

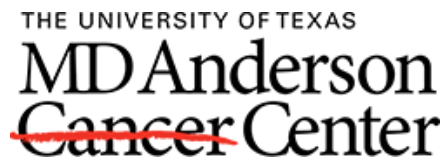
ENHANCING THE CANDIDATE JOURNEY

SEPTEMBER 23, 2020

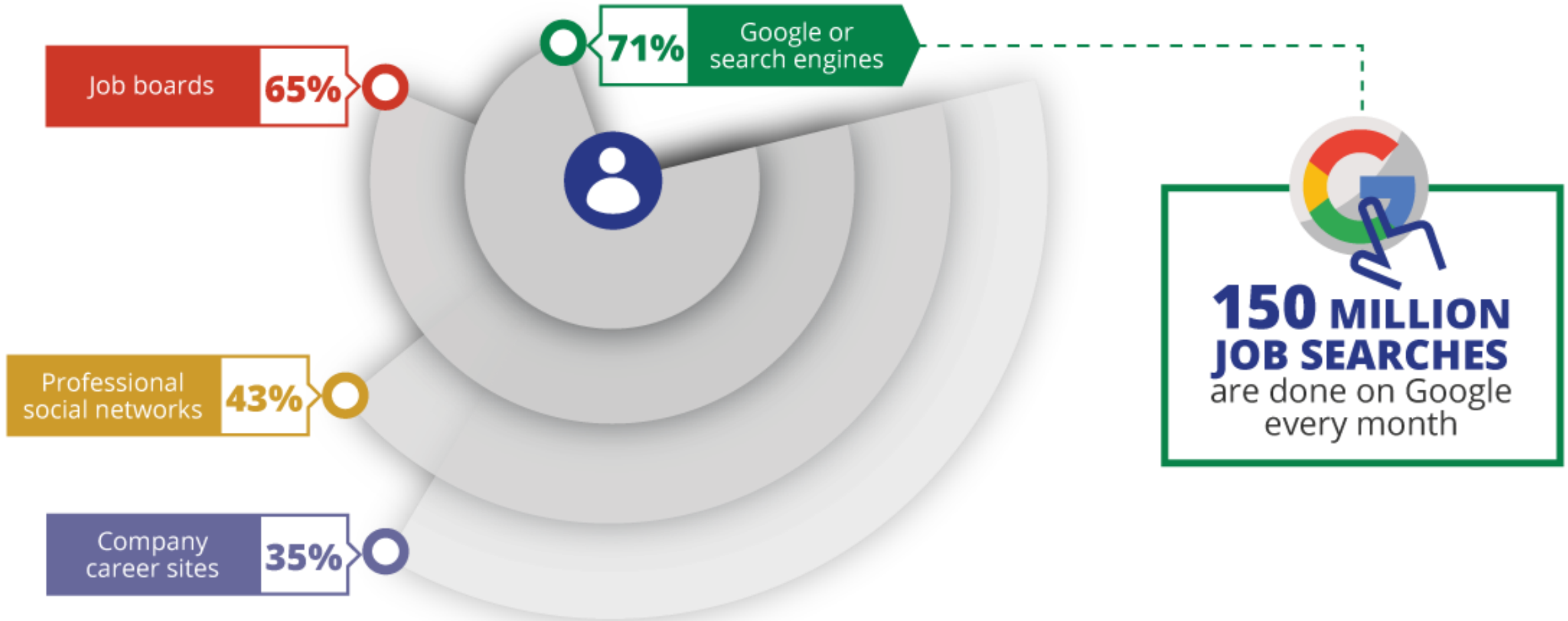
WE OPTIMIZE
CANDIDATE ATTRACTION
THROUGH

STORYTELLING, TECHNOLOGY & STRATEGY





WHERE CANDIDATES START THEIR SEARCH



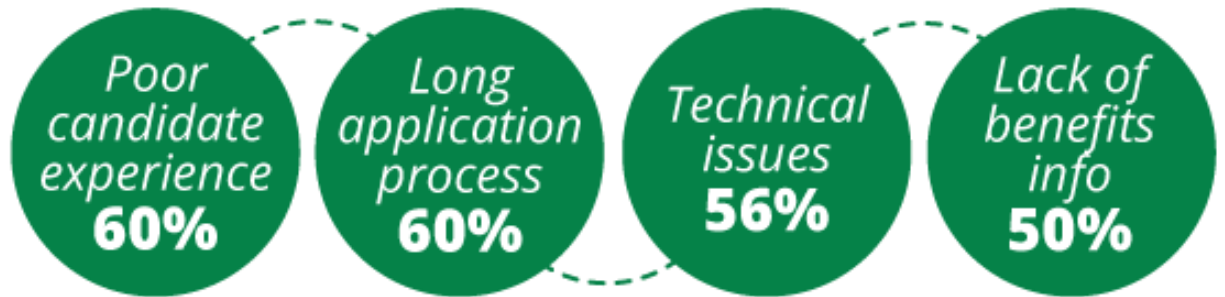
Candidates are
2X MORE LIKELY TO GO TO YOUR CAREER SITE
than review sites to research your company

65% will share a negative experience

WHAT THEY WANT FROM YOU:



WHAT STOPS THEM IN THEIR TRACKS:



THE CONTENT THEY CRAVE:

Culture and
benefits info
48%



How to apply
instructions
39%



Employee
testimonials
26%



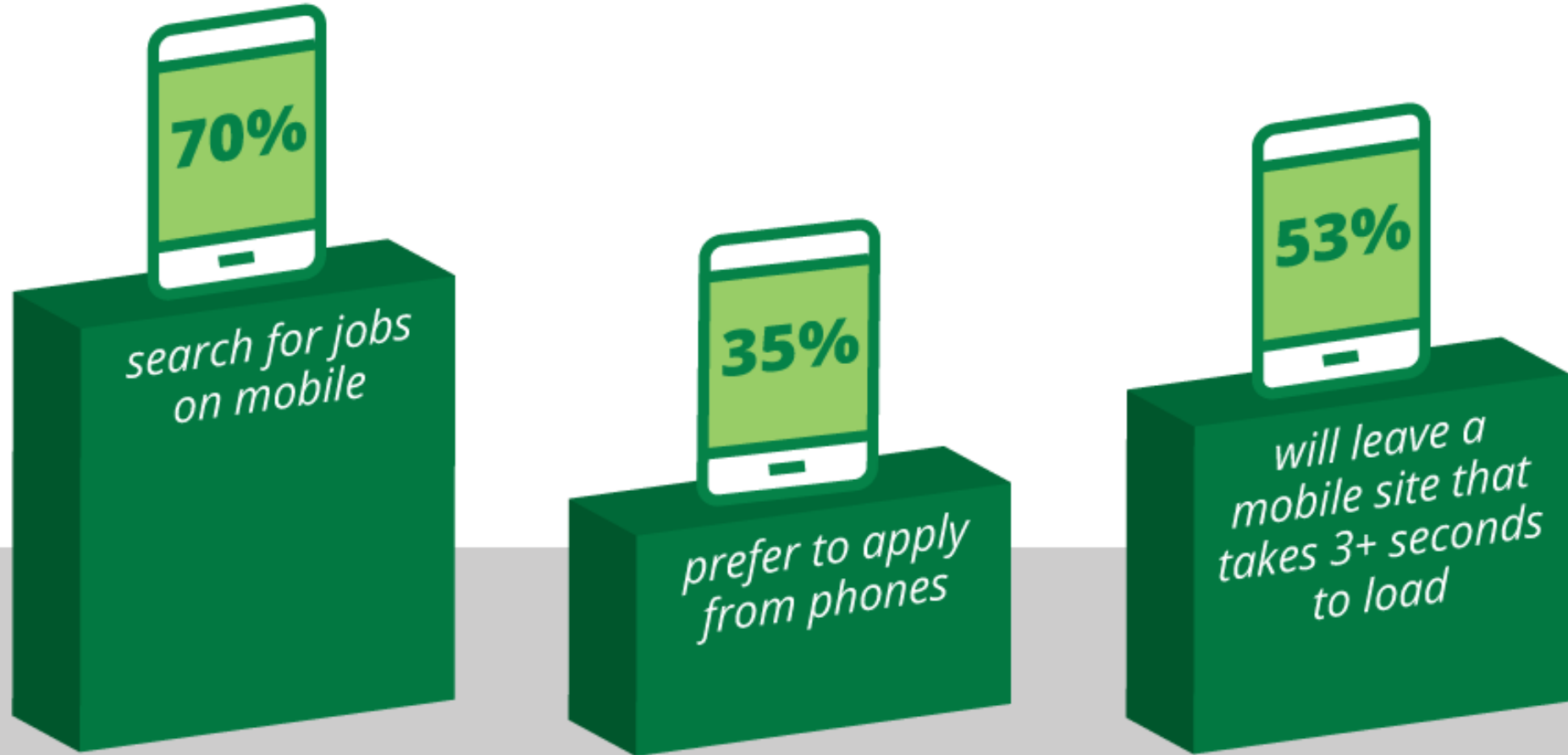
Video content
15%



Chatbot
6%



Why **MOBILE** should be a priority:



CANDIDATE-FOCUSED RECRUITING STRATEGIES

- Have a strategic plan.
- Target active and passive jobseekers.
- Strategize based on their level of interest.
- Build your pipeline through ongoing marketing.
- Use every tool in the toolkit.
- **Put out the welcome mat.**

Create a destination that tells your story.

Ensure that your site offers quick and easy access to jobs.

Offer multiple ways to search and options for passive job seekers.

Add content that sells your company and location and inspires them to take the next step.

ACTIVATE

CANDIDATE ATTRACTION PLATFORM

CANDIDATE EXPERIENCE STRATEGIES

- Metrics. Metrics. Metrics.
- Search Credibility.
- Tell Your Story.
- Mobile Matters.
- Event Promotion.
- Evolve, Always.

FREE GIFT:

Personalized Career Site Analysis

THANK YOU

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RECRUITMENT INNOVATION