

# The New World of Recruiting

It's easy! eQuest sets up everything—log in, pick your jobs, click, you're done!

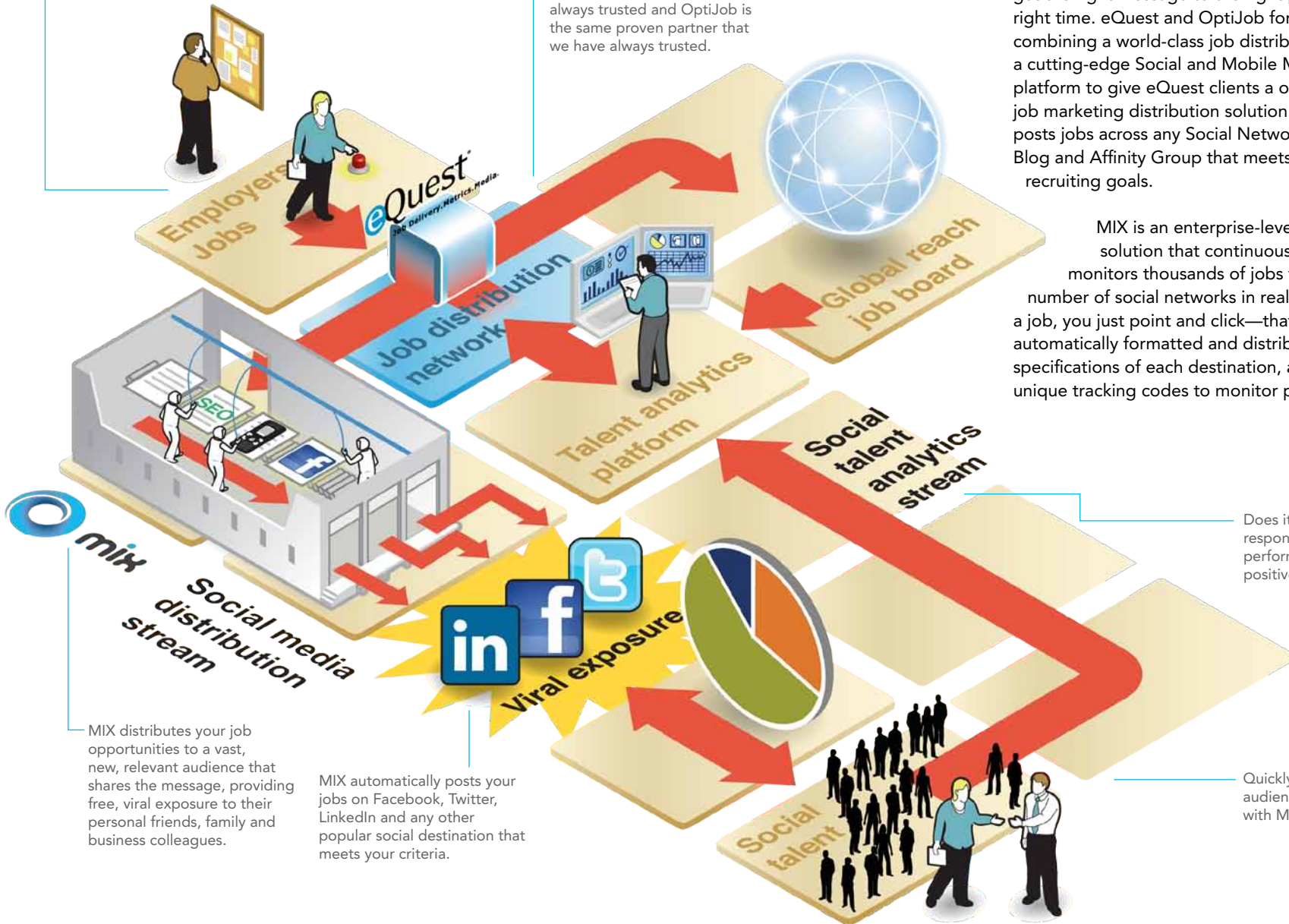
eQuest is the same proven distribution partner you have always trusted and OptiJob is the same proven partner that we have always trusted.

Social Networks and Mobile devices have changed recruiting forever. To grab attention, you need to get the right message to the right people at the right time. eQuest and OptiJob formed "MIX" by combining a world-class job distribution platform with a cutting-edge Social and Mobile Media marketing platform to give eQuest clients a one-of-a-kind viral job marketing distribution solution. MIX seamlessly posts jobs across any Social Network, Community, Blog and Affinity Group that meets a client's recruiting goals.

MIX is an enterprise-level, hosted software solution that continuously streams and monitors thousands of jobs to a limitless number of social networks in real-time. To post a job, you just point and click—that's it! Jobs are automatically formatted and distributed to the specifications of each destination, and appended with unique tracking codes to monitor performance.

Does it work? Easily track response and campaign performance to ensure a positive ROI.

Quickly increase your talent audience and applicant pool with MIX.



MIX distributes your job opportunities to a vast, new, relevant audience that shares the message, providing free, viral exposure to their personal friends, family and business colleagues.

MIX automatically posts your jobs on Facebook, Twitter, LinkedIn and any other popular social destination that meets your criteria.

The power of Social Media is astounding, and the adoption process has just begun. Facebook, LinkedIn and Twitter continue to grow and new social networks, communities and groups are formed every day, creating endless social recruiting opportunities. Interaction with this expanding audience is critical to modern recruitment strategies.

With eQuest's MIX solution, there's no work, and no headache. Instead of going through the manual process of distributing jobs via Facebook, LinkedIn and Twitter, you can focus on more important priorities. We know how hard you work and what little time you have—let us do this part for you.

Social media is no longer just for college students. In today's world, Social networks cater to all, including hard-to-reach professionals and the gainfully employed, helping colleagues stay connected and giving recruiters a new path to interact with the most desirable candidates. One click and Mix puts you in the action, getting your postings in front of the right audience, wherever they may be.

### How does it work?

It's easy! Same eQuest system, same eQuest user interface. Account set-up takes less than a minute and then you pick Social destinations just like any other destination in the eQuest distribution network.

Click and voilà, the job is out to the masses where it can be shared among friends and colleagues, and *their* friends and colleagues. Then the viral distribution process continues its path, sharing and linking job content to the right audiences. Is it magic? No, but it's pretty close!

MIX puts the jobs in the right places and in the right format; the rest is powered by people. There has never been a more comprehensive recruiting tool available to build an audience of potential employees.

As the leading global job distribution network in the world, we learned a few things and we mastered the tricks of the trade. The MIX platform is open and scalable, requiring minimal effort to handle the changing complexities of content distribution. This gives us more resources to focus on driving your message!

### Track it!

Tracking your ROI will help you improve your results and how you work, giving you a better idea of what sites work for different types of positions. Which is why MIX has built-in analytics, to allow you to see what social sites give you the best chance of finding a potential hire. With every new job posting, source codes automatically can be added to effectively track results. You will be able to position your jobs to the most desirable candidates more effectively, and in a more engaging manner. With MIX you have the intelligence at your fingertips to know exactly where to place your posts, by industry, geography, social channel, profession and experience.

### Take action!

Social Media and the mobile web are growing rapidly, for one important reason: our natural drive to share and interact with family, friends, and colleagues. Share *your* information, interact with others and let MIX distribute your jobs for you. Once the job sharing process has gone live, your jobs will spread through social media and mobile networks, taking on a life of their own, building your talent audience.

**To get in the MIX, contact an eQuest representative today!**

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## By The Numbers:



- 80% of companies use LinkedIn as a recruitment tool.
- LinkedIn has executives from all Fortune 500 companies.



- In the US, there are 700M active Facebook users, and 70% log in once a day.
- Facebook accounts for 8.93% of all website visits in the US.



- There are 200M active Twitter users, and 48% check their account at least once a day.
- There are over 100 million active users accessing Facebook currently through their mobile devices.
- More than 600 million searches are made on Twitter every day.