

JOBSTER® DIRECT AND DIVERSITY DIRECT

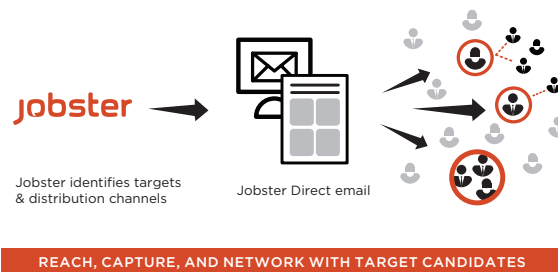
LOCATE AND NETWORK WITH HARD-TO-FIND, DIVERSE CANDIDATES
BY JOB TITLE, LOCATION, AND MORE

Jobster helps you pinpoint the right people and tap into their extended networks.

In consumer and business marketing, direct marketing is one of the most cost effective and targeted resources for acquiring new customers. Yet very few companies use direct marketing in their recruitment marketing efforts.

With **Jobster Direct**, you can cost-effectively reach passive, hard-to-find candidates by job title, location, and hundreds of other criteria via email with your job openings and network invitations. Over 200 million prospects in the US alone can be pinpointed based on hundreds of available data points, including income level, industry, company size, technology experience, and personal interests.


With **Jobster DiversityDirect**, you can expand your target search to include cultural background, foreign language, gender, and educational background. Jobster DiversityDirect helps you broaden your hiring pipeline while driving targeted results and brand awareness among diverse members of your target audience.



How it works

Jobster's experienced campaign managers can research distribution options based on your specific criteria and then manage an outreach campaign using our proprietary capture and relationship-building technologies. Instead of mass advertising for your openings and sending prospects to a general careers website where you may lose up to 95% of the traffic you drive, Jobster can help you:

- Target only the people you want to target
- Capture passive candidates that are not ready to apply
- Build your talent network to help you hire for future openings
- Generate referrals and recommendations from your target audience
- Know your ROI in real-time
- Extend your brand without the expense of setting up customized websites



Sample specialized distribution lists we can help you target with Jobster Direct include but are not limited to:

- 54,000 Sarbanes Oxley compliance professionals
- 1.3 million RNs
- 155,000 construction managers
- 400,000 engineers
- 800,000 software professionals
- 106,000 CFOs
- 190,000 electronics engineers

Getting started

Please contact your Jobster strategic account manager or call our client services team at 1-888-611-JOBS to learn about how Jobster Direct can help you reach diverse and highly targeted candidates for a wide range of openings.