



Employer branding with XING and kununu<sup>®</sup>  
For companies that want to stand out.



NEXT LEVEL RECRUITING

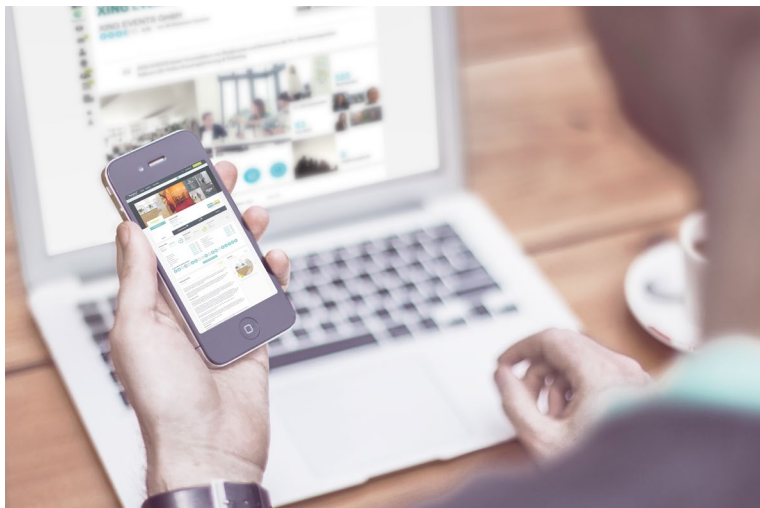
XING<sup>®</sup>

# Next Level Recruiting with XING

XING is the social network for business professionals. Around 14 million members worldwide – 7 million of whom are based in German-speaking countries – use XING to boost their business, job and career. XING is a platform where professionals from all kinds of different industries can meet up, find jobs, colleagues, new assignments, cooperation partners, experts and generate business ideas. Members can meet and exchange views in over 50,000 specialist groups, while also getting together at networking events.

## Recruiting with XING. Find the right employees.

Increase your efficiency and success when acquiring employees. XING offers the perfect tools to do so: contact jobseekers in a more targeted way using the Talent Manager and job advertisements. Present your company as an attractive employer with an Employer Branding Profile on XING and kununu. And find the right service providers and freelancers for your projects.



*‘Today, social media and employer branding are indispensable tools when it comes to active recruiting. XING and kununu offer us a superb platform for getting in touch with interesting candidates. Thanks to our Employer Branding Profile, we now have an excellent way of presenting Jack Wolfskin as an attractive employer to the outside world.’*

**MICHAEL LAMPEN**  
HR recruiting lead  
Jack Wolfskin GmbH & Co. KGaA

## **Employer Branding Profile. Attract top employees and ensure their long-term loyalty.**

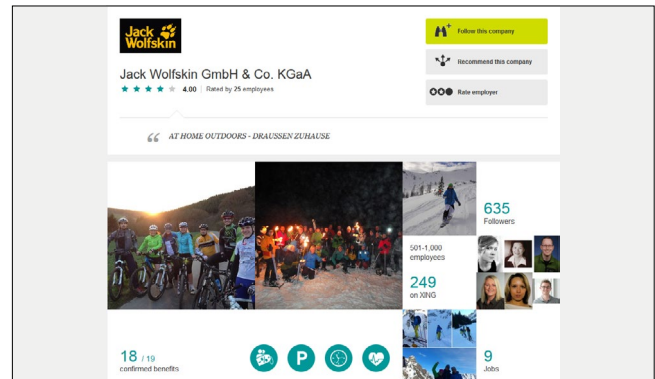
With an Employer Branding Profile, you can actively shape your reputation as an employer and benefit from over 6.5 million monthly visits to kununu, the largest employer review portal in Germany. Use this reach to find the best candidates for your company and ensure the long-term loyalty of good employees.

The authentic employer review environment on kununu also ensures additional trust and credibility for you as a transparent and open employer. Sign up now!

# Overview of XING employer branding

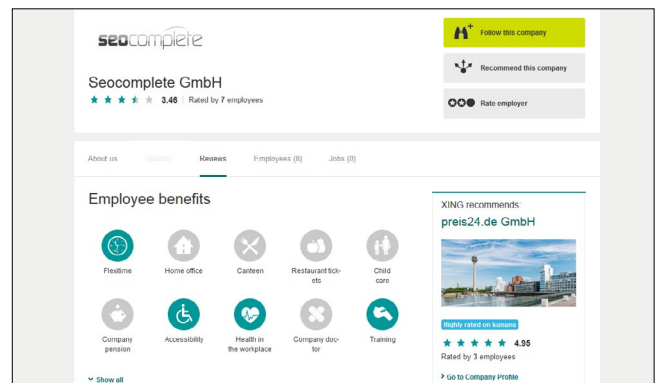
## Perfect company presentation

What makes you stand out as an employer? Modern office space? Flexible working hours? Use photos, videos and presentations to showcase your company in a clear way and provide comprehensive information to all interested parties.



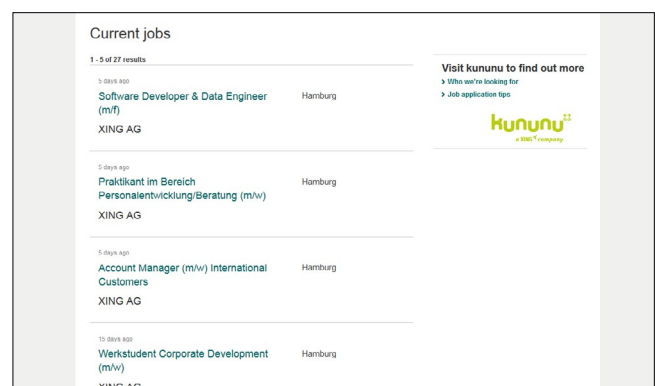
## More reach

We will integrate your company onto the pages of competitors who have not yet set up an Employer Branding Profile. This means you can achieve a higher reach amongst the target group in your industry.



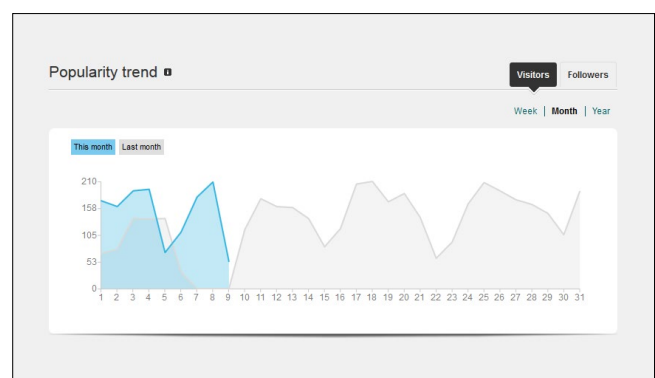
## Acquire and retain good employees

Your job advertisements will benefit from greater visibility: if you post a job on XING, it will appear automatically on your kununu employer profile.



## Be found more easily

Thanks to your Employer Branding Profile on XING and kununu, you can be found even more easily on both platforms - as well as on search engines such as Google, Bing and Yahoo.



# Employer Branding Profile by XING.

## Benefits and pricing:

- › The company platform offers direct access to information, photos, videos and presentations.
- › Authentic employer reviews and services.
- › Contacts and information for applicants.
- › Advertisements for your company on competitors' profiles.
- › Integration of job advertisements on own Employer Branding Profile.
- › Automatically generated and clearly laid out employee list.
- › Reporting and statistics functions.
- › Presentation of company subsidiaries and partners on XING.
- › Publication of company news.
- › Freely specifiable keywords for better searching within XING.
- › One contact person for both platforms (incl. data management service, reporting, advice, etc.)

Number of employees	Price per month
1 - 199	€ 395
200 - 499	€ 495
500 - 999	€ 695
1,000 - 4,999	€ 895
> 5,000	€ 1,095

### Want to find out more?

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