SOURCE2™

RECRUITMENT MARKETING

Delivering cost-efficient, data-driven campaigns that attract the right talent faster.

Maximize Reach and Reduce Cost.

Recruitment success starts with visibility – to the right people, in the right places, with the right message. Source2's Recruitment Marketing delivers strategic, data-driven campaigns that fill your talent funnel faster and more cost-effectively.

> Efficient Media Spend
Optimize media spend to reach active job seekers cost-effectively.

> Precision Audience Targeting
Engage the right audience by location, interests, and behavior.

> Strengthen Employer Brand
Amplify your employer value proposition (EVP) with consistent, compelling storytelling.

> High Converting Pages
Mobile and job seeker-friendly designs that drive more applications.

> Real-Time Analytics
Actionable performance data to inform decisions and budget allocation.

Why Clients Use Source2's Recruitment Marketing

> Performance-Based Pricing
Pay for earned results, not long-term contracts or flat fees.

> Integrated Strategy
Our recruiters actively engage with marketing leads – improving candidate conversion and reducing time-to-fill.

> Transparent Metrics
Real-time dashboards show exactly where your dollars go and how they are performing.

> Flexibility & Speed
Our agile model scales quickly to meet changing hiring needs.

> Cost-Efficient Execution
Maximize ROI with in-house creative and negotiated media rates.

Proven Results

- Average CPA of $2 – $5.50
- 89% average reduction in cost-per-application
- 3 to 4 times increase in number of top of funnel application volume
- Apply completion rates of 75% – 81%

Let's Build a Funnel That Performs

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