

COMPONENT: Interactive PDF – Version 1

THEME: *Be the spark!*

CONCEPT: Through this PDF, Boxwood can encourage associations to “be the spark” or the catalyst for profitable relationships between their members and employers looking to hire great talent.

POSSIBLE GRAPHICS:



BODY COPY:

How valuable is the connection between any employer and their ideal job candidate?

And how important is it for your Association to help your members be aware of those employers and their new job openings?

Now you can be the **SPARK** that ignites a mutually beneficial and profitable relationship between them, while also dramatically generating revenue for your association at the same time.

Here's how –

As part of your partnership with Boxwood Technology, you're probably already making good use of our job board services. But that's only a small part of what's readily available to you – *without paying any additional fees*. It's all part of our “recruitment branding” service package designed for your Association to offer to employers, which includes:

- ✓ Job Postings
- ✓ Newsletter and Website Advertising Placements
- ✓ And our newest exciting tool – *Brand2Recruit*

There's no question – employers absolutely need recruitment tools that work, but they may be unaware what's available through you.

Employers may also not fully understand how effective and powerful the tools can be in attracting the smartest, most qualified job candidates.

But you can help them.

Spark their interest with “Employer Branding” and you reap the rewards.

Whether they realize it or not, all employers present a certain image or “brand” to anyone who's looking for a new job. It may be good, bad, or mediocre.

If a job hunter isn't all that particular, he or she may not care about the company's reputation or its attitude toward employees.

But for the more elite candidates – *the ones that employers really want* – it's hugely important to find a place where they're proud and eager to work.

Let's imagine an employer that is highly regarded in a particular industry or is known for hiring “cream of the crop” employees. Maybe they pay the highest salaries or offer job stability that can't be found elsewhere. Their brand may already be well-known to most job seekers.

But for most employers, this just isn't the case. They may be regarded in a less than favorable light for one reason or another, or may even be “invisible” to many job seekers.

These employers need your help. They need to understand that elite candidates often have to be introduced to their brand and even convinced that they are a company worth considering. Employers have to put on their best face and stay consistently on the candidate's radar screen throughout their job search.

This is a great conversation to have with new employers, especially since your Association already has the solution they need!

It's a three-way win for all.

The good news is that your members are very likely to be the top-notch professionals that employers dream of finding every day. Boxwood believes your Association should be the place where these relationships are forged. That's why “Employer Branding” is a win-win-win situation for everyone –

- **Your Association** can talk with new employers about Employer Branding and tell them about the tools you have to offer;
- **The employers** get the tools to enhance their brand and increase their visibility to the elite job candidates they desire (your members); and
- **Your members** are made aware of exciting new job opportunities and employers they may have otherwise overlooked.

Add this to the increased revenue that can be generated for your Association and you can see why Employer Branding is worth your time..and theirs!

Be the **spark for employers, your members, and your Association.**

There's a great value here that's already part of your partnership with Boxwood Technology. Why not take advantage of it today? There are no additional fees to you for any of the program components, including the new *Brand2Recruit* program for employers.

However, employers will be charged for the *Brand2Recruit* program, just as they are for job postings, banner ads, etc. The program was designed this way to be a true revenue generator for your Association.

Finally, to make it even easier for you to be the **spark**, we've got already-written emails for you to send to any employers you wish. These emails will introduce the employers to the new *Brand2Recruit* program and give you a great reason to follow up with them in the future.

If you have further questions about *Brand2Recruit* or any other Boxwood partnership components, please visit www.XXX.com. You may also contact us at 1-XXX-XXX-XXXX.

WHAT TO SAY TO EMPLOYERS

- *“Our Association members are the type of professionals you should want to know. By belonging to our organization, they’re already demonstrating how serious they are about their careers and aspirations. This puts them in the highest echelon of potential job seekers – those who invest time and energy into continually learning more about their chosen field, and surround themselves with like-minded peers who focus on success.”*
- *“Our members are often ready to make a transition that will better their careers if the right employer comes along. Without a doubt, these are the people you’re looking to hire.”*
- *“It’s important for your company to look its best in the eyes of our members, because they know they can afford to be picky when it comes to new jobs. We call this your “employment brand” and it’s important for it to be as strong and visible as possible.”*
- *Having a strong employment brand can help you to...*
 - *Decrease your application-to-hire ratio;*
 - *Lower your rate of offer rejection;*
 - *Decrease your time to fill and cost-to-hire ratios;*
 - *Increase employee referrals;*
 - *Elevate levels of employee engagement; and*
 - *Lessen your turnover rates.*
- *“Since our Association offers the top talent in the industry, you’ll want to make sure you’re prominently displayed in front of them at all times. We make this easy for you by offering:*
 - *Job postings*
 - *Newsletter and Website Advertising Placements*
 - *A brand new tool for employers like you called “Brand2Recruit”.*

Brand2Recruit

The new *Brand2Recruit* program is a powerful tool for employers wanting to make your Association members more aware of their company or organization.

By enhancing and consistently promoting their brand on your job board, these employers are more likely to attract the attention of the elite job candidates they're hoping to find.

In essence, *Brand2Recruit* gives employers more ways to tell their story.

The employer's name will replace the "Featured Employer" advertising enhancement and they will be offered new opportunities to raise the awareness of their brand.

They'll still enjoy advertising exposure, even if they don't have an active job posting.

In addition to that, the *Brand2Recruit* program includes:

- A central company profile page featuring their own dedicated space to position their brand and describe their company to potential job seekers. They'll be able to...
 - Highlight their most recently posted jobs
 - Promote their company's benefits, awards, diversity, and more.
 - Allow them to upload their company logo, which will be included on every active job to help showcase their brand.
- A banner advertisement appearing in job seeker search results and linking back to their profile page.
 - If their organization posts to a network, the banner will also appear on all relevant job boards within the network, increasing their reach to a larger audience.
- A video link to any active job, if provided, which will highlight their company's story.

Brand2Recruit is a great new tool to attract, engage and retain those employers who want to actively promote their brand to your Association members.