



Jobvite Refer: Advertising & Marketing

The referral solution that helps your employees get more creative. Literally.

If your recruiting team is as strapped for resources as most are in the Advertising & Marketing industry, you already know how valuable referrals can be. You're constantly looking for ways to turn existing employees into extensions of your team, so they can help accelerate your search for high-quality creative talent. After all, referrals are easier, faster, and cheaper to hire than other candidates—and that's critical in your competitive market.

Jobvite Refer makes it virtually effortless for employees to share open job opportunities within their social networks. By providing access to a variety of social media tools, Jobvite Refer lets your employees send Jobvites, match friends to open requisitions, and schedule automatic broadcasts about current openings—so they can even target passive candidates on the social platforms they already use daily. And, because Jobvite Refer integrates seamlessly with any modern Applicant Tracking System (ATS), all referrals can be imported to your existing recruiting technology solution when it's time to start the hiring process.

## Highlights

### Stronger talent, broader reach.

In a market as competitive as yours, where candidates can be difficult to persuade and turnover is high, it's nice to have help locating trustworthy, high-quality applicants. Fortunately, employees you trust are likely to refer like-minded, quality people. Even better, research shows that referral hires perform three times better than other hires over their first three years on the job. Jobvite Refer helps you cost-efficiently capitalize on this advantage and extend your reach to include everyone in your employees' social networks. As a result, you target more potential candidates of a higher caliber, using fewer resources. And when employees recommend your job opportunities to their friends, they strengthen your company's brand.

### Success you can measure and reward.

Need proof that your referral campaigns are working? Jobvite Refer provides instant visibility into the success of your efforts. Referrals are all tracked back to their sources, so you know who sent them and how they found you. Jobvite Refer also features real-time analytics and reporting for informative views on your progress. Quickly see which employees refer the most candidates, or get a detailed analysis of your Jobvite statistics. And you can use your analysis to reward your top referring employees, so you can build excitement about referral throughout the company—and keep those quality creative candidates coming through the door.

# Jobvite Refer Features

<h2>Jobvites</h2> <p>Help employees easily refer their social networking connections.</p>	<ul style="list-style-type: none"><li>• Create Jobvites — personal job invitations — using straightforward templates and customized messaging</li><li>• Track Jobvites in detail to identify referral sources</li></ul>
<h2>Jobvite Publisher</h2> <p>Enable employees to automate their social recruiting broadcasts on Twitter, Facebook, and LinkedIn.</p>	<ul style="list-style-type: none"><li>• Create custom schedules to automatically send Jobvites or status updates to multiple social networks</li><li>• Automatically track sourcing data using built-in social media integration</li></ul>
<h2>Jobvite Facebook App</h2> <p>Help employees easily share jobs on Facebook.</p>	<ul style="list-style-type: none"><li>• Give employees the ability to install the Facebook application themselves</li><li>• Automatically match employees' Facebook friends to open jobs at your company</li><li>• Allow employees to privately invite potential candidates to apply for jobs in just a few clicks — or enable referrals to apply for jobs directly within Facebook</li></ul>
<h2>Work With Us Facebook App</h2> <p>Easily leverage your company's Facebook presence and fan base to market jobs within Facebook Pages.</p>	<ul style="list-style-type: none"><li>• Create a career site within your company's Facebook Page, for as many Pages as you have</li><li>• Configure job listings by subsidiary, category and location</li><li>• Let employees refer their connections directly to the Work With Us app to find and apply for jobs</li></ul>
<h2>Facebook Social Jobs App</h2> <p>Further expand your social networking reach by tapping into this popular Facebook application.</p>	<ul style="list-style-type: none"><li>• Post and distribute jobs on Facebook's Social Jobs App</li><li>• Enable employees to easily refer connections to the app, and track their referral sources</li></ul>
<h2>Recruiting Intelligence</h2> <p>Use insightful analytics to track your referral progress.</p>	<ul style="list-style-type: none"><li>• Use real-time metrics to measure the success of your referral efforts</li><li>• See which employees refer the most prospects — as well as how they are referring them — and reward employees for their participation</li></ul>

<h2>Reporting</h2> <p>Create informative reports that demonstrate referral sources and hiring rates.</p>	<ul style="list-style-type: none"><li>• Create Sourcing Summary Reports for statistics on how your company is using Jobvites, including how many are sent and forwarded, and which channels are used</li><li>• Build Jobvite Reports by Employee to see detailed statistics on which of your employees are sending and forwarding Jobvites</li><li>• Easily generate reports using pre-built templates to track information that matters most to your company</li><li>• Schedule reports, and export them to Excel</li></ul>
<h2>ATS Integration</h2> <p>Leverage your existing recruiting technology investments.</p>	<ul style="list-style-type: none"><li>• Integrate directly with any modern ATS</li><li>• Accept requisitions by XML feed, or enable Jobvite to scrape career sites for requisitions</li><li>• Import source tracking details by URL into your ATS</li></ul>

## About Jobvite

Jobvite is the leading recruiting platform for the social web. Today's fastest-growing companies use applicant tracking, recruiter CRM and social recruiting software solutions from Jobvite to target the right talent and build the best teams. Jobvite is a complete, modular Software-as-a-Service (SaaS) platform which can optimize the speed, cost-effectiveness and ease of recruiting for any company. For more information, visit [www.jobvite.com](http://www.jobvite.com).

Take A Free Trial Today

**Jobvite**

[information@jobvite.com](mailto:information@jobvite.com)

Follow Jobvite:

