

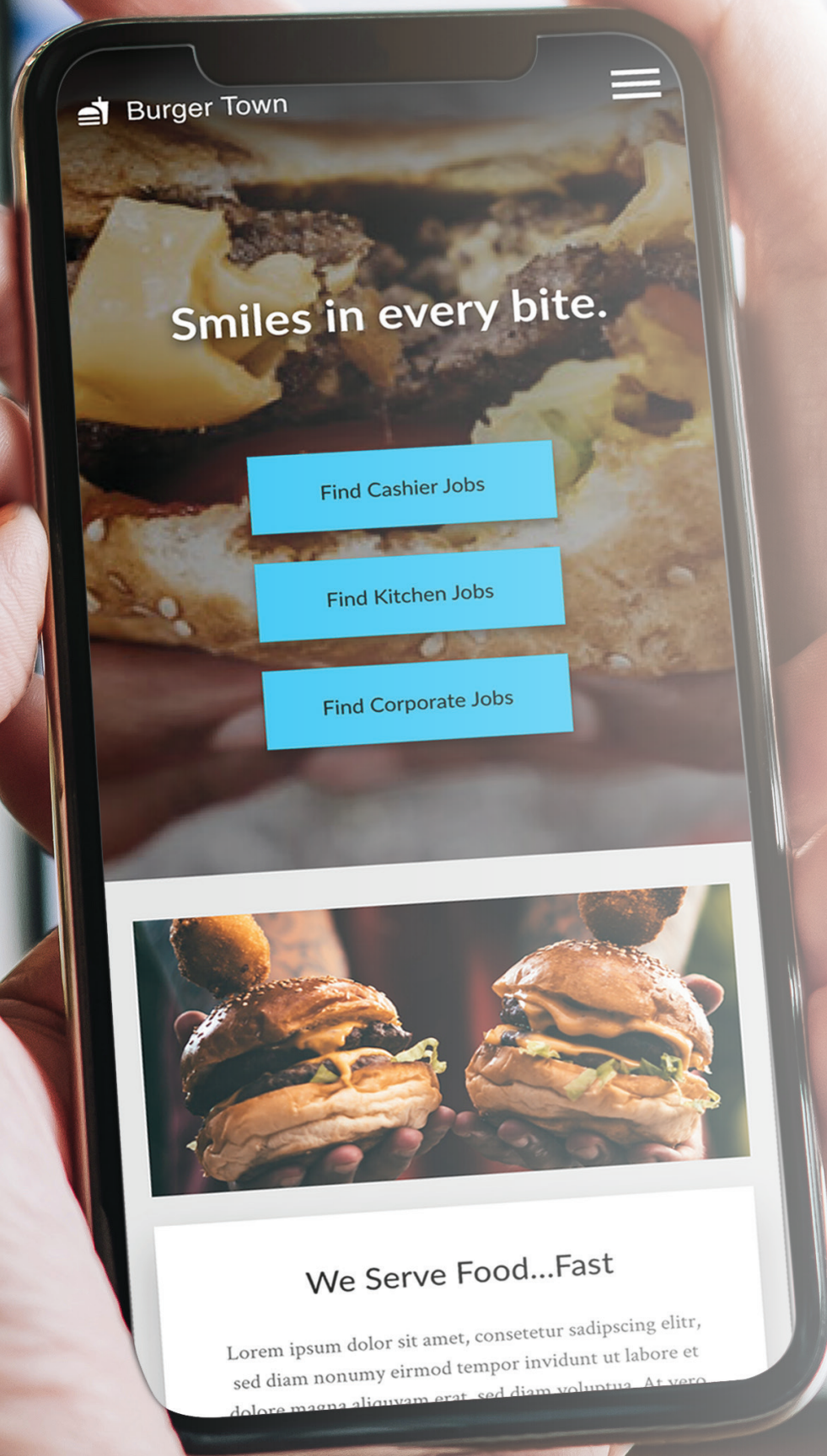


Are You Prepared to Attract Your 2020 Workforce?

Recruitment Marketing Tactics to Snag Modern Job Seekers

Like it or not, today's workplace has changed.

Organizations are recruiting a generation of employees that are digital natives with preferences for job hopping.



First, What's a Digital Native?

And how does it impact your recruitment marketing strategy?

The current generation of employees are digital natives (they did not experience the digital revolution). They were born into an environment where technology was part of their life from the beginning.

As a result, they are more selective about job choices – employers, work environment, vision and purpose of the organization – and more heavily influenced by their job search experiences.¹

61
MILLION

61 million "Gen Z" job seekers are entering the US Workforce - they are connected, informed and ready for business.²

Digital Natives Are Used to Finding Information Easily

If you make the search for a job a challenge, they will move on quickly



65%

65% of college students entering the job market agree that the majority of the search results from job boards that they've used are irrelevant or not a good fit for them.³

TIP: Prioritize your company career site over job boards



70%

More than 70% of candidates abandon career site job searches if their first attempt at finding a relevant job posting yields zero results⁴

TIP: Don't miss these candidates due to poor search experience



Invest to Enhance the Candidate Experience

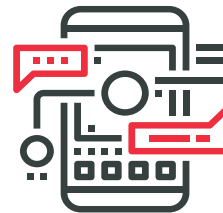
Three steps to test your candidate engagement and the value of your investment:



Prioritize the content and navigation on your career site

Candidate benefit: Better user experience and ability to find jobs

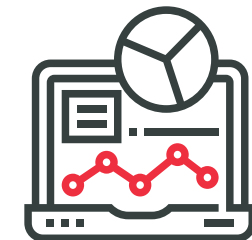
Your benefit: Early engagement that builds candidate relationships



Create a stellar search and application experience, on every device

Candidate benefit: Better engagement with your brand and exploration of job options on the page

Your benefit: Drive more candidates to “best match” job opportunities, quickly



Leverage real-time data

Candidate benefit: Visibility of your progress in the application and hiring cycle

Your benefit: Show end-to-end value and return on your recruitment marketing investments

Today's Candidates Spend A Lot of Time With Online Content



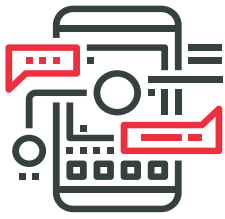
Personalized career sites showcase employer brand content, search results and job descriptions.

Gen Z spends an average of 10.6 hours reading online content each day⁵

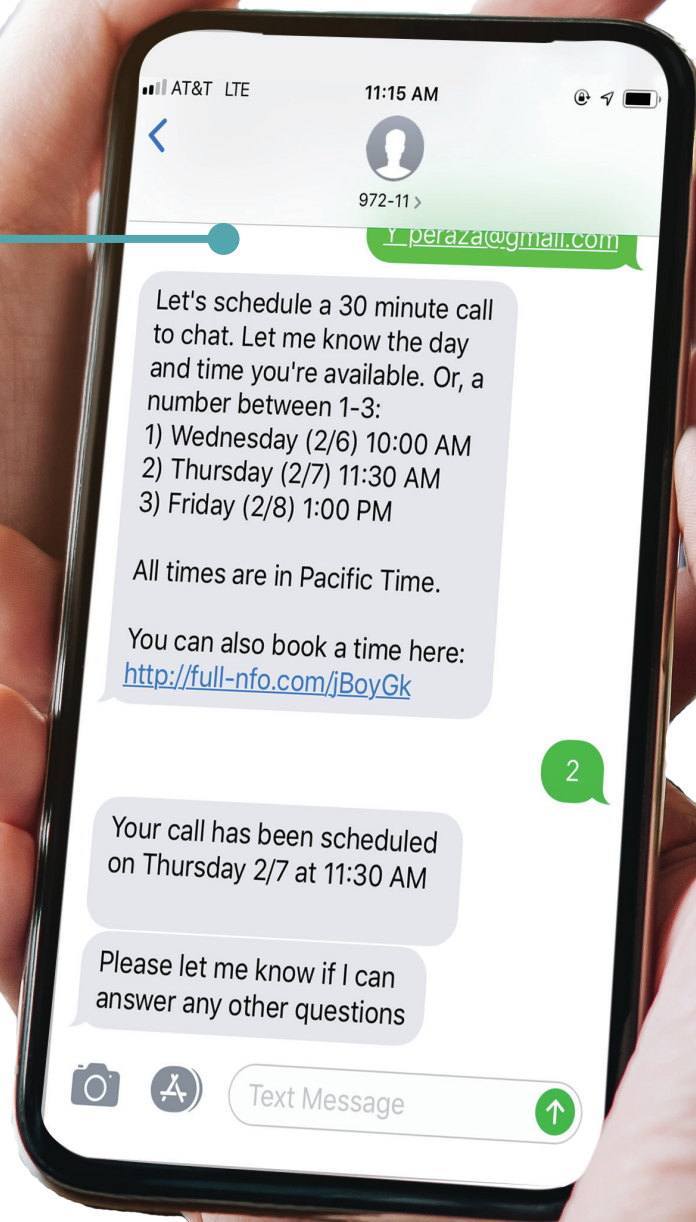
How will you stand out from the clutter?

- Ensure your **career site layout** translates well to mobile devices
- Use **chatbots on career sites** to keep candidates informed
- Make it seamless for candidates to **attach credentials** like portfolios, videos and professional certifications via mobile
- **Befriend the sociability of online content** - Generation Z is socially connected, even with potential employers – use the sociability of online content to get your name out there and have conversations





Text messages prompt a quick response. iCIMS' Text Engagement has helped companies generate response rates over 40% with replies in under 30 minutes.



Continual Candidate Engagement, On Every Device

To promote engagement for today's tech savvy job seeker, make sure you are communicating every step of the way and around the clock.

While this may sound daunting, the good news is, you can **automate each step while keeping your messages personalized and engaging** - with the right tools that work with your current hiring workflow.

Timely and Personal Feedback Keeps Candidates Interested

Leverage tech trends to connect recruiters with candidates

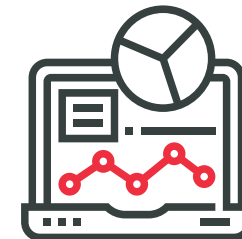
The longer and more complex the application process is, the more candidates expect from a company in return.

Modern job seekers have come to expect:

- Acknowledgement of their application
- Status or process updates
- Recommendations for similar or “next available” roles
- Talent pool invitations



75%



75% of applicants **never hear back** from employers after applying for a job⁶

Modern Retailer Receives a High-Volume of Qualified Applicants

Room & Board promotes its employer brand by incorporating **visuals and video in job postings and email communication templates**, providing potential candidates with richer insights into company culture.

With automated candidate communication, configurable workflows and branded templates, Room & Board:

- **Built a healthy pipeline** of talent candidates
- **Eliminated unnecessary questions** to cut application time in half
- **Achieved 15% employee turnover rate** (industry standard 59%)



Rethink Your 2020 Recruitment Marketing Strategy

Top takeaways to get you started today

Modern candidates on their own terms and create connections that are relationship-based versus transaction-based.



Think like a marketer

Recognize that recruiting is an extension of your brand, and candidates are ultimately your customers – their journey directly impacts brand loyalty.



Walk a mile in candidates' shoes

Go through your company's application process (including on a mobile device) to better understand the challenges your applicants experience and adjust accordingly.

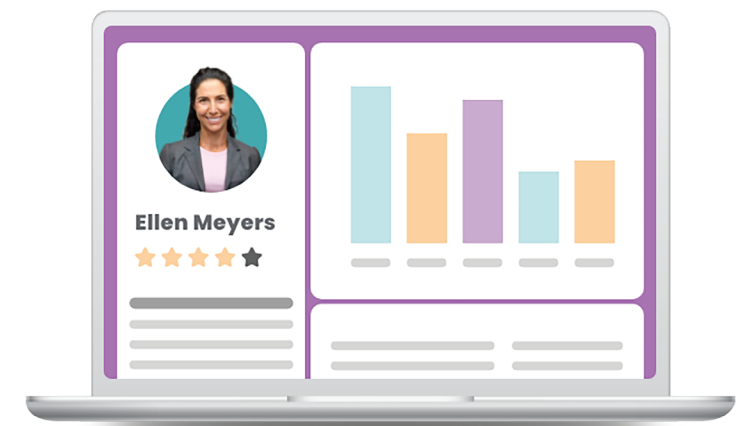


Stay ahead of tech trends

Follow the path set out by marketers to engage customers when it comes to hiring with high-touch and swift-moving processes enabled by technologies like AI, text and chat.



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Talent Powers Transformation

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