



Using Candidate Preferences to Amplify Your Recruitment Marketing

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ManpowerGroup Solutions

ManpowerGroup Overview

70 Years of Global Workforce Solutions Expertise

 Revenues of **\$21 billion**

 **87% of revenues generated outside of U.S.**



80 Countries
& Territories



29,000
Employees



2,700
Offices

World-Leading IT Professional resourcing firm
A World-Leading Outplacement Firm
LARGEST GLOBAL VENDOR-NEUTRAL MSP PROVIDER

- Providing meaningful work for 600,000+ people every day
- Connecting millions of job seekers with work every year, globally
- Finding talent for clients from small/medium to Fortune 100 companies

 Most Trusted Brand in the Industry

2019 WORLD'S MOST
ETHICAL
COMPANIES[®]
WWW.ETHISPHERE.COM

FORTUNE
WORLD'S MOST
ADMIRED
COMPANIES[®] 2019

 Strong and Connected Brands



ManpowerGroup[®]



ManpowerGroup
Solutions



Experis[®]
ManpowerGroup



Manpower[®]



Right
Management[®]
ManpowerGroup

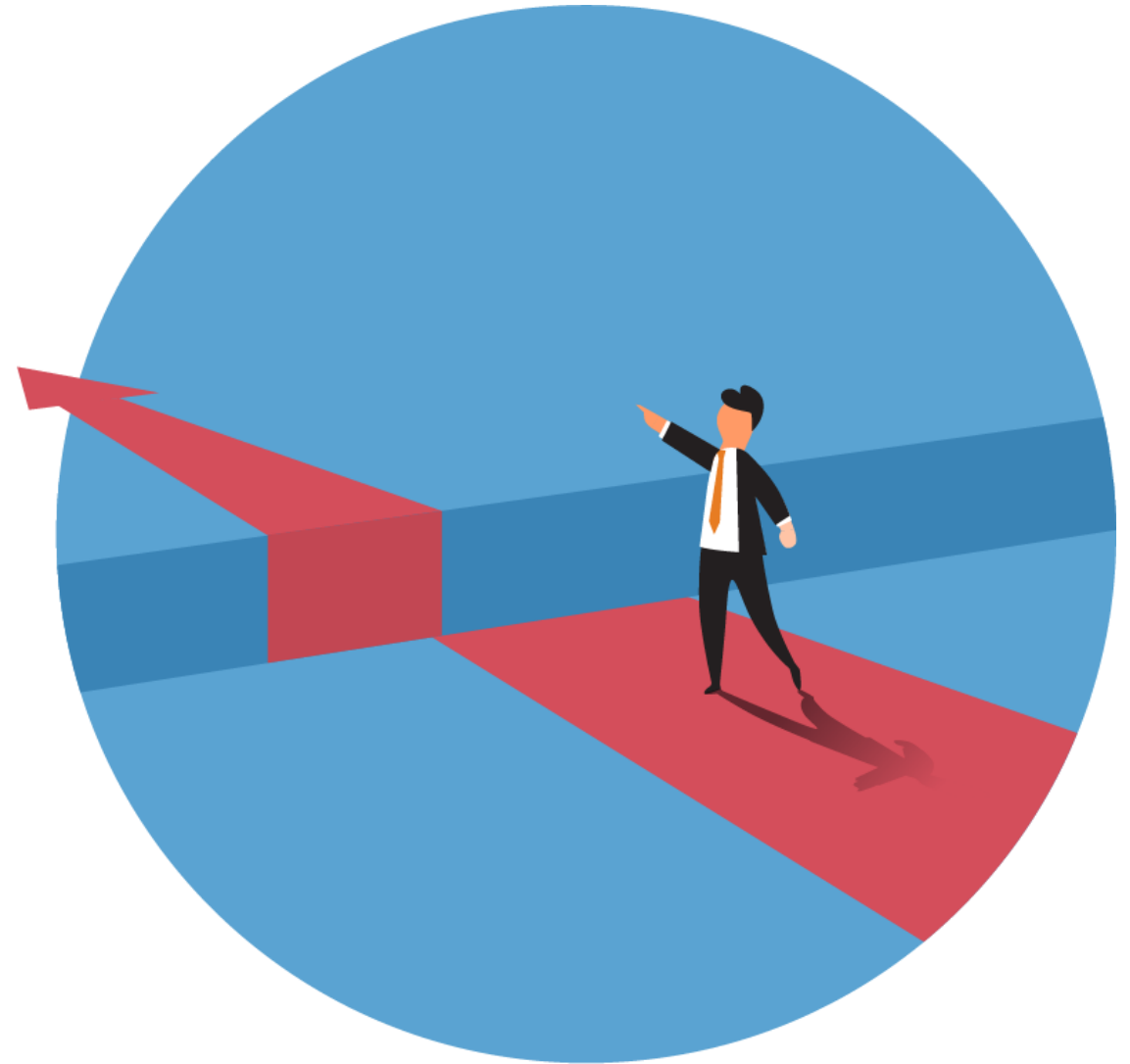
Session Overview – **NEEDS UPDATING**

- ① Acquiring talent in today's market
- ② Most relevant candidate preferences for both the job search and interview process
- ③ Taking an omnichannel approach to building recruitment marketing strategies
- ④ How to improve your current marketing strategies

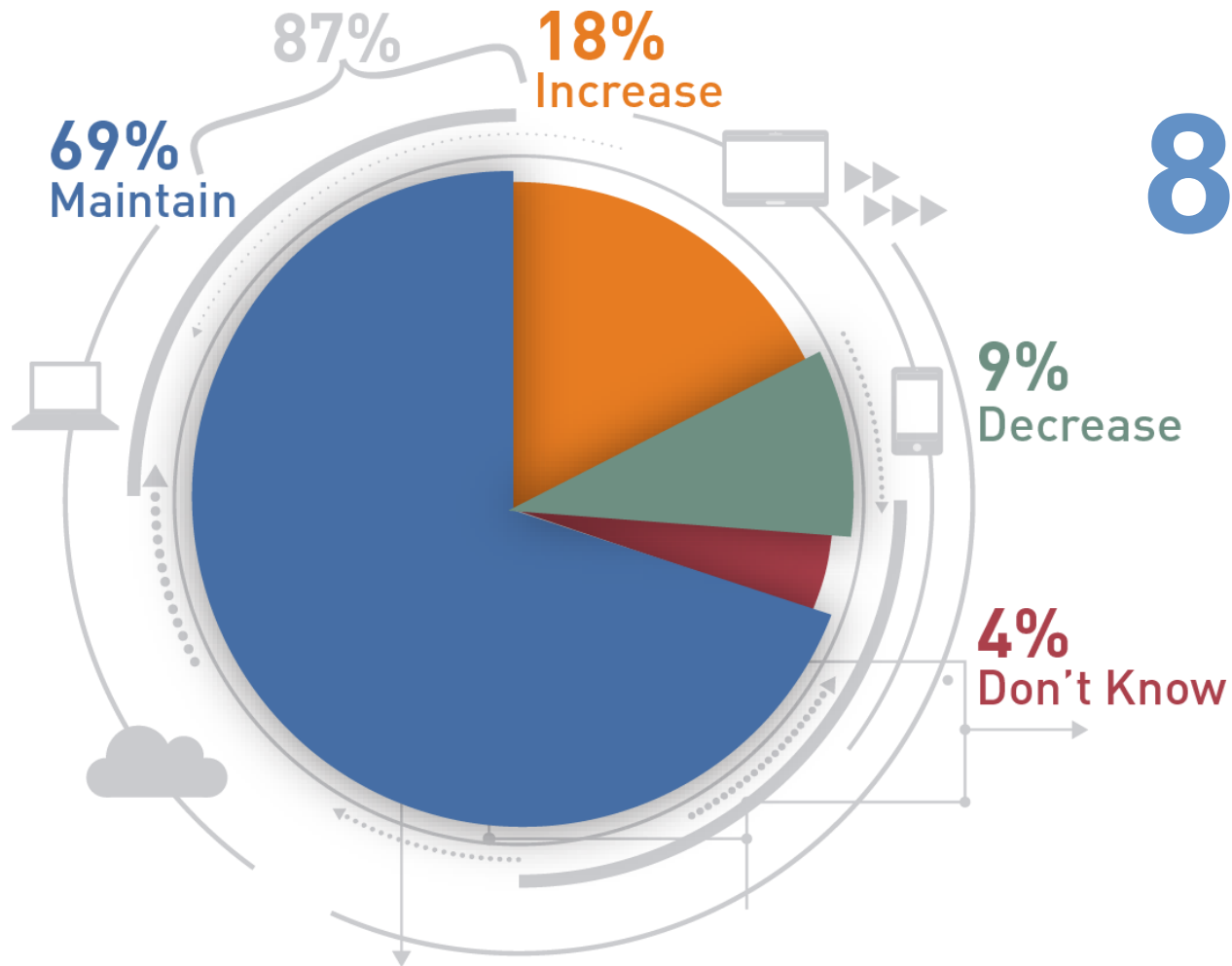


The Talent Shortage is Real

- U.S hiring intentions hit a 13-year high in Q3 of 2019 as unemployment remains low
- The level of total separations, or **Quit Rate**, has risen for 8 consecutive years



The Myth That Automation Will Eliminate Human Jobs



87%

OF COMPANIES ARE PLANNING TO INCREASE OR MAINTAIN HEADCOUNT AS A RESULT OF AUTOMATION

Top Reasons Organizations Are Struggling to Hire New Candidates

Competition from other employers

43%

Candidates do not have the needed work experience

36%

Candidates do not have the right technical skills

35%

Low number of applicants or lack of interest in the organization

33%

Salaries and benefits are not competitive for the market

32%

Candidates do not have the right workplace (soft) skills

30%

How are Organizations Responding?

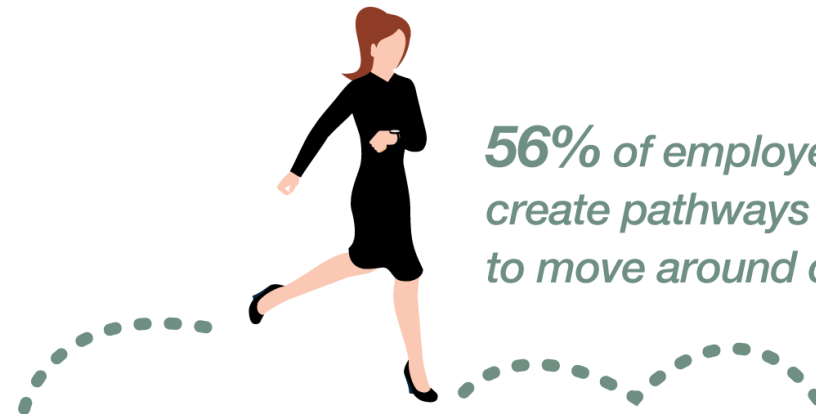


*84% of employers will upskill their current workforce versus **21% in 2011***

*Only **32%** of organizations will use contractors and other forms of alternative work models even though **87%** of workers say they are open to this NextGen work*

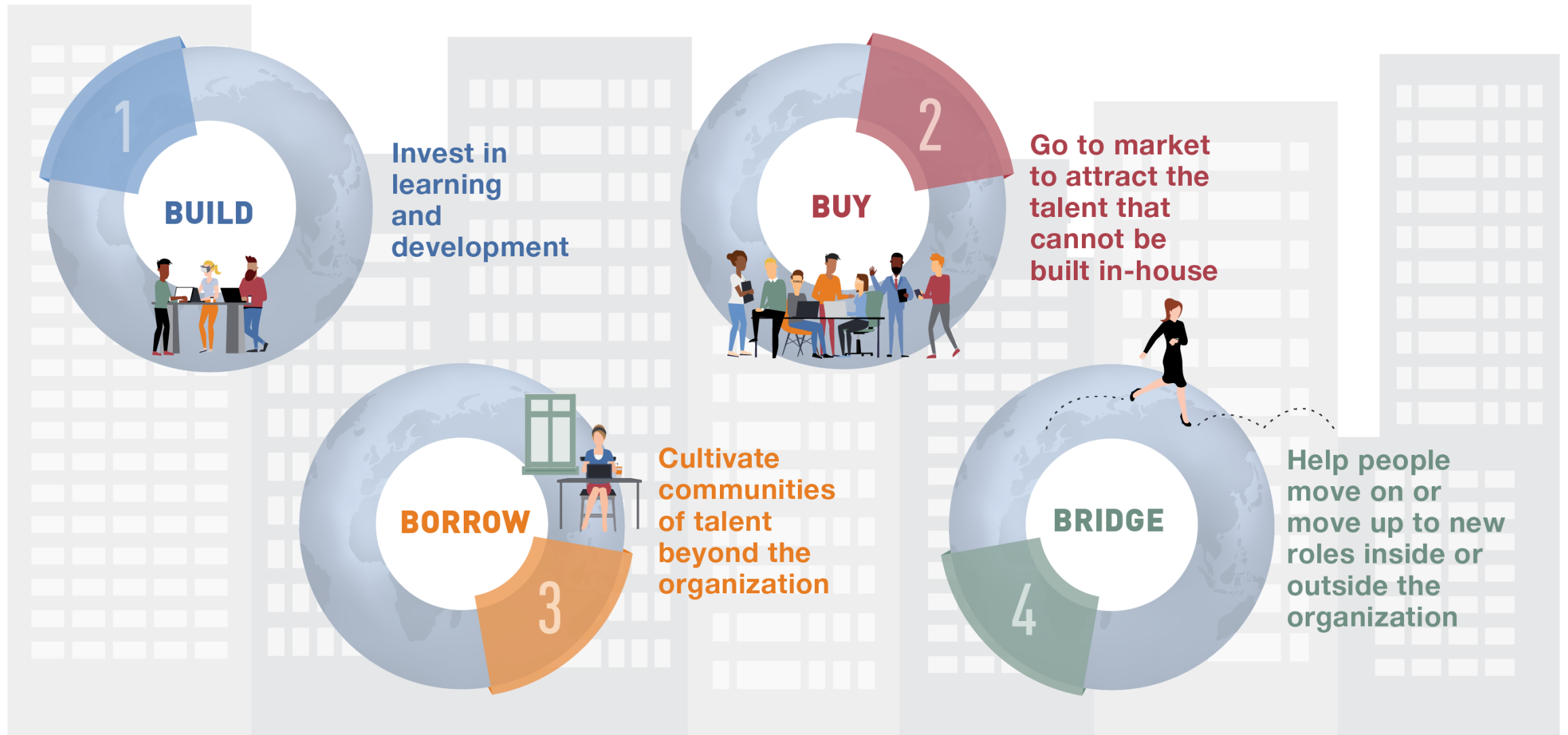


***79%** of employers plan to buy the skills they need, either paying higher market prices or improving compensation for existing staff*

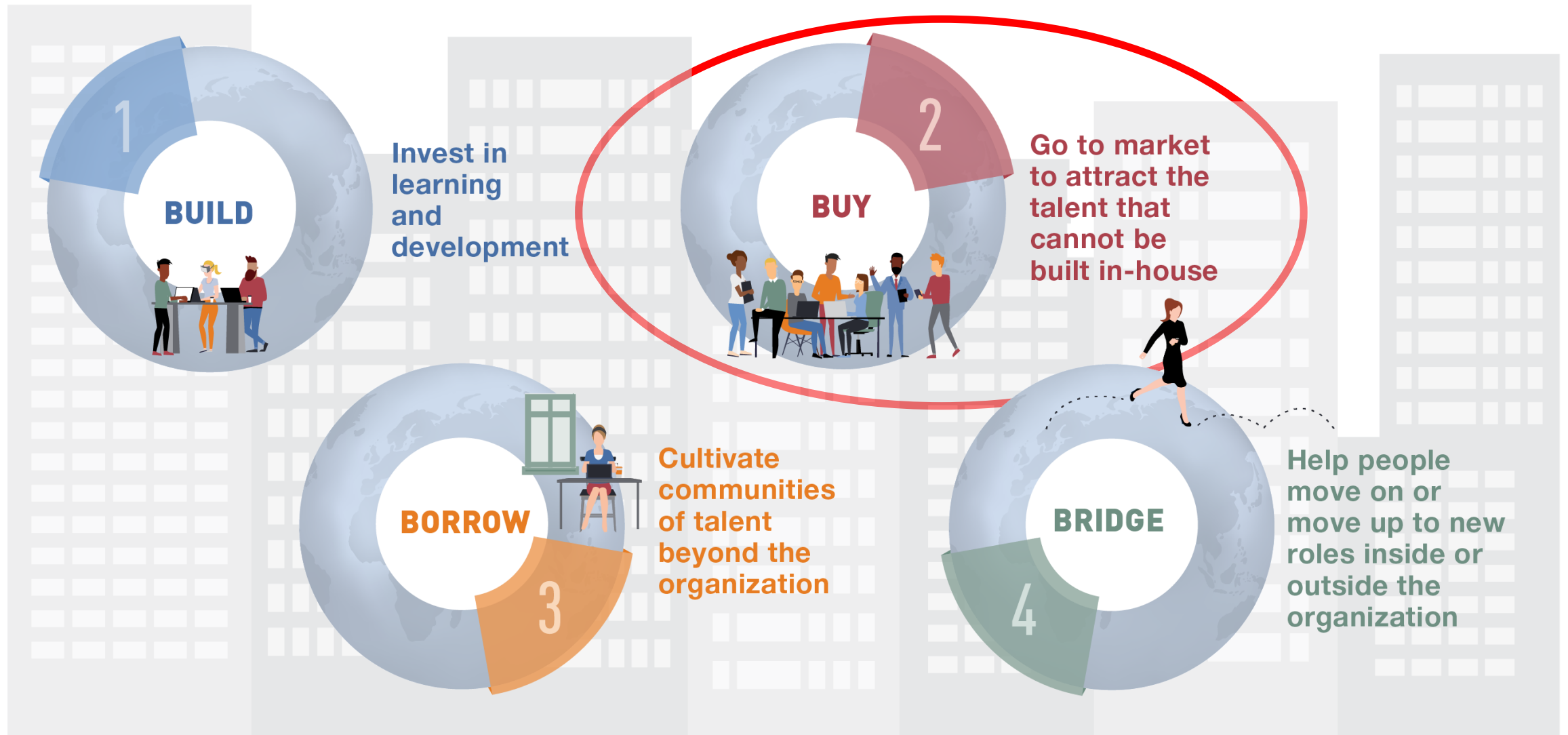


***56%** of employers will create pathways for people to move around or out by 2020*

Strategies to Overcome Talent Shortages in the Future



Strategies to Overcome Talent Shortages in the Future



Why Are Candidate Preferences So Important?

WITH SHRINKING TALENT POOLS, EMPLOYERS MUST TUNE IN TO WHAT MATTERS MOST TO CANDIDATES – THEIR PREFERENCES - IF THEY ARE GOING TO COMPETE FOR THEIR ATTENTION AND LOYALTY.



Global Candidate Preferences Survey



We asked nearly **18,000** candidates in the workforce

across **24** influential employment markets around the globe

ages **18-65** of varying career levels and from different industries

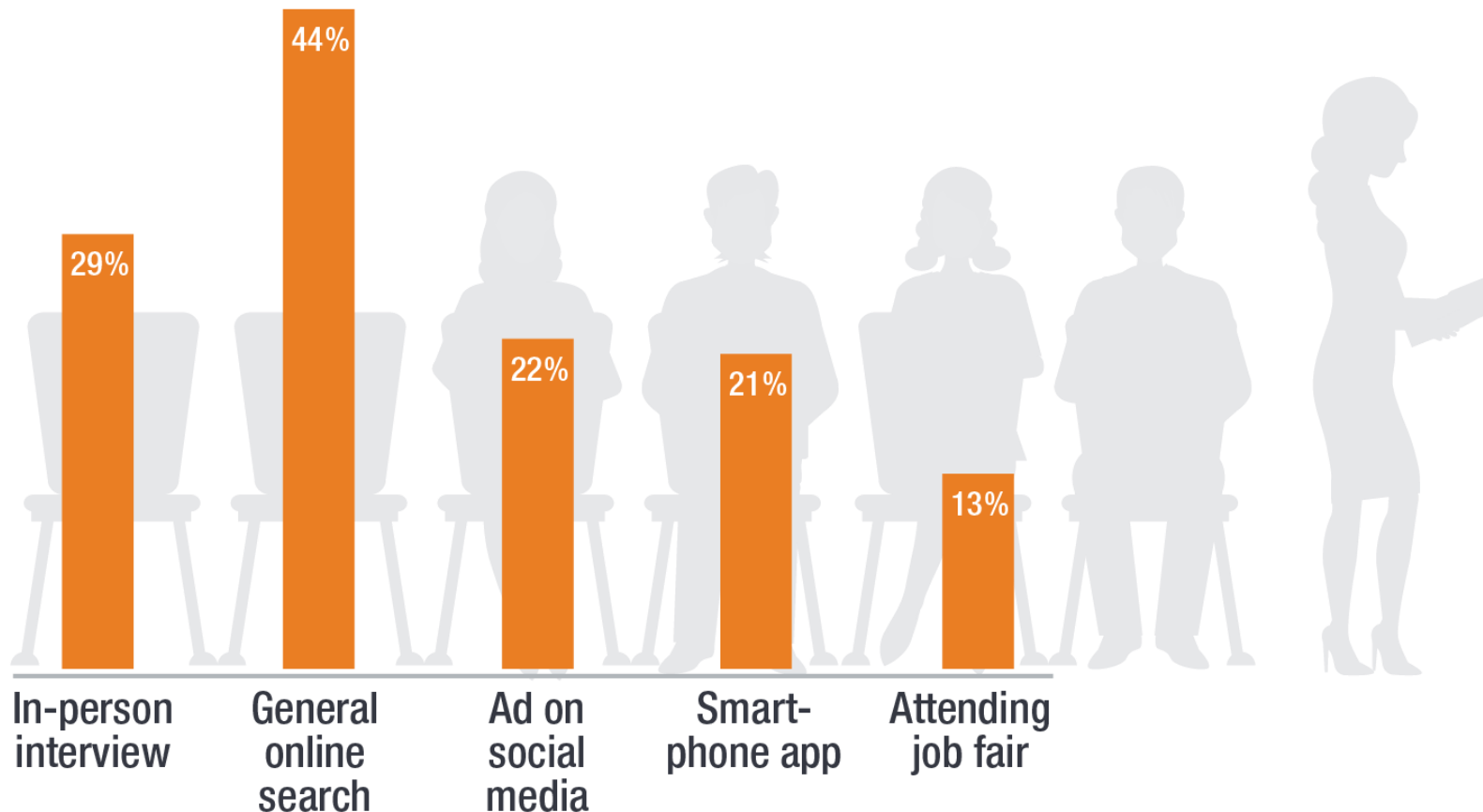
Candidates shared what matters most to them in the job-search process

CANDIDATE: a job seeker currently in the workforce



How Candidates Look for Work

CANDIDATES WERE ASKED WHAT METHODS THEY USED IN THE LAST 6 MONTHS WHEN SEARCHING/APPLYING FOR A JOB



**3 OF THE
TOP 4**

METHODS ARE
ONLINE
OR THROUGH
MOBILE APPS

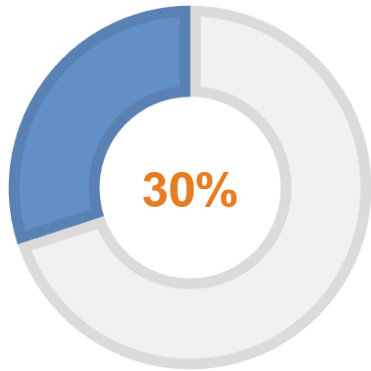
Which Job Search Sites Candidates Are Using

- 1 **indeed**[®]
- 2 **Linked****in**
- 3 **glassdoor**
- 4 **careerbuilder**[®]
- 5  **SimplyHired**

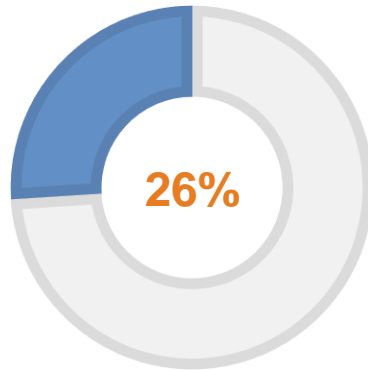


Which Social Media Platforms Candidates Prefer

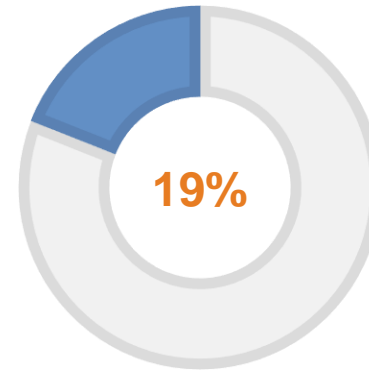
FACEBOOK AND LINKEDIN ARE TOP CHOICES ACROSS ALL GENERATIONS



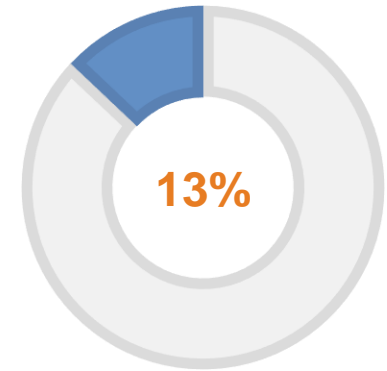
facebook



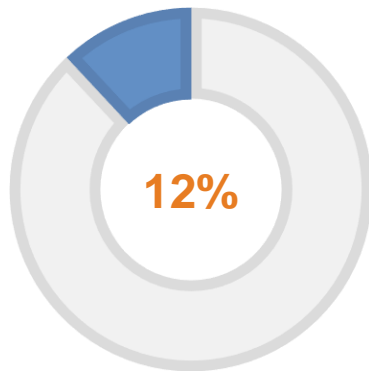
LinkedIn



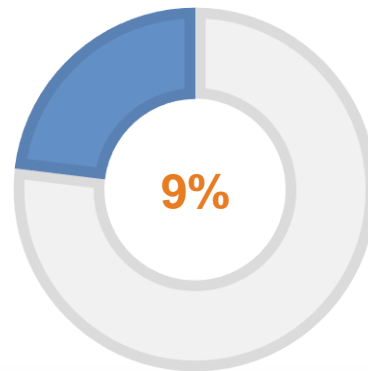
Google+



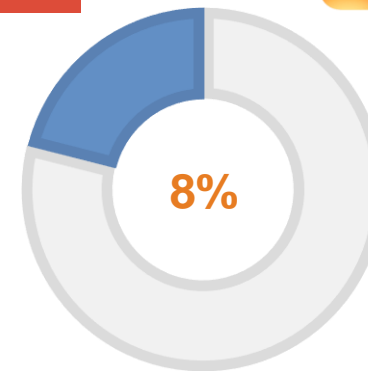
 **Instagram**



twitter 



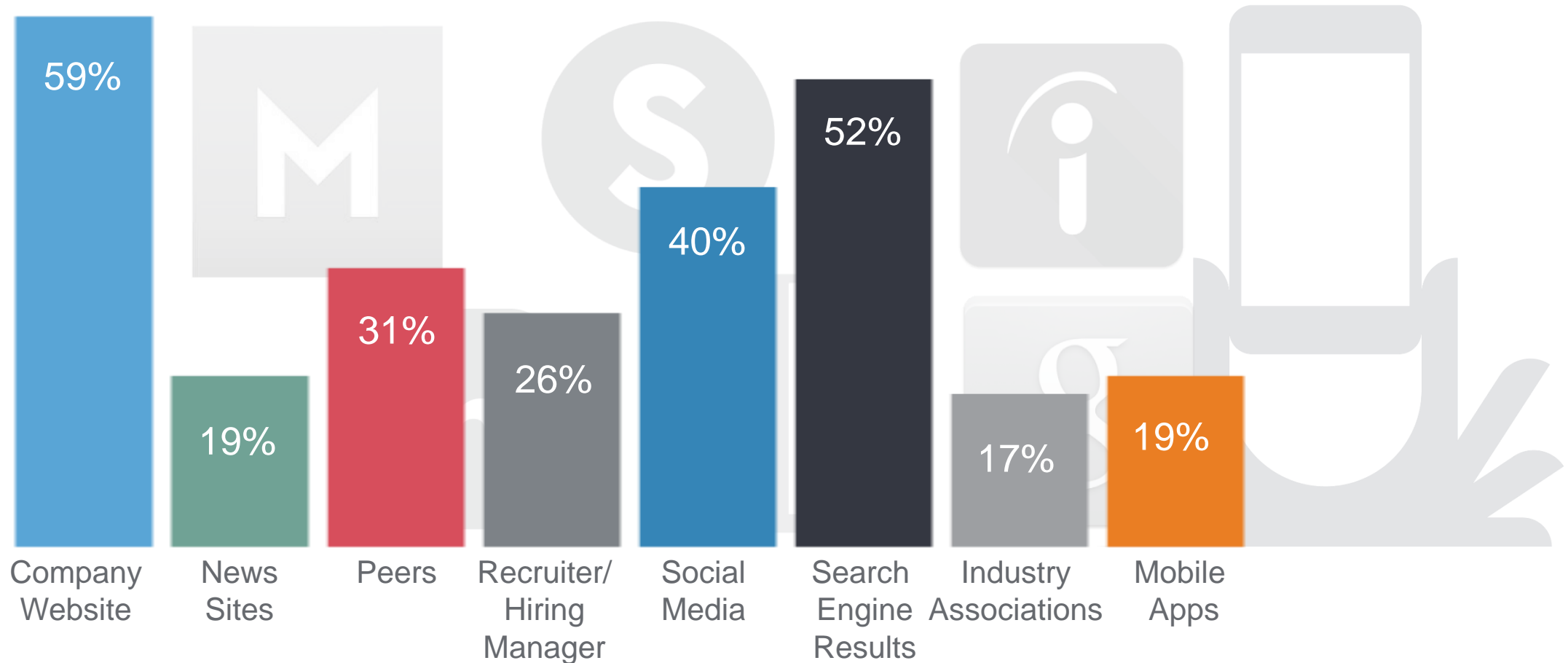
 **SnapChat**



 **Pinterest**

How do Candidates Research Their Potential Employers

COMPANY WEBSITES, SEARCH ENGINES RESULTS
AND SOCIAL MEDIA ARE THE TOP METHODS



Job Seeker Behavior and Habits

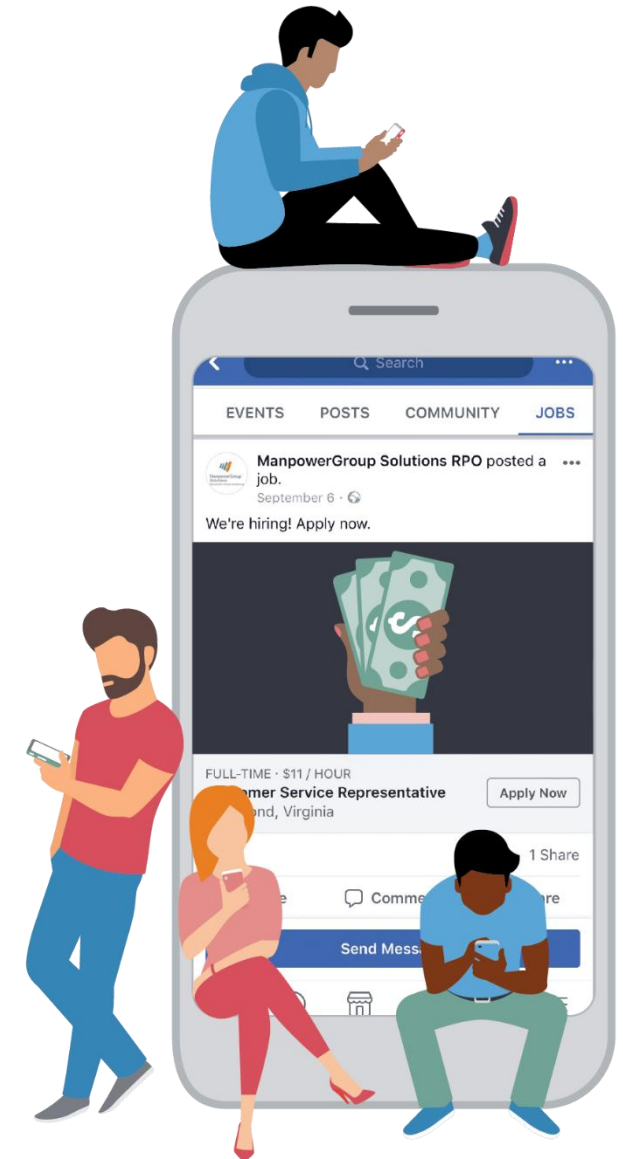
35% of job seekers spend **1-2 hours researching** a company before applying

70% have **searched for jobs** & **40%** have **applied for a job** on their mobile device

69% say the image of the organization they work for **reflects who they are**

57% use social media to learn about employers at least once a month

94% are likely to apply if the employer actively manages their employer brand



Because Candidates Are Not All the Same

YOU NEED A UNIQUE STRATEGY TO FIND, ENGAGE AND ATTRACT THE TALENT YOU NEED



High Volume /
Call Center



Early-Career Talent



Mid-Career Level



Niche / Advanced
Experience



Corporate /
Executive

Find and Attract Talent. Everywhere. Every Day.

THE TOTAL TALENT POOL



Active



Explorer



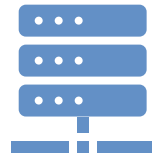
Tip-toers



Passive



Automated and
Programmatic
Job Advertising



Job Board Resume
Databases



Social



Local /
Grassroots



Live and Virtual
Events



Employee
Referrals



Microsites and
Landing Pages



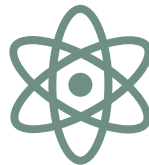
Mobile / Text
Marketing



Digital Marketing



Email
Campaigns



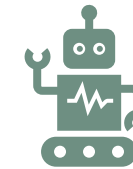
Network
Referrals



Direct Sourcing



Talent Intelligence
and Data Mining



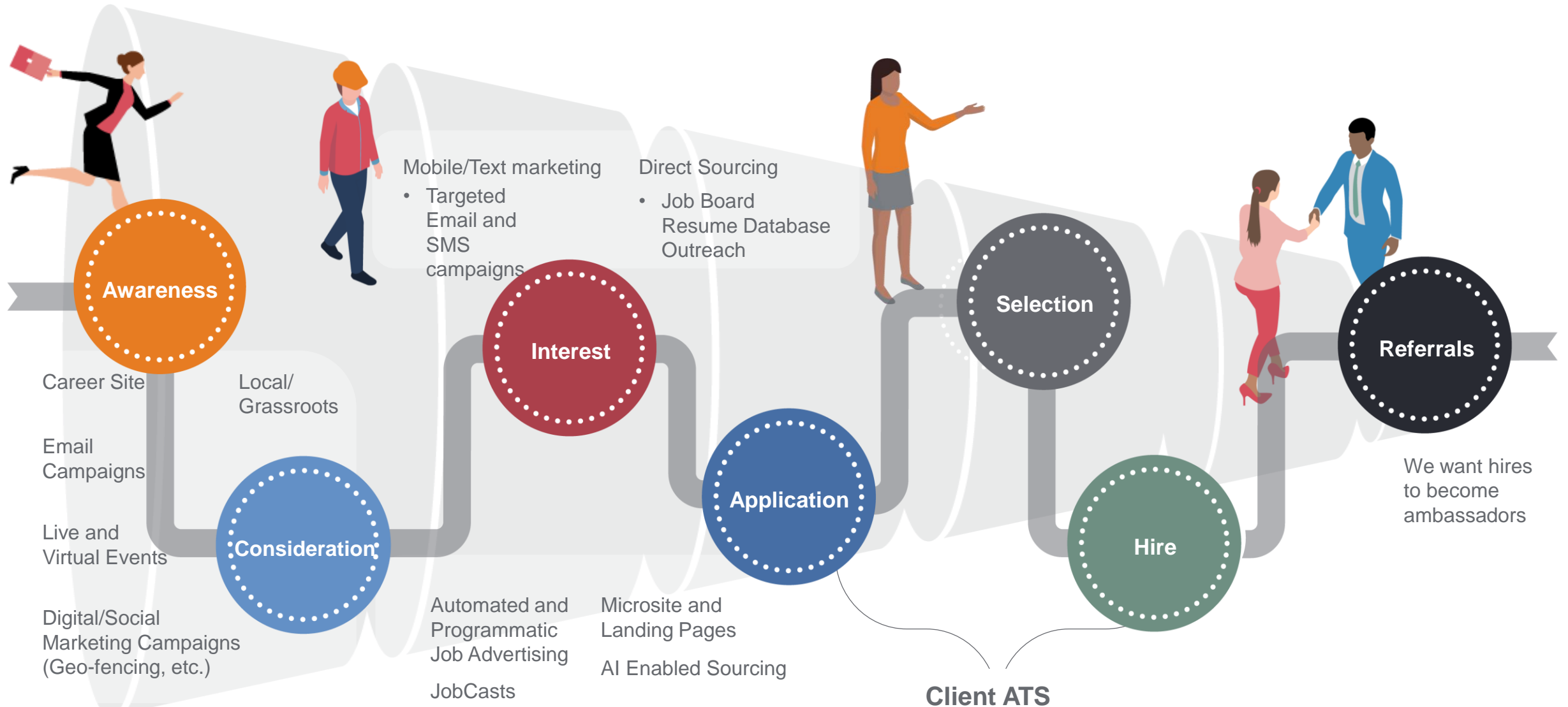
AI-Enabled
Sourcing



Geotargeting

OMNICHANNEL RECRUITMENT MARKETING AND SOURCING STRATEGY

Candidate Recruitment Experience



Then to now – what a candidate engagement strategy looks like



How Your Company Looks to Candidates



Found 10 reviews

2.4

★

★

★

★

★

Rating Trends

33%

Recommend to a Friend

75%

Approve of CEO

Jeff Felton

3 Ratings

Most Recent Reviews

Apr 7, 2019

LogistiCare

"Was briefly in training at the Vegas office."

★

★

★

★

★

Former Employee - Customer Service Representative in Las Vegas, NV

Doesn't Recommend

Positive Outlook

Approves of CEO

I worked at LogistiCare for more than a year

Dec 19, 2018

LogistiCare

"I would not refer to a friend"

★

★

★

★

★

Former Employee - Customer Service Representative in Las Vegas, NV

Doesn't Recommend

Negative Outlook

Disapproves of CEO

I worked at LogistiCare full-time for more than 2 years

LogistiCare Ratings and Trends

Overall

★

★

★

★

★

2.4

Culture & Values

★

★

★

★

★

3.5

Work/Life Balance

★

★

★

★

★

3.1

Senior Management

★

★

★

★

★

3.0

Compensation and Benefits

★

★

★

★

★

3.1

Career Opportunities

★

★

★

★

★

3.8

33%

Recommend to a Friend

75%

CEO Approval

45%

Positive Business Outlook

Overall Trend

Overall Distribution

5 Stars

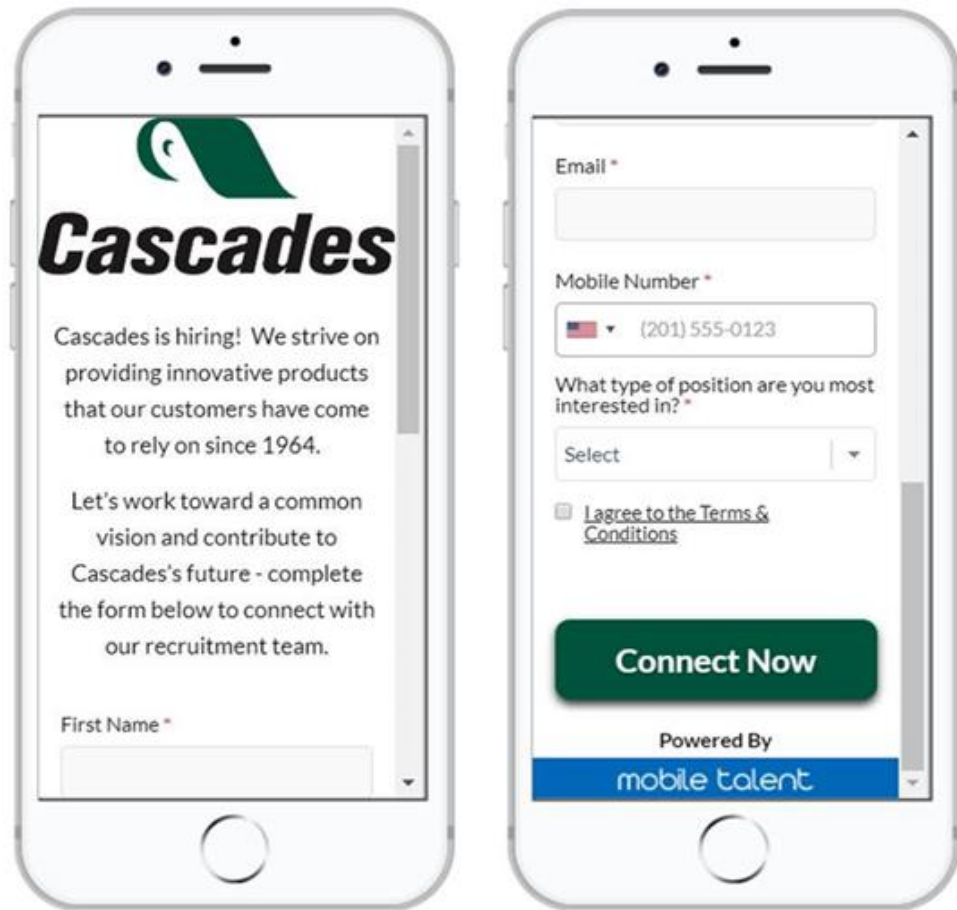
4 Stars

3 Stars

2 Stars

1 Star

Talent is Mobile and So are You



The image shows two white smartphones side-by-side. The left phone displays the Cascades logo at the top, followed by the text: "Cascades is hiring! We strive on providing innovative products that our customers have come to rely on since 1964. Let's work toward a common vision and contribute to Cascades's future - complete the form below to connect with our recruitment team." Below this is a "First Name *" input field. The right phone displays a form with the following fields: "Email *" (input field), "Mobile Number *" (input field with a US flag icon and the number "(201) 555-0123"), "What type of position are you most interested in? *" (dropdown menu with "Select" visible), a checkbox labeled "I agree to the Terms & Conditions", a green "Connect Now" button, and a blue footer bar with "Powered By mobile talent".

Capture potential candidates' interest quickly and easily on their mobile device via SMS/Text

- **Text to Apply Keyword**
- **Geotargeted Marketing Campaign Boosts**

Mobile Recruitment Marketing Engages Passive Candidates

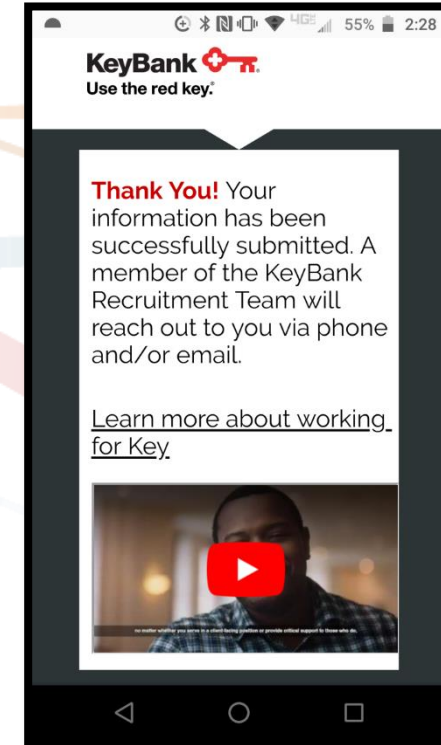
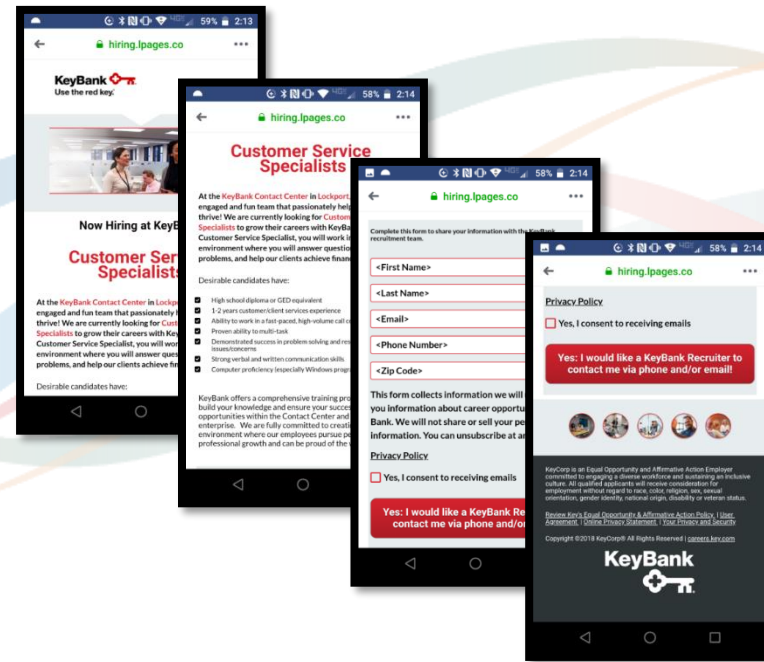
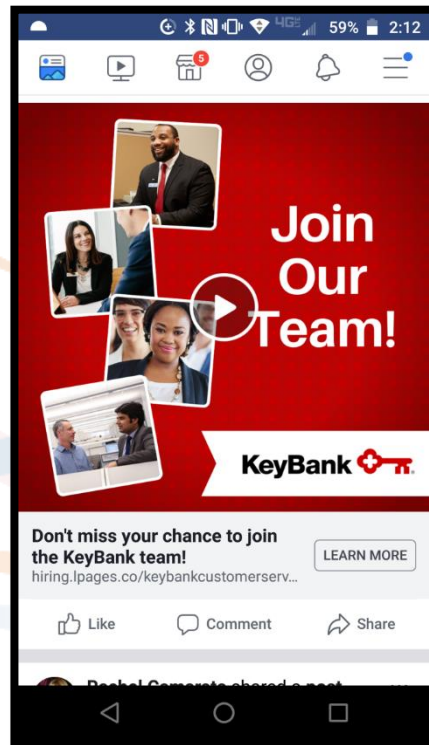
Search for candidates who are on-the-go or using their mobile device and communicate immediately to notify them about available jobs.



Attract Consumer Candidates with Retargeting Ads

CONTINUAL ENGAGEMENT. CUSTOM EXPERIENCE.

Switch out
with client
specific
version



A Programmatic Approach to Attracting Top Talent

AUTOMATE AND OPTIMIZE

Performance-driven Programmatic Advertising reaches talent on job boards and beyond by connecting the right message to the right talent at the right time.



5 STEPS TO IMPROVE RECRUITMENT MARKETING IN YOUR EXISTING STRATEGY:



- 1 Define the problem
- 2 Know your audience
- 3 Diversify channels
- 4 Turn quantity into quality
- 5 Incorporate human interaction

1. Define the Problem

DEFINING THE PROBLEM
IS ESSENTIAL TO MEASURING
THE SOLUTION



2. Know Your Audience

IF YOUR COMPANY WANTS YOUNG,
NEW TALENT, THEN INVEST IN
TECHNOLOGY. BUT IF YOU WANT
EXPERIENCED HIRES, THEN
CONSIDER ALL THE OPTIONS.



3. Diversify Channels

OFTEN THE BEST
TECHNOLOGY STRATEGY
IS TO EMPLOY A VARIETY
OF TOOLS AND SOLUTIONS



4. Turn Quantity into Quality

TECHNOLOGY CAN HELP IDENTIFY QUALIFIED CANDIDATES AND ENSURE WORKPLACE SUCCESS BASED ON THE TRAITS AND QUALIFICATIONS OF CURRENT EMPLOYEES.



5. Incorporate Human Interaction

TECHNOLOGY IS THE CONDUIT,
BUT DELIVERING A PERSONALIZED
AND TAILORED MESSAGE
IS STILL KEY.



Budgeting and Planning Your Recruitment Marketing Investment

Deliverable	Estimated Hours	Media or Technology Expenses	Total Resource Fees and Expenses	Percent of time by deliverable
Programmatic job board advertising	525	\$ 120,000	\$ 154,648	8%
Programmatic digital advertising	525	\$ 120,000	\$ 152,853	8%
Social recruiting	1314	\$ 69,000	\$ 144,008	20%
SEM	328	\$ 18,000	\$ 35,345	5%
Marketing collateral	328	\$ 3,500	\$ 20,845	5%
Media buys	985	\$ 75,000	\$ 132,577	15%
Hiring events (in person)	722	\$ 48,000	\$ 90,422	11%
Virtual career events	197	\$ 5,000	\$ 16,701	3%
Strategy and Analysis	1314	n/a	\$ 90,519	20%
Project governance, additional analysis, and escalation	328	n/a	\$ 31,635	5%
Event management app	n/a	\$ 8,500	\$ 8,500	n/a
TOTALS	6,570	\$458,500	\$ 869,553	100%

Track, Measure, and Optimize through Analytics

METRICS AND ANALYSIS DRIVE
IMPROVEMENT AND STRATEGY
EVOLVEMENT, ENSURING YOUR
GOALS ARE MET.



Key Takeaways for Using Candidate Preferences to Inform Recruitment Marketing

- **Strengthen** your employer brand by highlighting benefits that candidates care about most
- **Focus** on the channels where candidates are looking for jobs
- **Pay Attention** to your consumer-facing content
- **Engage** candidates through interactive content and multi-media platforms



Questions?



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Thank You!



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