

# Improve your Recruitment Advertising skills with

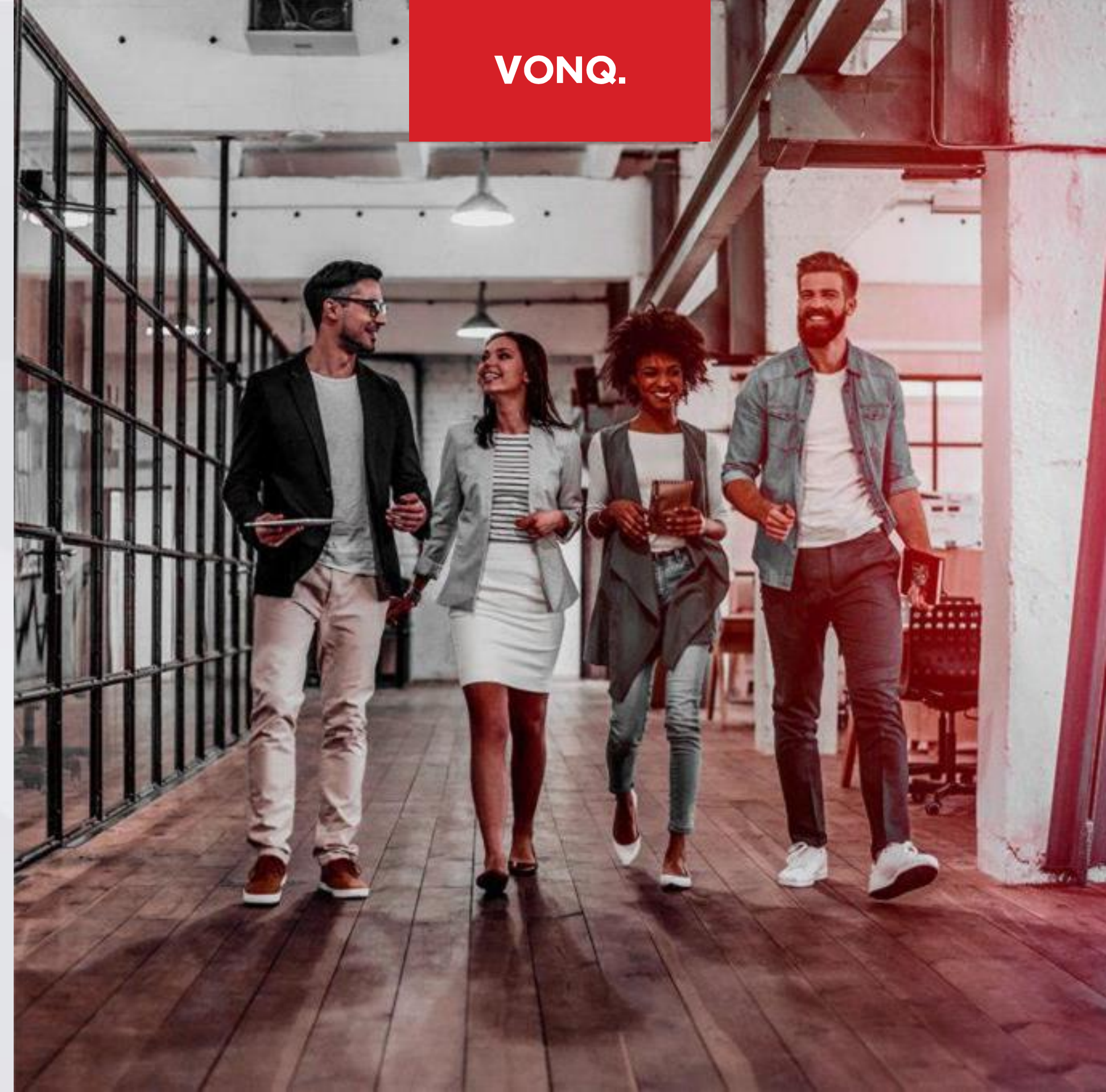
**JOBTRAIN**  
...more than an ATS



**VONQ.**

May, 2024  
By Maciej, Joren & Giles

**VONQ.**

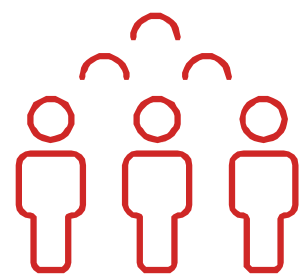


# Let's **talk** about ...

- Intro VONQ
- Talent Attraction in today's world
- What is the Jobtrain's new Job Board Marketplace and how does it work?
- How can you use this new feature within Jobtrain to improve your advertising game
- Get your first ad on LinkedIn for free
- Open Q&A

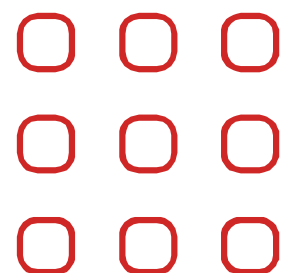
# Meet **VONQ.**

We are job distribution experts using data to simplify hiring for everybody



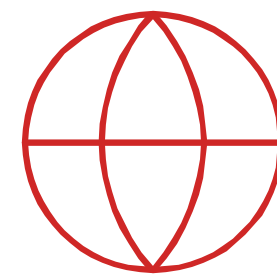
**160+**

Employees



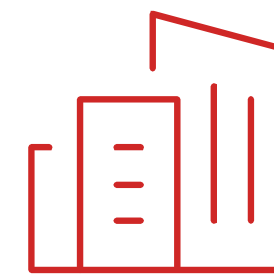
**2,500+**

Global media channels



**20+**

Nationalities



**1,000+**

Enterprise customers

# Today's world!



## Fun fact!

“The average person scrolls through 300 feet or one **Statue of Liberty** of mobile content, **EVERY DAY!**”

*Facebook's Andrew Keller.*



# A candidate driven market



**30%**

**ACTIVE CANDIDATES**

Actively looking for a job.

**70%**

**PASSIVE CANDIDATES**

Not actively looking for a job, yet open for new opportunities.



Passive



Active



# Access to 2500+ media channels worldwide

The image displays seven categories of media channels, each represented by a white card with a blue header and a circular icon. The categories and their associated logos are as follows:

- Generic Job Boards** (Briefcase icon): totalJobs, Jobware, StepStone, stellenanzeigen.de, CAREER BUILDER, jobsite, MONSTER.
- Niche Channels** (Target icon): praktischArzt, KLINIK.JOBS, EuroScienceJobs.com, MEINE JOBS PFLEGE, Pflegejob.de, Dice, efc, RIGZONE, efinancialcareers, kliniken.de, Deutsches Pflegeportal, myScience, changeboard.
- Communities** (Group of people icon): ResearchGate, candarine, reddit.
- Social Media** (Smartphone icon): LinkedIn, XING, Instagram, twitter, facebook, YouTube.
- Search** (Magnifying glass icon): Google, bing, YAHOO!.
- Display** (Open book icon): The New York Times, theguardian, DIE ZEIT, meinestadt.de, Regio Jobanzeiger, JOBfinder-darmstadt.de, FT FINANCIAL TIMES, THE TIMES.
- Diversity** (Group of diverse people icon): recruitology, LGBT Job Network, disABILITY Job Network, DiversityWorking.com, National Diversity Network, CareerCast Diversity & Bilingual Network.



# Our Partnership powers distribution from within Jobtrain

1

## One-stop shop

Streamline the job distribution process within pre-existing platform!

2

## Easy media buying

Pick and choose their favorite job boards, or let the data-driven recommendation engine choose for them!

3

## Access to thousands of job boards

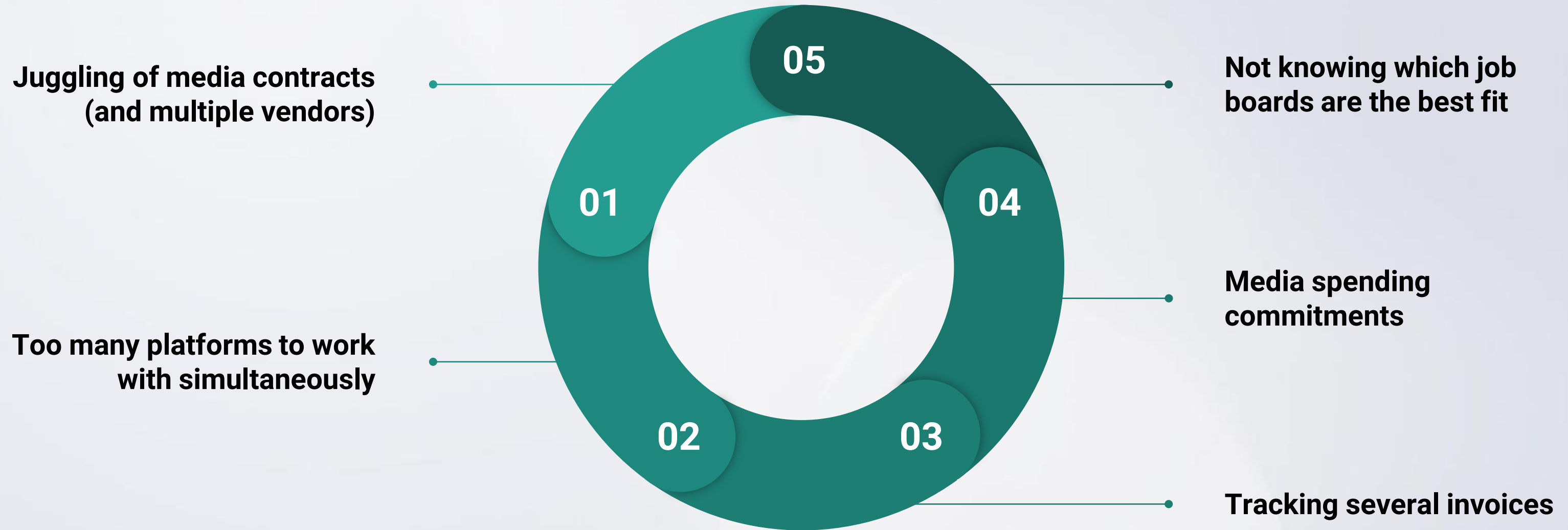
A variety between everyone's favorite and niche job boards, along with social media channels.

The screenshot displays the Jobtrain platform interface. At the top, there is a navigation bar with links for HOME, JOBS, TALENT POOLS, SEARCH, and REPORTS. A shopping basket icon shows 1 item with a total cost of £ 430.80 (inc. VAT). On the left, a 'Filters' sidebar includes fields for Product Name, Job Title (set to 'Care Worker'), Job Function, Region (set to 'London'), Industries (set to 'Please Select'), Advert duration from, and Advert duration to. The main content area shows '6 recommended products returned'. Each product card includes a 'Recommended' badge, a product title, duration, cost, a logo, a type, and a description. The products shown are:

- Job Board Bundle - Professional UK (43% discount) - LinkedIn, CV Library,...** (30 Days, Cost: £ 457.00 GBP + VAT)
- Job Board Bundle - UK (11% discount) - Reed, LinkedIn** (30 Days, Cost: £ 488.00 GBP + VAT)
- The British Institute of Radiology - Job Posting** (30 Days, Cost: £ 409.00 GBP + VAT)
- Jobrapido - Healthcare Job Posting** (30 Days, Cost: £ 219.00 GBP + VAT)
- LinkedIn - Job Posting** (28 Days, Cost: £ 289.00 GBP + VAT)
- Candarine - Premium Job Posting** (30 Days, Cost: £ 359.00 GBP + VAT)

At the bottom of the page, it indicates '84 products returned'.

# Challenges that are solved by the job board market place



# Demo Time

# Exclusive sneak-peak of the new UI

Please click 'Save' to complete the job creation process.

Job Status Candidate Source Post to Job Boards Post to reed.co.uk Post to Totaljobs Post to NHS Jobs

Job Status: Live  x Private Job:  Advert Live:

Enable Advert	Portal	Advert Live Date	Duration	Close Date	Enable Job alerts	Status
<input checked="" type="checkbox"/>	Internal	20-01-2028			<input type="checkbox"/>	
<input checked="" type="checkbox"/>	External	19-01-2023	Please Select	10-02-2028	<input type="checkbox"/>	
<input checked="" type="checkbox"/>	Agency	19-01-2023				

Job Board Marketplace  Manage Advertising Job Board Marketplace - post to over 5000 job boards, no contract needed.

Social Media - Select which social media sites you want to share the job to.

in X f

# Exclusive sneak-peak of the new UI

HOME
JOBS
TALENT POOLS
SEARCH
REPORTS

Basket: 0 items
Total: £ 0
View Basket
Back

**Filters**

Product Name

Job Title  
 ✕

Job Function  
 🔍

Region  
 ✕

Industries  
 🔍

Advert duration from:


Advert duration to:

6 recommended products returned

**Job Board Bundle - Professional UK (43% discount) - LinkedIn, CV Library, Reed, Adzuna**

30 Days Cost: £ 457.00 GBP + VAT

Recommended



**Type:** Product\_bundle


Buy LinkedIn, CV Library, Reed.Co.Uk, And Adzuna With A 43% Discount. Finding The Right Talent Is The Cornerstone Of Every Successful Business. The United Kingdom - Professional Bundle Is Designed To Maximize Your Recruitment Efforts, Allowing Yo...

Add to basket

**Job Board Bundle - UK (11% discount) - Reed, LinkedIn**

30 Days Cost: £ 488.00 GBP + VAT

Recommended



**Type:** Product\_bundle


Buy Reed And LinkedIn With An 11% Discount. Finding The Right Talent Is The Cornerstone Of Every Successful Business. The UK Bundle Is Designed To Maximize Your Recruitment Efforts, Allowing You To Discover Top-Tier Candidates While Savin...

Add to basket

**OnlyMarketingJobs.com - Premium**

40 Days Cost: £ 399.00 GBP + VAT

Recommended



**Type:** Job Board


Only Marketing Jobs Is A Niche Job Board For Professionals Working In E-Commerce, Communications And Marketing In The United Kingdom. This Product Contains A Premium Job On The Website Including A Company Logo. These Jobs Are...

Add to basket

**Simply Marketing Jobs - Job ad with "sponsored job" add on**

28 Days Cost: £ 479.00 GBP + VAT

Recommended



**Type:** Job Board


Simply Marketing Jobs Is A Niche Job Board For Professionals Working In Marketing In The United Kingdom. This Product Contains A Featured Job Posting On The Website With And "Sponsored Job" Add On.

Add to basket

**LinkedIn - Job Posting**

28 Days Cost: £ 289.00 GBP + VAT

Recommended



**Type:** Social Media


Tap Into A Network Of Over 900 Million Professionals With This Top-Ranked Job Board And Social Networking Site. Candidates Will See Your Vacancy In: • Their Homepage News Feed • Mobile, In The LinkedIn.Com And LinkedIn Job Search Apps...

Add to basket

**Candarine - Premium Job Posting**

30 Days Cost: £ 359.00 GBP + VAT

Recommended

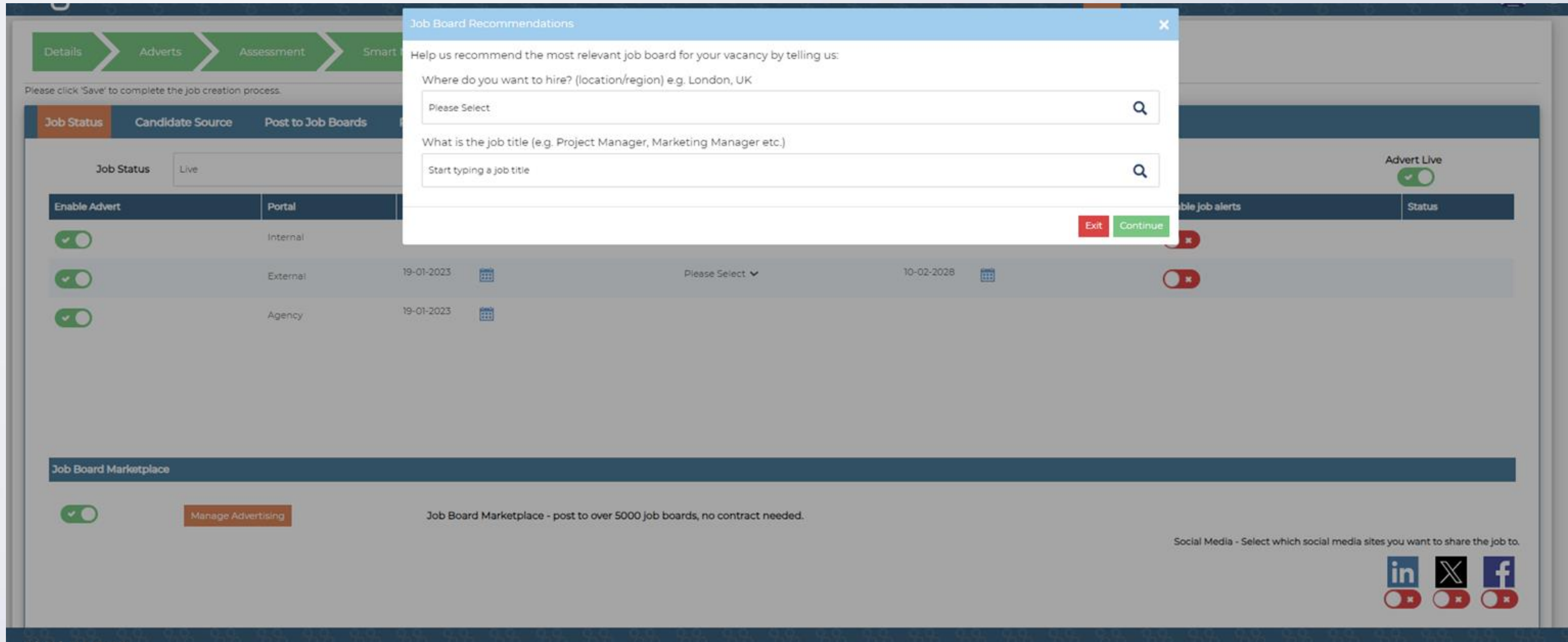


**Type:** Social Media

Candarine Is An International Social Tool For Reaching Specific Target Groups. This Product Consists Of A Vacancy Advertisement That Is Highlighted In 20 Targeted Social Media Channels Including Niche Social Networks, Online Journals, Forums...

Add to basket

# Exclusive sneak-peak of the new UI



The time has come to **NOT** put all your eggs in one (job board) basket.

# Think beyond job boards!

Did you know you can advertise your jobs on Spotify, Business Insider and Tinder?

**Search**

**Generic  
Job Boards**

**Niche  
Channels**

**Display**

**Social  
Media**

**Communities**

**Apps**

# A combo of **3 channels** (at least!) will bring you far!

**1 job board**

to be where loads of talent  
is present

+

**1 niche site**

to reach the specific type of  
audience you are after

+

**1 social media channel**

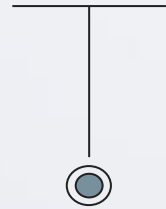
far-reaching  
and low-cost

*Your next great hire!*



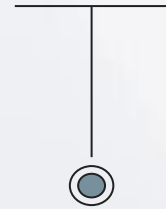
# Job board hacks to increase relevance with job content

## Job titles



Chief Happiness  
Officer

## Job postings



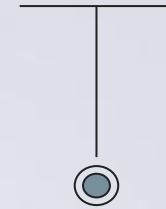
Diversity, flexibility,  
equity & inclusion

## Location



The right details!  
Ex: State, province, etc.

## Salary




Transparency  
is a 'trust builder'

# Attractive discounts on job boards

30 days
\$996.00

**14% OFF**



Product Bundle  
**Job Board Bundle – Healthcare UK (14% discount) – JobMedic.co.uk, CV Library, Totaljobs, Jobrapido**  
<http://www.vonq.com>

Buy JobMedic.co.uk, CV Library, Totaljobs, and Jobrapido with a 14% discount. Finding the right talent is the cornerstone of every successful business. The Healthcare Bundle is designed to maximize your recruitment efforts, allowing you to discover top-tier candidates while saving big! This bundle offers significant cost savings compared to purchasing individual job board listings.

**PROCESSING TIME**  
 ⌚ 3 working days


**LOCATIONS**  
United Kingdom

**DURATION**  
30 days

---

30 days
\$1,286.00

**20% OFF**



Product Bundle  
**Job Board Bundle – IT UK (20% discount) – DevITjobs | UK, Technojobs, CW Jobs, EuroTechjobs**  
<http://www.vonq.com>

Buy DevITjobs | UK, IT Job Pro | United Kingdom, CW Jobs, and EuroTechjobs with a 20% discount. Finding the right talent is the cornerstone of every successful business. The IT Bundle UK is designed to maximize your recruitment efforts, allowing you to discover top-tier candidates while saving big! This bundle offers significant cost savings compared to purchasing individual job board listings. The IT Bundle UK includes the following premium job boards: • DevITjobs | UK – Basic Job Posting • IT Job Pro | United Kingdom – Standard Job Posting • CW Jobs – Job Posting • EuroTechjobs – Standard Job Ad


**PROCESSING TIME**  
 ⌚ 3 working days

**LOCATIONS**  
United Kingdom

**DURATION**  
30 days

30 days
\$646.00

**41% OFF**



Product Bundle  
**Job Board Bundle – Standard UK (41% discount) – CV Library, Monster, Adzuna, Talent.com**  
<http://www.vonq.com>

Buy Talent.com, CV Library, Monster, and Adzuna with a 41% discount. Finding the right talent is the cornerstone of every successful business. The Standard UK Bundle is designed to maximize your recruitment efforts, allowing you to discover top-tier candidates while saving big! This bundle offers significant cost savings compared to purchasing individual job board listings. The Standard UK Bundle includes the following premium job boards in the United Kingdom: • CV Library – Single Job Posting • Monster – Basic Job Posting • Adzuna – CPC Job Posting • Talent.com – Premium Performance Job Ad

**PROCESSING TIME**  
 ⌚ 3 working days


**LOCATIONS**  
United Kingdom

**DURATION**  
30 days

---

30 days
\$646.00

**43% OFF**



Product Bundle  
**Job Board Bundle – Professional UK (43% discount) – LinkedIn, CV Library, Reed, Adzuna**  
<http://www.vonq.com>

Buy LinkedIn, CV Library, Reed.co.uk, and Adzuna with a 43% discount. Finding the right talent is the cornerstone of every successful business. The United Kingdom – Professional Bundle is designed to maximize your recruitment efforts, allowing you to discover top-tier candidates while saving big! This bundle offers significant cost savings compared to purchasing individual job board listings. The United Kingdom – Professional Bundle includes the following premium job boards in the United Kingdom: • LinkedIn – Job Posting 28 days • CV Library – Single Job Posting • Reed.co.uk – Featured Job • Adzuna – CPC Job Posting NOTE: For your vacancy to be published on LinkedIn, your company needs to have a company LinkedIn account/page.

**PROCESSING TIME**  
 ⌚ 3 working days

**LOCATIONS**  
United Kingdom


**DURATION**  
30 days

# Free LinkedIn Campaign

📅 10 days 💰 \$199.00

## LinkedIn

---

**SOCIAL MEDIA**  
LinkedIn - Job Posting - Light  
<https://www.linkedin.com> 

**ADD TO CAMPAIGN**

[MORE INFORMATION](#)

## How to get a free LinkedIn campaign

- Choose a vacancy you want to advertise
- Purchase the LinkedIn - Job Posting - Light
- Inform your Customer Success Manager of the purchase
- Get a refund!
- Limited time offer until 6<sup>th</sup> July 2024



# Thank you for listening!



**Joren de Koning**

VP Platform  
Partnerships



**Maciej Wolski**

Director Platform  
Partnerships