

POWER YOUR BRAND

SOCIAL BRAND ADS

FIRST IMPRESSIONS






Three out of four job seekers consider an organization's brand before even applying for a job.³

75%



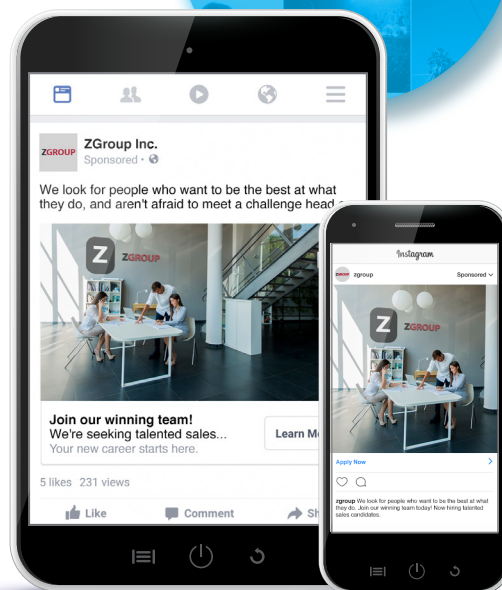
BENEFITS

A strong organization brand can:

 Reduce time to hire by 34% ¹	 Lower sourcing cost by 43% ²	 Increase referrals by 30% ¹
 Improve quality candidate attraction by 44% ¹	 Increase candidate quantity by 44% ¹	

POWER OF SOCIAL BRAND ADS

- **Social** – On Facebook and Instagram.
- **Mobile Optimized** – Reach candidates wherever they are.
- **Automation** – We do all the heavy lifting.
- **Brand Exposure** – Delivers daily impressions so you're always in front of the right audience.
- **Targeting** – Monster's proprietary professional data allows for precise targeting and visibility to active and passive audiences.
- **Flexibility** – Three subscription options to meet your needs. Choose the destination of your campaigns.



RETENTION'S NOT THE ONLY CHALLENGE ORGANIZATIONS FACE

The pressure's on to hire top performers who may... or may not... be looking to change jobs. Organizations are focusing on enhancing and protecting their brand, to keep the great people they have and attract more like them.

Monster Social Brand Ads

was created to give you an advantage in a very competitive hiring market. Unique in the industry, Social Brand Ads automates and streamlines your organization's branding strategy.

Driven by proprietary, multi-dimensional targeting, it's a series of high-performance social ad campaigns that change monthly. Those campaigns place your brand in front of active and passive talent not accessible through any other ad platforms. It provides the means to boost your brand presence, convey your employee value proposition, and promote a positive image of your organization.

FOR MORE INFORMATION

To learn more about the value of a strong organization brand and Social Brand Ads, please call your sales representative or **703-269-4900** or monstergovernmentolutions.com.