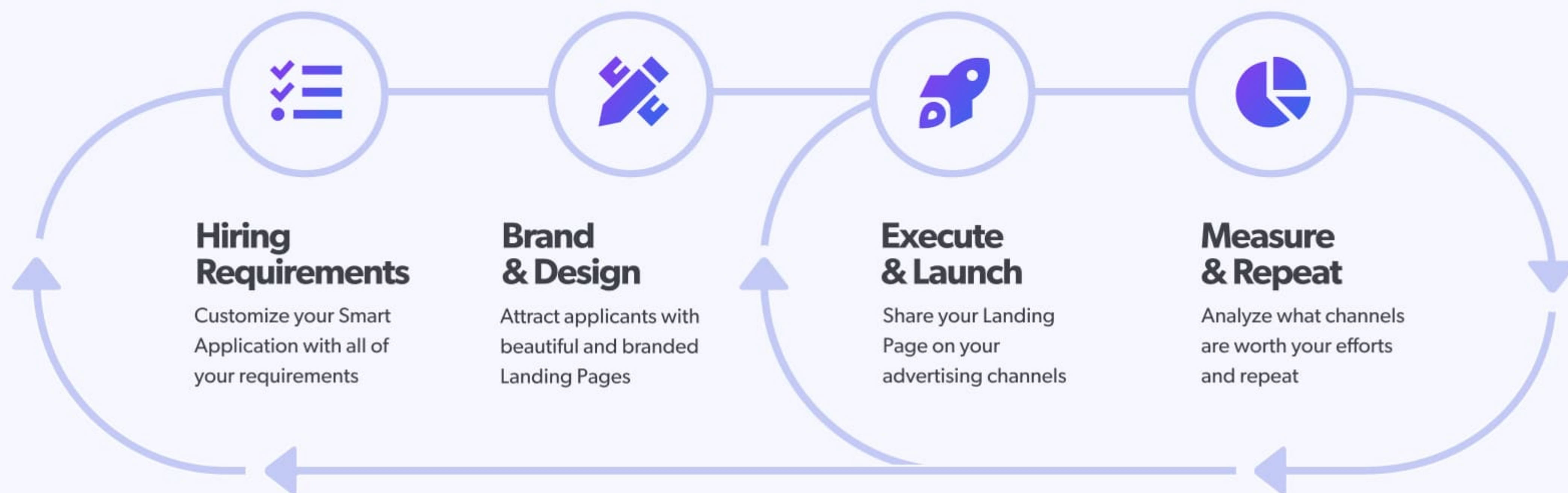
Modern Problems Require Modern Solutions

How many times have you found yourself interviewing the wrong candidate? This is often linked back to the sourcing process and how you found those candidates in the first place. Executing the same strategy won't give you different results.

Want to know the secret to good recruitment marketing? Let's shed some light on the situation: It's not listing your job opportunities on every job board. That can get very expensive very fast—not to mention all of the dead leads and mismatches.

You're probably asking yourself, "But if not job boards, where else can I find the right people?" The answer is less complicated than you might think: Let them come to you. Inbound lead generation is the secret sauce to finding your top talent. Sure, you might not be a marketing expert, but with Leadline, you don't have to be. We give you the tools you need to attract quality candidates. Now that you know the why, let's get into the how.

Leadline's Adaptive Recruitment Marketing Method



What is Adaptive Recruitment Marketing?

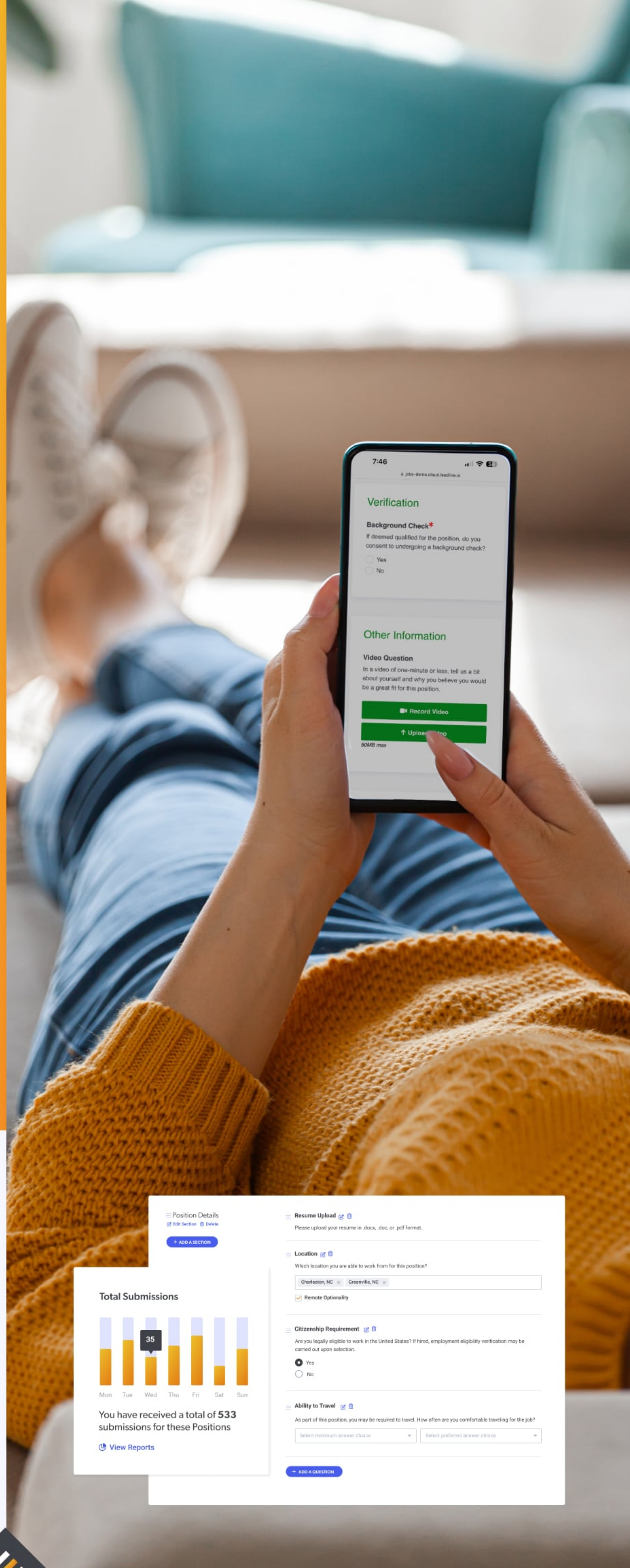
Adaptive Recruitment Marketing is a marketing strategy that evolves and adjusts over time to better match the needs and interests of potential candidates. Its advertising is highly targeted and personalized to the audience's needs rather than a one-size-fits-all approach.



Create a Next-Level Candidate Experience

Not only will a potential candidate be given a beautifully branded experience with your landing page, but what comes next is just as important, maybe even more so. Similar to an application on a job board, Leadline has a Smart Application that potential candidates can fill out; however, this isn't just any form—not only do you get to customize it to fit your hiring needs, but once filled out, our form is smart enough to immediately let you and the applicant know if they are a match or not. Leadline's Smart Application can also ask applicants for video responses for a more personal experience.

Once the Smart Application is completed, regardless of whether they are a match or not, that applicant is added to your candidate database. From there, you can text or email them directly from the platform, schedule interviews, or prompt them to apply for a different position that might be a better fit for them. This is where Leadline is different; a job board keeps all of your candidate data, and with Leadline, that data it's yours to keep.



Position Details

Edit Section Delete

+ ADD A SECTION

Total Submissions

Mon

Tue

Wed

Thu

Fri

Sat

Sun

35

You have received a total of 533 submissions for these Positions

View Reports

Resume Upload

Please upload your resume in .docx, .doc, or .pdf format.

Location

Which location are you able to work from for this position?

Charleston, NC Greenville, NC

☒ Remote Optionality

Citizenship Requirement

Are you legally eligible to work in the United States? If hired, employment eligibility verification may be carried out upon selection.

☒ Yes

☐ No

Ability to Travel

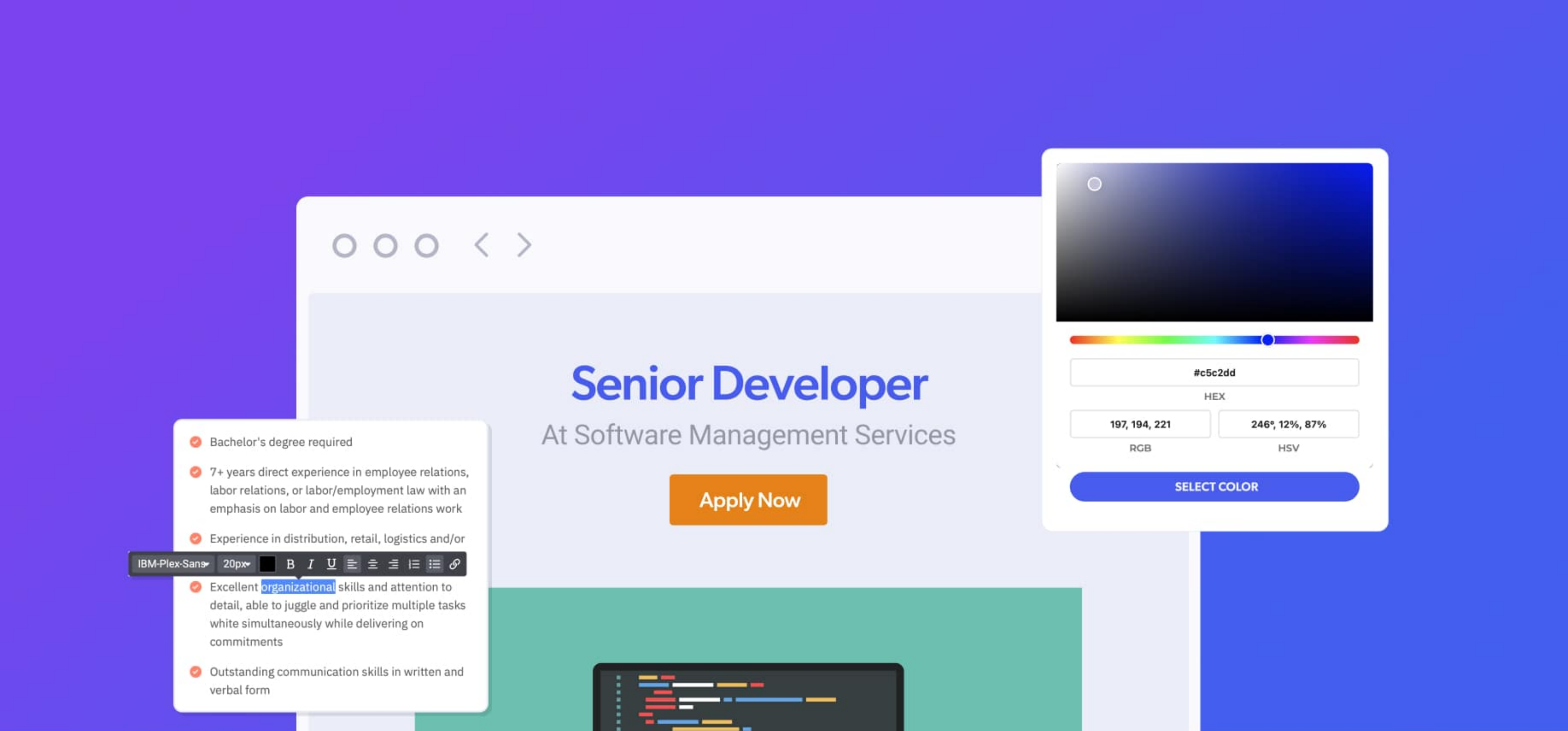
As part of this position, you may be required to travel. How often are you comfortable traveling for the job?

Select minimum answer choice

Select preferred answer choice

+ ADD A QUESTION





Build a Compelling Employer Brand

A simple “About the Company” and a job description are not sufficient. People are no longer in it to make a paycheck; they need to connect to something greater. More often than not, applicants want to know less about the what and more about the why. A job listing will not deliver your story in the best way possible.

Having a landing page allows you to share your message genuinely and compellingly. Proudly displaying your logo, your brand’s colors, fonts, photos, and even a video about your company can go a long way to make a potential candidate feel more connected.

Leadline allows you to create beautiful Landing Pages that highlight your brand in ways that a job board could never.





Add a Channel

CareerBuilder	Company Website	Craigslist
Facebook	Glassdoor	Indeed
Instagram	LinkedIn	Monster
TikTok	Twitter	YouTube
ZipRecruiter	My Channel	QR Code

ADD CHANNEL

Maximizing Your Inbound Lead Generation Strategy

Once your landing page and Smart Application are ready, it's time to get the word out! But where? You're likely the best person to answer that question, but we recommend you go where your potential candidates are—that can be your social media profiles, ads, website, job fairs, or even connect with people directly.

Leadline gives you unique channel links that you can post wherever you advertise. Our platform automatically tracks these links to see which channels perform best and constantly optimize for the best results possible. You can also create QR codes with those links; when scanned, the potential applicant will be directed to your landing page.





Leadline: Your Solution for Attracting Top Talent Beyond Job Boards

Whether advertising your job opportunities online, in print, or in person, Leadline gives you the tools to make your company stand out to the best candidates. This can help you build a pipeline of nothing but the best talent without relying only on job boards.

Start Attracting Quality Candidates with Leadline Today

👉 Try Leadline Free for 14 Days at [GetLeadline.com](https://getleadline.com)

☎️ Connect with our Sales Team for a Demo

SIGN UP HERE



getleadline.com
sales@getleadline.com

