



## FEATURES

- ▶ Customized to fit your budget and time-to-hire needs
- ▶ Encourages active and passive candidates to take action
- ▶ Detailed analytics help you optimize program performance

## Sourcing Strategy

First Advantage Recruiting Services can help you promote your jobs and position your company as an employer of choice with both active and passive candidates by using effective media and direct response campaigns designed to fit your budget and time-to-hire needs.

### Winning the War for Talent

Even in the most turbulent economic times, every organization needs a battle plan for attracting the attention of top talent. First Advantage can customize and manage a recruitment services program for your company that will help you find the quality job candidates your business needs to be successful.

Our detailed discovery process and media consulting services can help you determine the best way to leverage recruitment industry best practices, including social networking, search engine marketing, and direct response strategies to help capture the attention of both active and passive candidates and provide strong motivation for them to take action.

Through our relationships and technology integration with hundreds of major and niche job boards, we manage thousands of job postings annually. You benefit from our unbiased consulting services, performance analysis, single point of contact efficiencies and contract management services.

### Tracking Program Performance

First Advantage will help you establish talent acquisition benchmarks, track campaign performance, measure return on investment and optimize your sourcing programs to support your organization's recruiting objectives.

### Recruiting Services

- ▶ Campaign strategy and consulting
- ▶ Employment brand building
- ▶ Media campaign development, planning, and placement
- ▶ Direct response, pay-for-performance campaigns
- ▶ Online, print, broadcast and outdoor advertising
- ▶ Search engine optimization (SEO) and marketing
- ▶ Social media programs and optimization
- ▶ Website development, hosting and maintenance
- ▶ Direct marketing
- ▶ Copywriting, design and multimedia services

For more information, contact us at 866.400.FADV (3238), [TAS@FADV.com](mailto:TAS@FADV.com) or visit us at [www.FADV.com](http://www.FADV.com)