

# SOURCE2™

## INTEGRATED EMPLOYER BRANDING + RPO



Attract, hire, and retain talent with brand-powered Recruitment Process Outsourcing.

### Bring Your EVP to Life to Attract and Retain Top Talent.

Our integrated RPO + employer branding solution uncovers your unique Employer Value Proposition (EVP) and brings it to life across every touchpoint. The result? A brand that resonates, a funnel that fills, and hires that stick.

#### > EVP Development

We work with your team to uncover your unique talent value proposition.

#### > Career Site & Content

We create a compelling brand experience that converts interest to applications.

#### > High-Impact Campaigns

Paid social. Job boards. Retargeting. We meet candidates where they are.

#### > Employee Stories & Advocacy

We showcase real voices from your team to build trust and authenticity.

#### > Data-Driven Optimization

We don't just run campaigns; we measure, refine, and scale what works.

### Why Clients Choose Source2

#### > Pay-for-Performance RPO

You only pay for hires, not effort.

#### > Custom Strategies

Tailored branding + RPO recruiting aligned to your goals and culture.

#### > All-in-One Partner

Branding, sourcing, and hiring from a single partner.

#### > High-Impact

Higher applicant volume, stronger retention, lower cost-per-hire.

#### > Scalable Pricing

Volume discounts and retention-based fees.

### Proven Results

- Increase qualified applicant flow by 3 – 5x
- Reduce time-to-fill by 20 – 30%
- Strengthen employer brand sentiment on Glassdoor, Indeed and LinkedIn
- Drive long-term retention with a brand people believe in

## Let's Build a Brand That Brings Talent to You.

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