

The background image depicts a person in a dark suit and white shirt, with their hand reaching out to interact with a glowing digital interface. The interface is composed of numerous hexagonal icons representing various technologies: a lightbulb, an envelope, a Wi-Fi symbol, a speech bubble, a magnifying glass, a cloud with an up arrow, a camera, a shopping cart, a person silhouette, a house, a gear, a bar chart, a globe, a musical note, a film strip, and a network of nodes. The person's hand is positioned over a large, glowing globe icon. The overall aesthetic is high-tech and futuristic, with a blue and white color palette. The text 'Technology Trends and Opportunities in Staffing' is overlaid on a semi-transparent white rectangular area in the center of the image.

Technology Trends and Opportunities in Staffing



Technology Trends and Opportunities in Staffing

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The Rise of Mobile



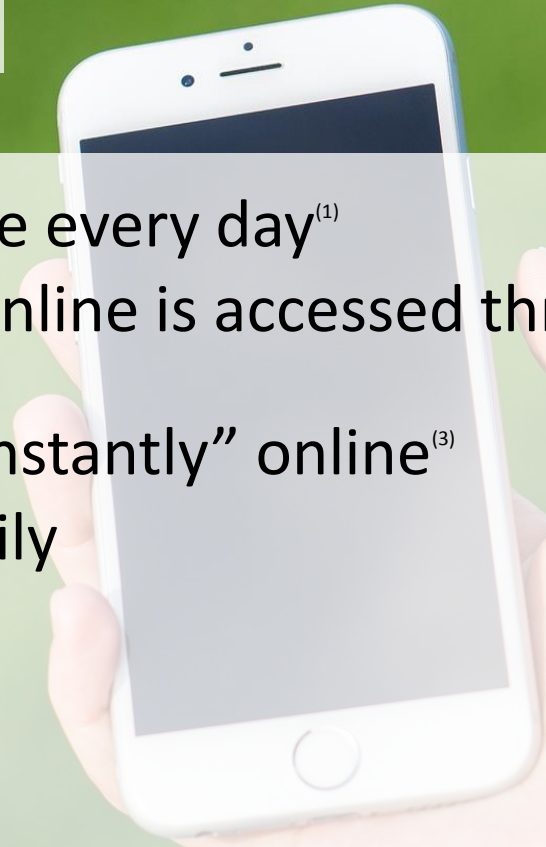
Mobile Use is Exploding

- U.S. adults spend 12+ hours online every day⁽¹⁾
- 70% of digital media time spent online is accessed through smartphones⁽²⁾
- 26% of Americans are “almost constantly” online⁽³⁾
- Over 1 billion Google searches daily
- 250 million tweets posted daily
- 800 million daily Facebook posts

(1) <https://www.emarketer.com/Article/US-Adults-Now-Spend-12-Hours-7-Minutes-Day-Consuming-Media/1015775>

(2) <https://www.comscore.com/Insights/Presentations-and-Whitepapers/2017/2017-US-Cross-Platform-Future-in-Focus?>

(3) http://www.pewresearch.org/fact-tank/2018/03/14/about-a-quarter-of-americans-report-going-online-almost-constantly/ft_18-03-15_constantusers_roughlythree/



Mobile's Numbers in the Staffing Industry

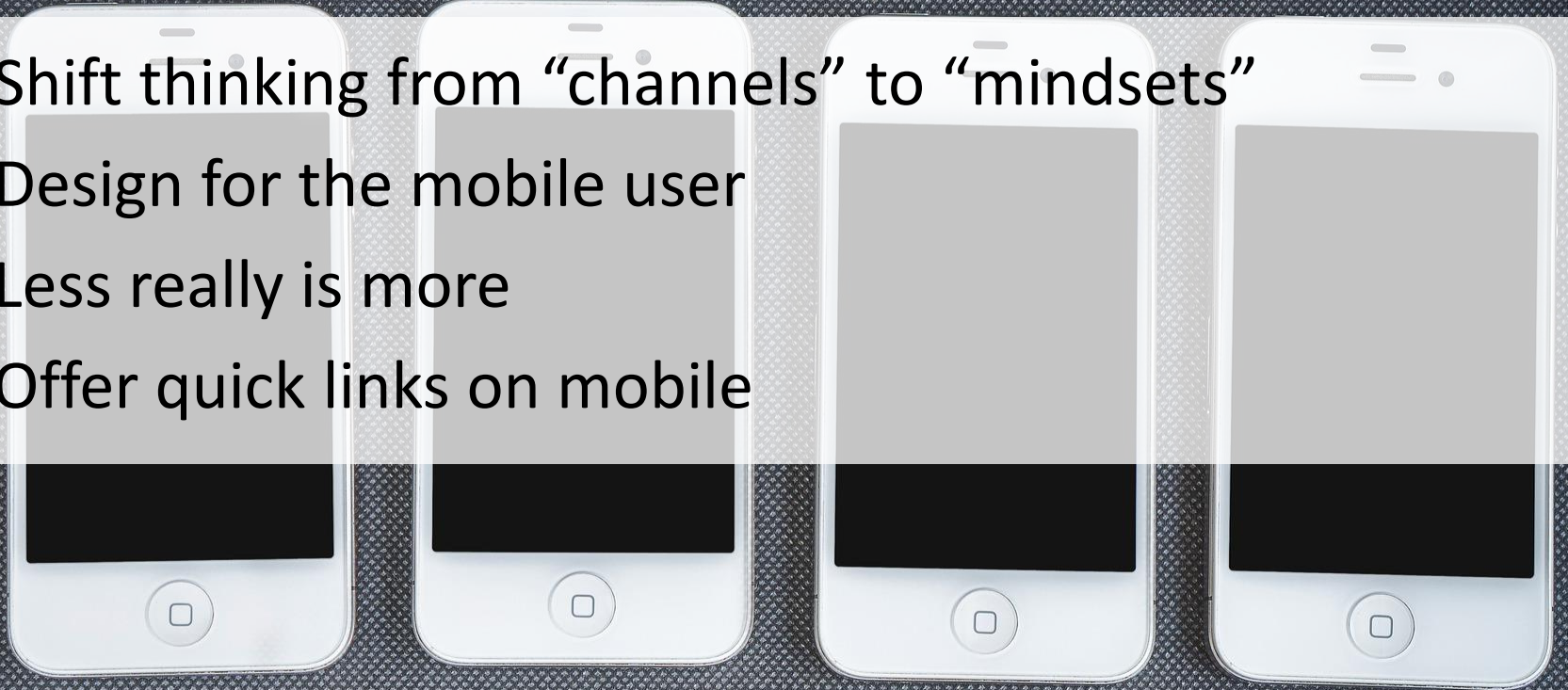
49% of website visitors are on mobile

35% of job board applications are on mobile



Adapting to the Mobile Trend

- Shift thinking from “channels” to “mindsets”
- Design for the mobile user
- Less really is more
- Offer quick links on mobile

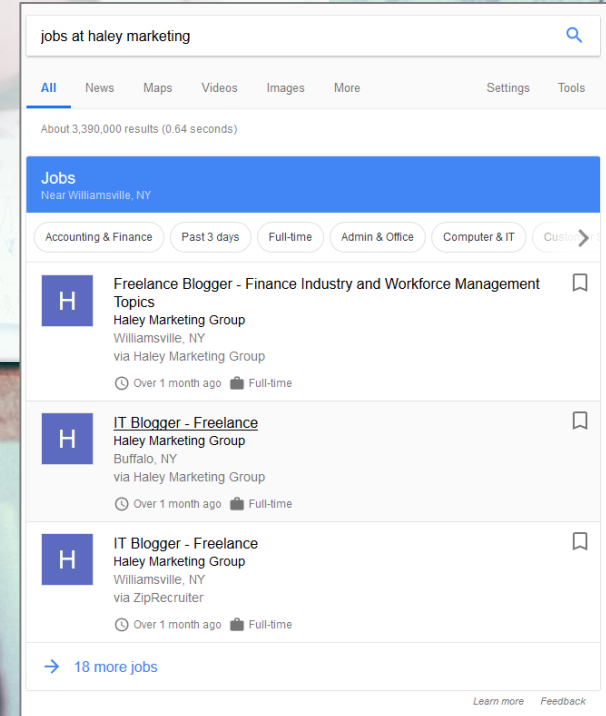


A person in a light blue shirt is writing on a document with a red pen. The document has some handwritten notes and diagrams. A laptop is visible in the background, and another person's hand is visible in the foreground, holding a pen. The scene is a desk with various office supplies.

Google Jobs

Google Jobs, Here to Stay

- Favors the original site content
- The more info, the better!
 - Post pay rate
 - Include physical address



Are Your Positions on Google Jobs?

- Ensure the jobs on your job board are being indexed by Google.
- If it isn't right now, you still have hope!



A photograph of a modern workspace. A large, silver monitor is the central focus, displaying a vibrant landscape of green mountains under a cloudy sky. The monitor sits on a light-colored wooden desk. In front of the monitor is a slim, silver keyboard and a white mouse on a brown mousepad. To the left of the keyboard, a smartphone lies on the desk. In the background, a stack of books is visible. The scene is lit with warm, natural light, creating a professional and inviting atmosphere.

Website Trends

The Biggest Problems With Staffing Websites

- Your site is outdated
- Your site is boring
- Your site fails the 3-second rule
- Your website has no clear direction
- Your website doesn't convert

2018 Website Best Practices

1. Improve the user experience

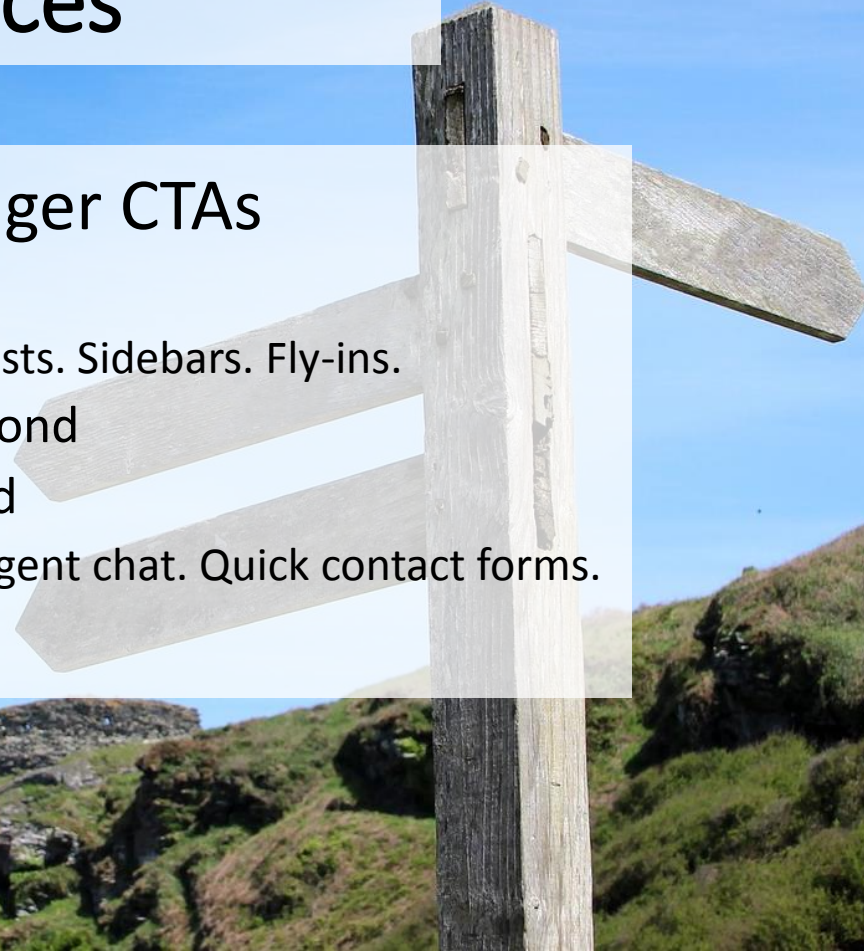
- Make navigation and CTAs more intuitive
- Enable access with just one click
- Direct the reader's eye
- Shorten forms



2018 Website Best Practices

2. Drive response with stronger CTAs

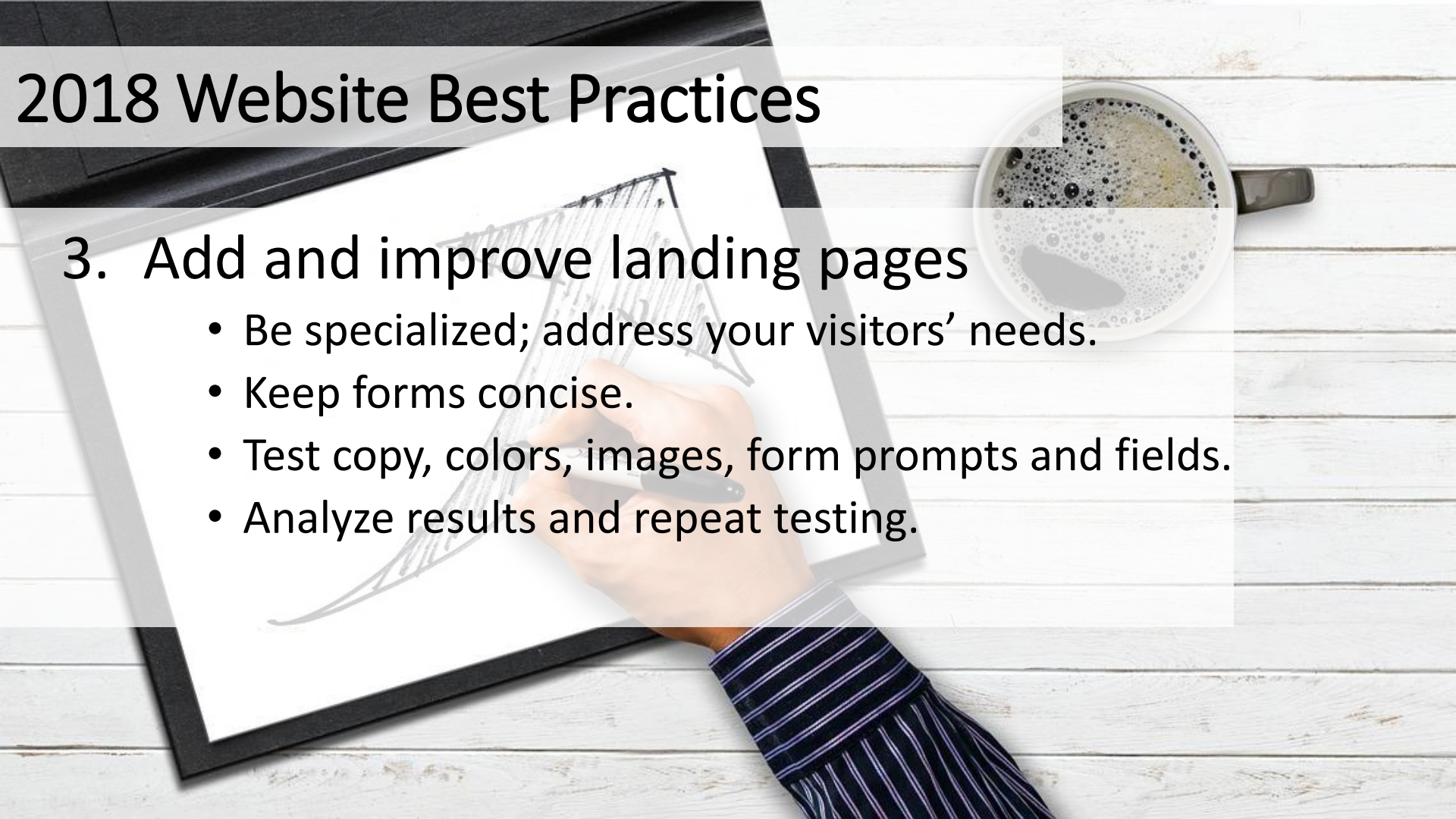
- Add more CTAs
 - Inline. End of pages/blog posts. Sidebars. Fly-ins.
- Provide more reasons to respond
- Provide more ways to respond
 - Chatbot. Click-to-call. Live agent chat. Quick contact forms.
- Make CTAs big and bold



2018 Website Best Practices

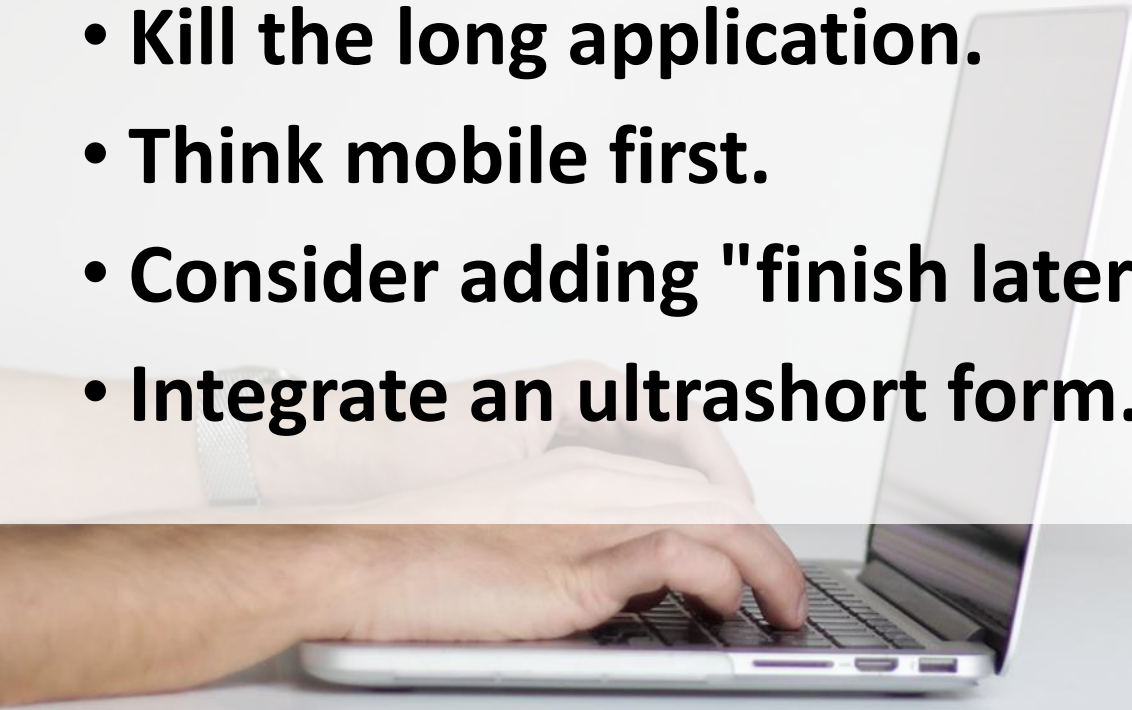
3. Add and improve landing pages

- Be specialized; address your visitors' needs.
- Keep forms concise.
- Test copy, colors, images, form prompts and fields.
- Analyze results and repeat testing.



It's Time to Talk Applications

- Kill the long application.
- Think mobile first.
- Consider adding "finish later" functionality.
- Integrate an ultrashort form.



30-Second Case Study

The company: Regional staffing firm with four offices

The problem: Less than 10 applications/week from their website.

The solution: Retool application process on the website.

Results: Over 8,000 new applications in the first month!

PPC for Recruitment



Get With the Program!

Programmatic
advertising, that is!



Advantages of Programmatic Advertising

- Invest smarter
- Leverage key metrics to make smarter decisions
- Automatically shut off/shift spend
- Evaluate how paid vs. organic approaches compare
- Push positions further



Re-Recruit Candidates

Returning candidates are **2x more likely** to apply to a job than a first-time visitor.

Tap into this audience!



30-Second Case Study

Company: Regional industrial staffing firm

Goal: Talent engagement and increased brand awareness

Audience: Candidate database and previous website visitors

Results:

- 60 leads per month
- Ads were seen over 14,000 times per month

Harness the Power of Facebook Ads

- Think outside the “Boost”
- Promote the right content to the ideal audience
- Leverage different content types:
 - Blog posts. Job openings. Facebook jobs. High-value website content (e.g., whitepapers).



Leveraging Social Media for Communication

Get More Social

- Promote firm's messaging and brand
- Highlight company updates
- Drive visitors back to the website (offer variety!)
- Take advantage of the social networks' features



30-Second Case Study

Company: Light industrial staffing firm

Goal: Use social media to stand out in an increasingly competitive market to find qualified candidates and fill more open positions

Results:

- **Increased Facebook likes by 171%**
- **More targeted website traffic (200% increase!)**
- **Improved Facebook reviews**
- **More job orders**
- **More traffic to open jobs (over 5,500% increase!)**





Hyped-Up Tech: TLM and AI in Talent Acquisition

Online Talent Marketplace



AI Sourcing

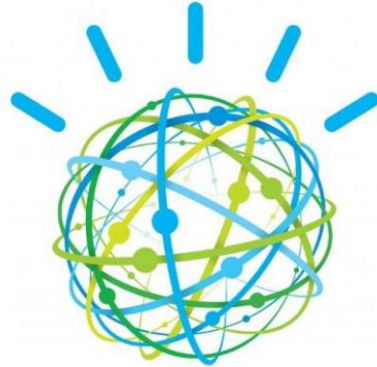


mya

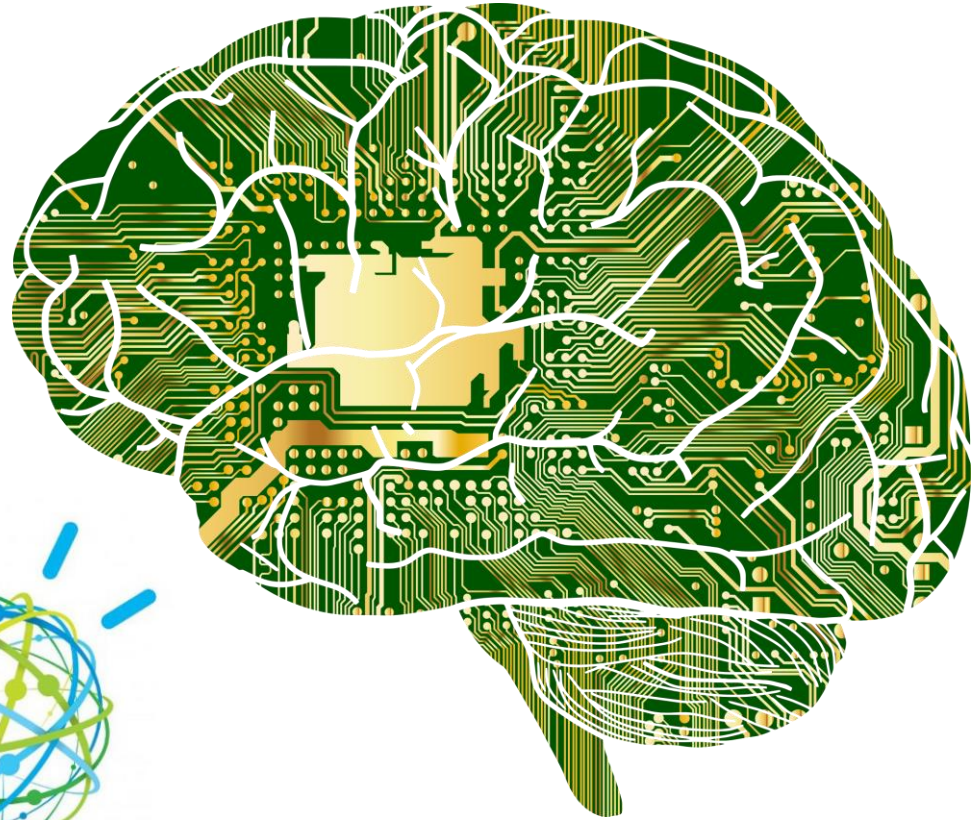
Stella

ideal.

TextRecruit



IBM WATSON





“Hyperlocal” Ad/Job Targeting



Perfect Match Targeting

- ✓ Geo Targeting
- ✓ Demographic Targeting
- ✓ Financial Targeting
- ✓ Custom Audience Targeting
- ✓ Pixel Retargeting

It's not too late to run a Geofence campaign for IFE!

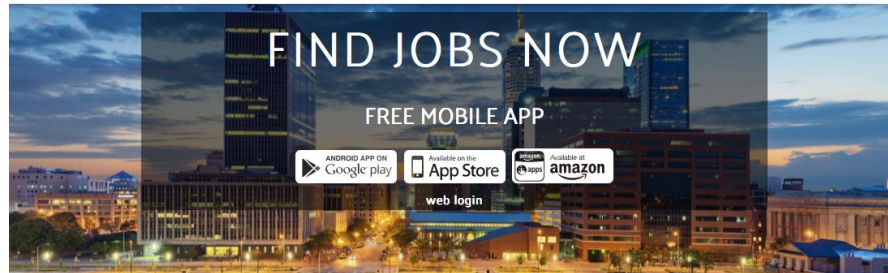
How much: \$700

How it works: We drop a pin 📍 on the Javits Center and run your ads to IFE attendees based on their location. Encourage attendees to stop by your booth, while collecting lead info for follow up.

Estimated people reached: 2,700



Are You In?



Find Hidden Jobs

See places where you can work – even if they don't have jobs advertised on the internet.



Work With Friends

Invite friends to work with you and share opportunities.



Mobile

Use your phone, tablet and/or computer. Works on Android, iOS and the web.



Used By:

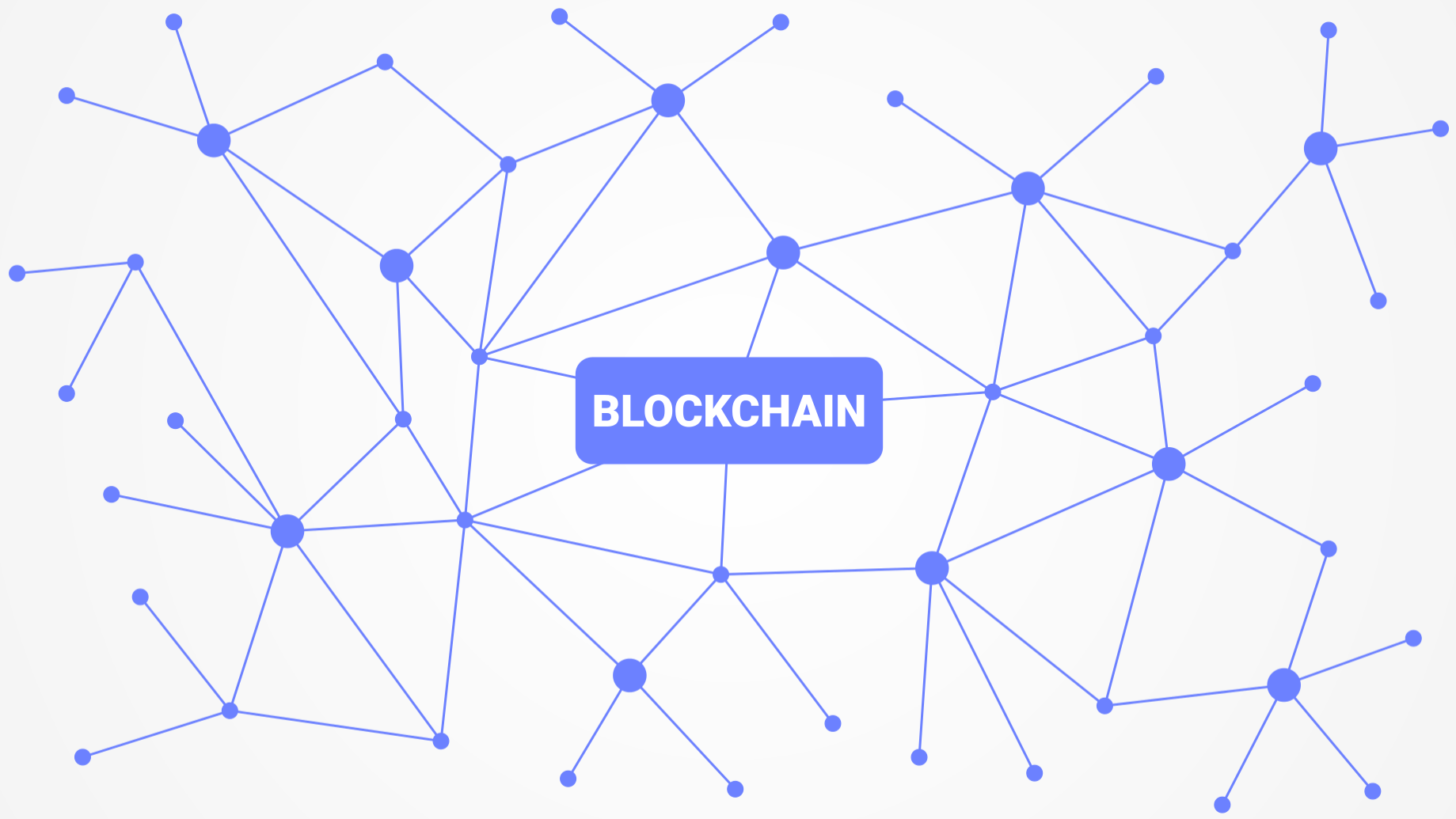


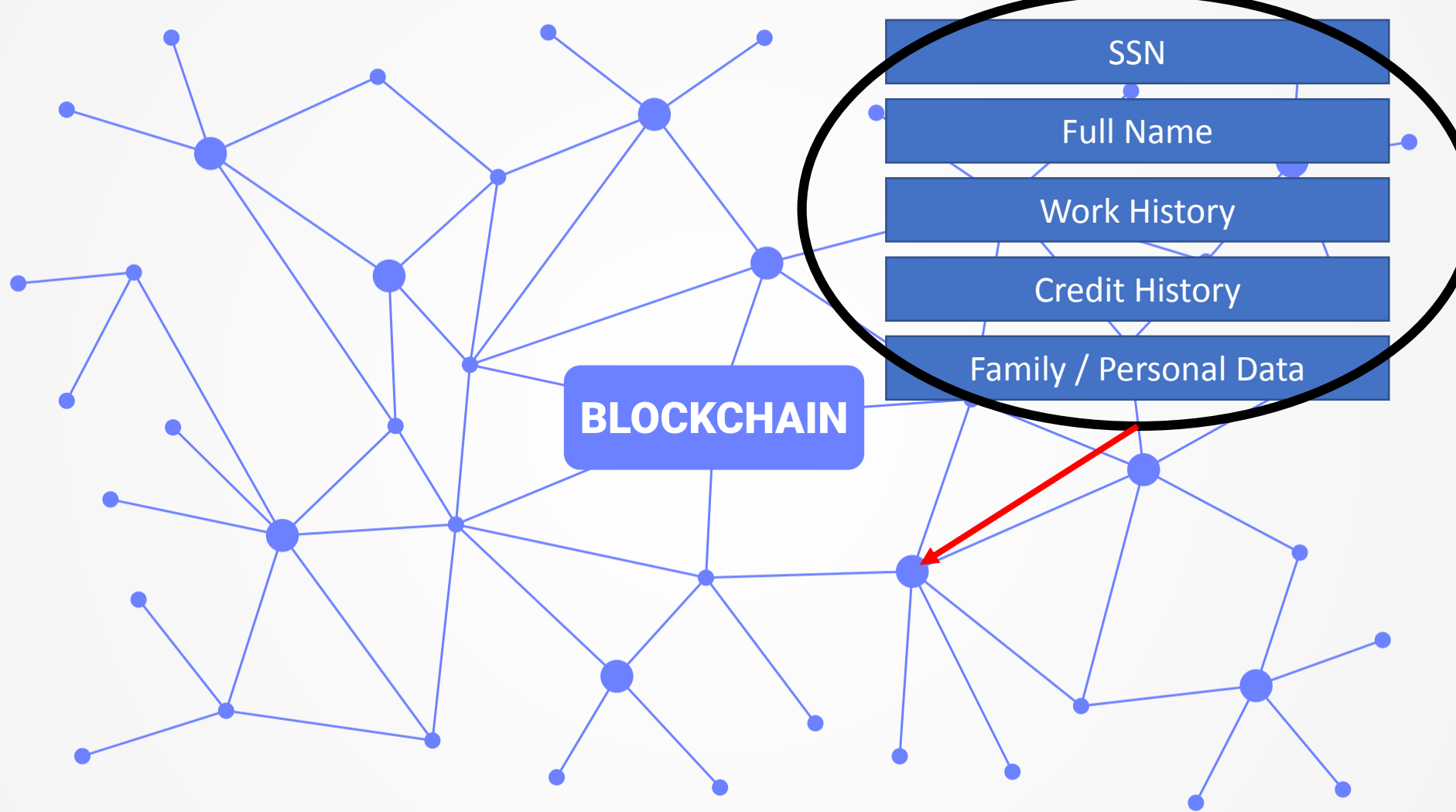
We are offline
Leave us a Message



The background features a dark teal grid with a large, faint, circular graphic in the center. This graphic resembles a stylized eye or a complex data structure, composed of concentric circles and radial lines. Binary code (0s and 1s) is scattered throughout the background, particularly along the edges of the central graphic and in the corners. The overall aesthetic is high-tech and digital.

Blockchain Technology







Decentralized professional data
exchange powered by Ethereum



The Blockchain Timestamp Solution

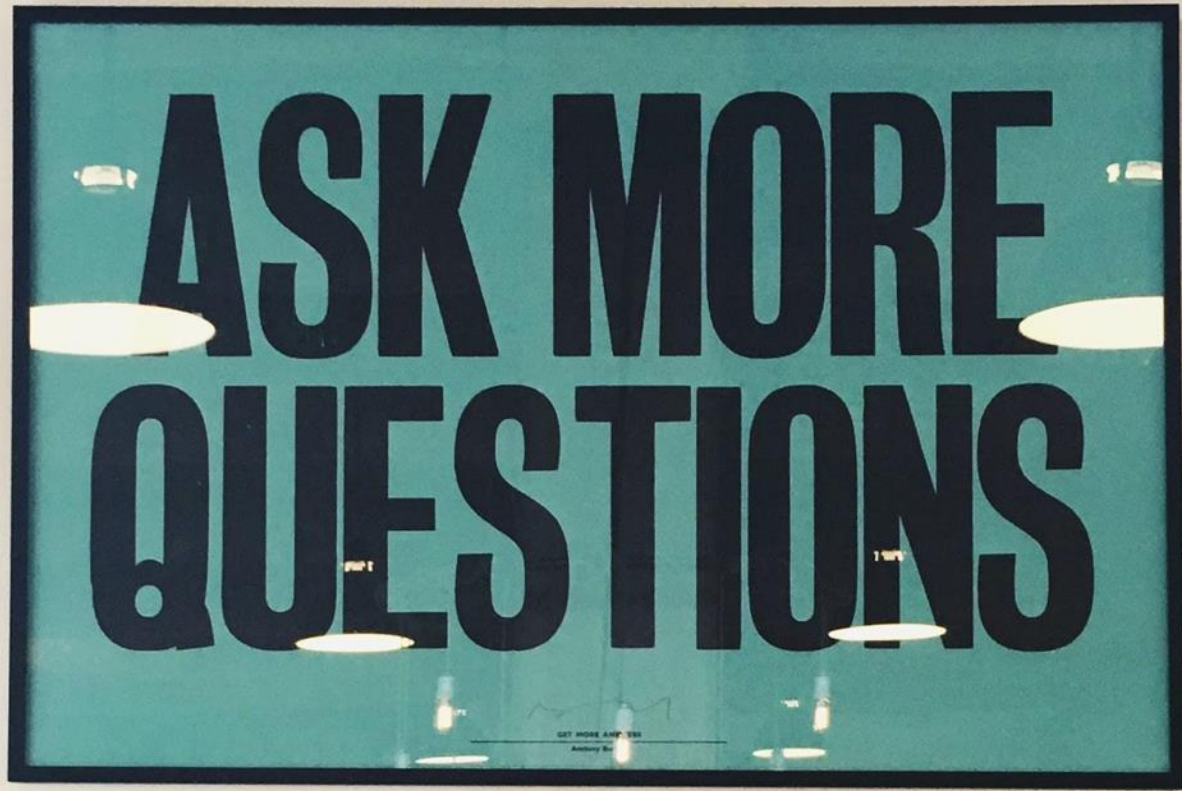
Create a timestamp proof for any digital file with Chainstamp

Get Started





Other Concepts/Services to Watch



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