

Facebook Social Boost

A special targeting on Facebook
will bring you more views for
your job ad



Facebook Social Boost is a tool for recruiters to add a new, modern and reliable source for displaying job ads. It uses the possibilities of targeted remarketing and Facebook AI with technological solutions of Profesia.sk.

Facebook Social Boost targets active and passive candidates who are evaluated as similar to those, who already applied for your job ad or looked at some. It will increase the number of views for your job ad, and also indirectly raise the number of your applications.



Your job ad on Profesia.sk will be posted on Facebook for 7 days



Detailed targeting at the right candidates



A chance to reach people similar to your former candidates



No worries with setting up the campaign

How does Facebook Social Boost work?

Marketing activity of Profesia.sk

PPC campaign
Direct marketing
Offline activities

Visitors remarketing

Anonymized information about user behavior



Who will see your job ad?

Thanks to the information about user behavior on Profesia.sk and Facebook targeting possibilities, we can target your job ad at relevant candidates, and we will show it to the people, who:

- applied for your job ads in the past
- looked at your company job ads in the past
- searched for a job in a specific field
- searched for a job in a specific location
- are fans of Profesia on Facebook (80 000+ fans)

What do we need from you?

- link to an active job ad on Profesia.sk
- photo or a picture in .JPG or .PNG, size 1 200 x 628 px
- text – suggested length is 90 characters. It must contain the name of your company and job position, besides that there is no limitation for your creativity. If you need, we can prepare the text for your post for you to approve.
- everything else is on us

This is how your Facebook Social Boost will look

**Profesia**
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Staň sa súčasťou produktového tímu najväčšieho job portálu na Slovensku a spoznaj nových inšpiratívnych kolegov a kolegyně :)



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