



Jobs2web Introduces Talent Community Marketing for Targeted Candidate Communications

- Email Marketing Solution Allows Recruiters to Nurture Candidate Relationships Directly from Jobs2web Recruiting Dashboard™ -

MINNEAPOLIS, Minn. (Oct. 3, 2011) -- [Jobs2web](#), the leading provider of interactive recruiting solutions, today announced the release of its [Talent Community Marketing](#) upgrade, an integrated email marketing module that allows recruiters to send highly customized emails to Talent Community members with better tracking and without the added time and expense of third-party software applications and services.

Talent Community Marketing integrates with Jobs2web's Recruitment Marketing Platform (RMP), allowing recruiters to create, customize and send emails to candidates directly from [Recruiting Dashboard](#). Providing organizations with the means to build, nurture and monitor relationships with active and passive candidates, the mass email engine helps companies lower costs associated with recruiting and hire better candidates by leveraging their private Talent Communities.

"Companies can increase quality and decrease the time-to-fill key positions by capturing data on passive candidates, matching those individuals to open positions within their organization, and communicating those opportunities with them. In the past, it's been difficult to proactively manage how those candidates are nurtured," commented Ken Holec, CEO, Jobs2web. "We're very excited to release the Talent Community Marketing upgrade with easy to use email tools, direct integration to the Talent Community and campaign tracking capabilities. Companies will be able to more effectively mine their Talent Communities for top talent with a simple centralized solution."

Offering a strategic approach to nurture candidate relationships, Talent Community Marketing users can create an unlimited number of emails for an unlimited number of Talent Community members and leverage existing Recruiting Dashboard segmentation features to build email lists. With opt-out and bounced e-mail management features that dynamically remove those individuals from future emails, lists can be easily updated and managed. User-friendly self-service email design allows recruiters to easily create graphic-rich communications and email templates. Monitoring features provide users with detailed insight – including open, view and click data – and track activity both by campaign and to each Talent Community member's profile.

Job2web's recruiting experts are available to share additional details at the [14th Annual HR Technology Conference & Expo](#) in Las Vegas, Nev. on Monday, Oct. 3 and Tuesday, Oct. 4. Attendees are encouraged to visit Booth No. 957 where they have to opportunity to view a live demonstration of the Talent Community Marketing module and learn more about Jobs2web's recruiting solutions.

About Jobs2web

Jobs2web helps organizations hire better people, faster and cost effectively. By using Jobs2web's proven Recruit Better[®] system, employers know which online channels provide better return on investment, recruit better talent and deliver better candidate engagement. See how at www.jobs2web.com.

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