

## **INBOUND-MARKETING**

### **Be found, not just apply**

Unlike «outbound» strategies, where job seekers or salespeople initiate contact, inbound marketing is about being discovered – through search engines or LinkedIn. This shift has reached the job market: while professionals once exclusively scoured job ads and applied proactively, today they aim to attract employers. Companies in turn are seeking ever more specific profiles and use targeted searches to find them. The result: both sides are scouting – and both need to stand out.

### **Visibility is your value**

Professionals who want to be found need a strong digital presence – especially on LinkedIn. Recruiters rely on sourcing and keyword searches. A well-crafted profile improves your chances of being contacted, even if you're not actively job hunting. Inbound marketing isn't passive; it's about strategic visibility. And sometimes, the best opportunities arise when you least expect them.