Technology Trends and Opportunities in Staffing
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Presenters

Jason Leverant
President and COO
@Work Group

Jenny Keller Yesilevskiy
Digital Marketing Manager
Haley Marketing Group
The Rise of Mobile
Mobile Use is Exploding

- U.S. adults spend 12+ hours online every day
- 70% of digital media time spent online is accessed through smartphones
- 26% of Americans are “almost constantly” online
- 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
(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
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!
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• Your site is outdated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
   - 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
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!
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
“Hyperlocal” Ad/Job Targeting
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

Perfect Match Targeting

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