

# The TA Journey Triad: Employer Branding, Recruitment Marketing, Candidate Experience

Joe Shaker Jr., President | April 30, 2019



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## TALENT AVAILABILITY

is one of the largest threats to the company's business globally. The impending workforce cliff and increasing competition complicate this situation.

**WORKFORCE CLIFF**  
...demand for workers outpacing supply. It will create increased hiring challenges, if not addressed.



**COMPETITION**  
...continues to expand. We are losing candidates to retail & direct-to-consumer warehouse.



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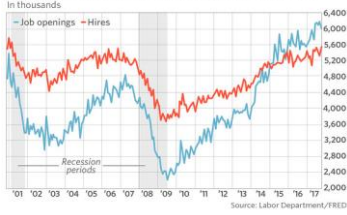
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### Supply side issues in the jobs market?



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	2016	2017	2018
Click to Apply (%)*	7.5%	7.5%	5.6%
Career Site Pageviews to Applicants (%)	26	136	18%
Applicants per Open Requisition (#)	52	36	29
Applicants to Interviews (%)	15.25%	12.31%	12%
Interviews to Offers (%)	19.78%	28%	28%
Offers to Hires (%)	83%	90,64%	95%
Top to Bottom Conversion (%)	0.19%	0.41%	0.56%
Average Time-to-Fill (Days)	39	38	38

\*Recruitment Media Benchmark Report, Applicant

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### RECRUITING CHALLENGES



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The Skills Gap



Gig Economy

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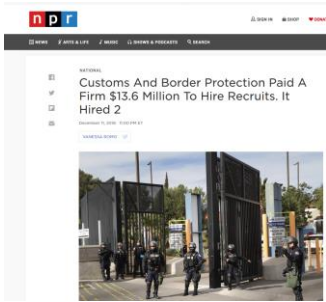
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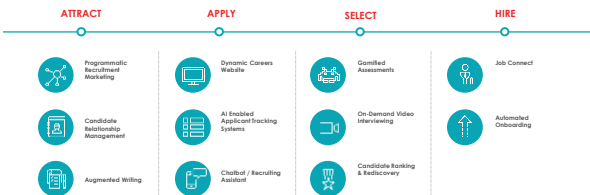
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### THE RECRUITING PROCESS



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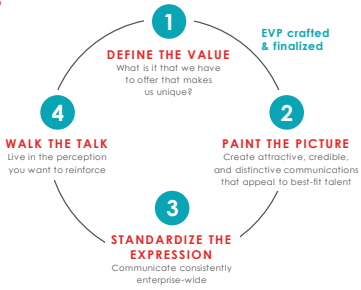
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THE EVP



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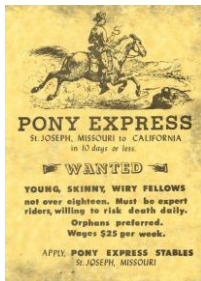
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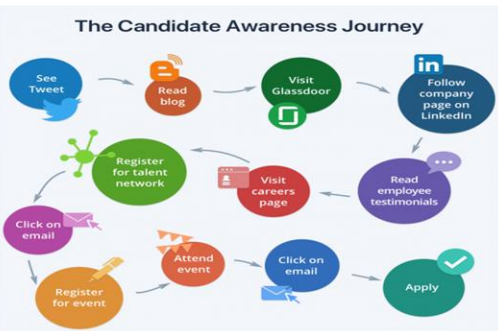
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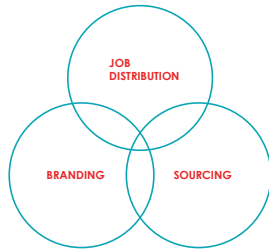


Create integrated, multi-pronged media plan reflective of:

- Programmatic
- Industry/Niche Branding
- Location Branding
- Sourcing Tools
- Event Marketing

Proposed Channels:

- Job Aggregators
- Industry/Niche Sites
- Search Engine Marketing
- Social Media
- Behavioral Marketing




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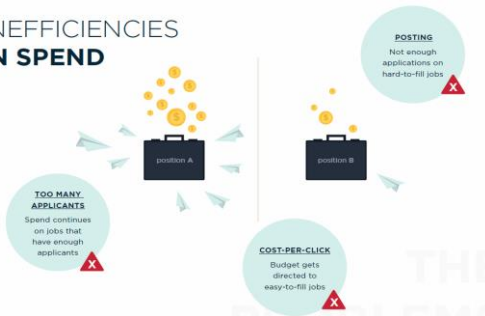
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### INEFFICIENCIES IN SPEND




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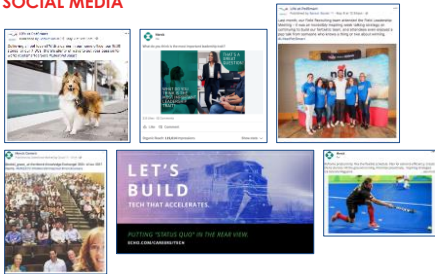
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### SOCIAL MEDIA




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### EARNED MEDIA

#PforHR keeps your recruitment messaging and employer brand top-of-mind for jobseekers with added third-party credibility.

- Media Material Distribution
- Local & National Media Outreach
- Calendar Listings
- Event Promotion
- Spokesperson Media Training



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### THE EXPERIENCE



Source (and apologies to): Non Sequitur, Wiley Miller 8/28/10

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### BE THE GUIDE



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CANDIDATE EXPERIENCE



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TECHNOLOGY LANDSCAPE



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GOOGLE

Cloud Talent Solution is exposed through APIs



MBXT04

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Voice



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**BRAND**  
who they really are



Be in the  
**RIGHT PLACE**



**CREATE**  
the opportunity



**DELIVER**  
a best-in-class experience

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