



Mobile Recruiting
Getting More Candidates from Smartphone to Placement

PRESENTED BY
David Searns
CEO

Agenda

- What is mobile recruiting?
- Your career site
- Mobile outreach
- Mobile attraction
- Employment branding

Mobile Recruiting The What & Why



What is Mobile Recruiting?

Mobile recruitment is a method of connecting jobs and candidates via handheld devices, typically smartphones.



Why does it matter?

Of the 7+ billion people in the world, 4.2 own a toothbrush...

But 5.1 own a smartphone!



Why does it matter?

- **86 percent** of active candidates use their smartphones to begin a job search.
- **70 percent** of active candidates want to apply via mobile.
- **55 percent** want to upload a 'resume' to your career site.

(stats via Kelton Research)



Why does it matter?

Active Candidates	Passive Candidates	
74%	60%	Have viewed career opportunities sent to their inbox
72%	62%	Have visited a company site to learn about careers
67%	53%	Have browsed career opportunities on job board sites
64%	58%	Have browsed career opportunities on social and professional networks
45%	24%	Have applied to a job
43%	21%	Have uploaded a resume to send or attach to a job application
22%	11%	Have downloaded a company app in order to apply to a job

Labels: September 2013 survey, 787 US and UK professionals



Why does it matter?

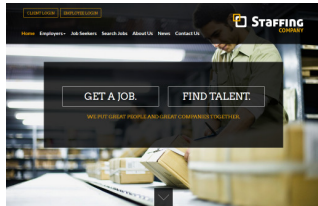
"I have stopped applying if their mobile technology isn't up to par. That alone tells you something about the company's priorities and whether they are savvy."

"Some company websites are impossible to use from an iPad device anytime their careers section is in Flash. Argh!"

"[Mobile apply was] all easy except uploading my resume. I had to hand-deliver one to the business."



But what about your site?



Are you **MOBILE** ready?



Your Mobile Toolbox

- Mobile search
- Mobile apply
- Outreach
- Attraction
- Employment branding

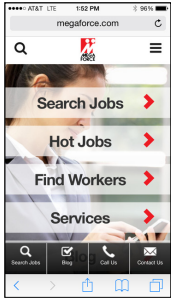


The Mobile Career Site **Tools & Considerations**



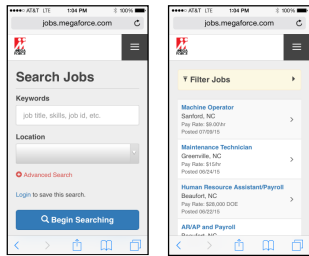
Mobile-optimized career site

Responsive? Mobile plug-in?



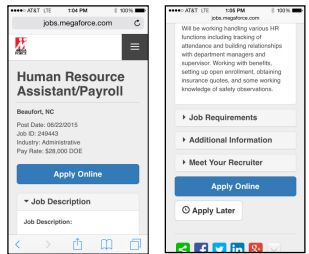
Mobile-optimized career site

Mobile search



Mobile-optimized career site

Mobile search





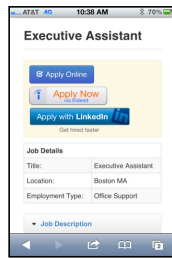
Mobile-optimized career site

Re-engineer your job posts...**completely**



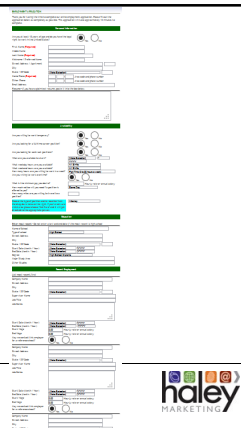
Mobile-optimized career site

Mobile apply
(make it easy to use!)



Mobile-optimized career site

Kill the long form
(yes, this is real...sad, isn't it!)





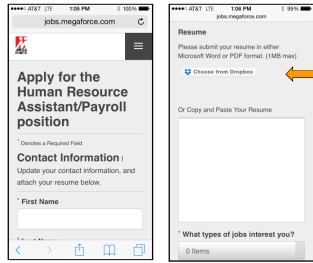
Mobile-optimized career site

Name

Contact Info

Qualification Data

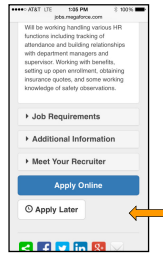
- Resume
- Simple Q&A



Mobile-optimized career site

Other options for applying

- Save job for later
- Email job
- Phone number – leave a voice mail
- Video interviewing



Mobile Outreach
Creating Engagement



Mobile Outreach

Make job alerts a habit

The image shows two overlapping screenshots. On the left is a mobile phone screen displaying a sign-up form with questions like 'What types of jobs interest you?' and 'How did you first hear about this opportunity?'. A blue button at the bottom says 'Submit This Information'. On the right is a desktop browser window showing a job listing for 'New Job Posting at Masiello Employment Services' with a 'Your Saved Search Results' section.

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Mobile Outreach

Email newsletters

The image shows a preview of an email newsletter. It features several sections: 'HIRED!' with a 'GET HIRED' button, 'GET AHEAD' with a woman working at a desk, 'LIVE BETTER' with two women talking, and 'INTERVIEW TIP OF THE MONTH' with a man and woman shaking hands. There are also sections for 'Walk for the Spinnaker?' and 'The No-Flakes!'. The footer includes 'GROWTH & RESOURCE CENTER' and social media icons.

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Mobile Outreach

Referral programs

The image features a stylized black silhouette of a superhero character with a star on its chest, holding a megaphone. The character is positioned in the lower center of the slide.

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Mobile Attraction Get Your Jobs Found



Mobile Attraction

Get jobs on your site...really on your site!

What makes a great job?
Simple, it's one that you
love to do!

Human Resources Generalist
Forklift Operator
Blindery/Printer Operator

Mobile Attraction

Optimize your posts

Advertising Account Supervisor Jobs in Des Moines IA | Marketing Job Recruiters

jobs.smithhaley.com/Advertising-Account-Supervisor-Jobs-in-Des-Moines-IA/

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Improve distribution

Indeed
one search. all jobs.

ZipRecruiter

SimplyHired

LinkedIn

Facebook

Twitter

Google+

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Maximize social reach (and social engagement).

Share 19

Share 26

Tweet 1

+1 1

Share This 49

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SERVICES FREEBIES OUR WORK WHY HALEY CONTACT US

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Front-End Web Developer (NEW)

Apply Online Apply with Indeed Apply with LinkedIn

Job Details

Title: Front-End Web Developer (NEW)

Location: Williamsville, NY

Employment Type: Full Time

Industry: Creative / Design

Pay Rate: Based on experience

Post Date: 07/09/2014

Victoria Kenward Vice President / COO

Hi there! I'm one of the owners of Haley Marketing. We have an amazing team of talented people at Haley Marketing and I am looking for supervisors to join us so we can continue to provide world class service to our staffing and recruiting clients throughout the world.

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MARKETING

Mobile Attraction

Connect on Facebook & LinkedIn



Employment Branding

It's more than mobile

Employment Branding

Paint pictures with job posts

Job Description

Can you create websites that make people say WOW?
 Want to push your design and coding skills to even higher levels?
 Want to work for a company where your talents will be appreciated...your ideas will be heard...and you'll have a chance to do some amazing things?

Haley Marketing is looking for a web developer who loves the challenge of creating mobile-first, responsive websites with cutting edge UI design and rock solid code.
 If you've got an eye for design, strong attention to detail, and a desire to learn new things- in an environment where you'll have a big input on our creative direction, we'd love to hear from you.
 Our Front End Developer will work with our Creative Director, Director of Interactive Design and development team to elevate the quality of websites and other interactive marketing that we create for our clients.

Job Requirements

Ideal Candidate

- 3 to 5 years of website design and development
- Expert knowledge of WordPress theme creation - Bootstrap 3 framework experience is a huge plus!
- Significant experience implementing responsive designs
- In-depth understanding of HTML5 and CSS3
- Ability to use jQuery and create custom JavaScript
- Proficiency with Adobe Creative Suite
- A track record of successful development work
- Passionate about trends in website design

Employment Branding

Set **expectations**



Employment Branding

Share **insights** about your clients





Employment Branding

Be a **best place** to work



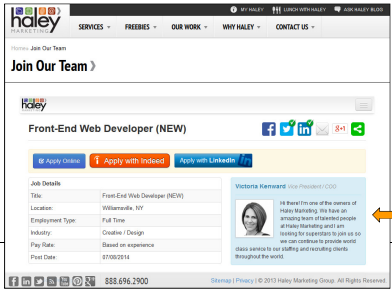

Employment Branding

Be a **thought leader**

Employment Branding

Be **human**

Employment Branding

Build a **talent community** (and nurture it).




Employment Branding

Easier. Faster. **More fun.**
 (Turn ho-hum into WOW!)






Any questions?

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 www.facebook.com/HaleyMarketing/





Coming Next:
Social is the New Cold Call
 Thursday, September 24 at 2 PM EDT
 Reserve your seat: www.lunchwithhaley.com