



Thought Leadership

Mobile Marketing, Social Solutions, and How to Overcome the Talent Disconnects

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Jobseeker expectations and the expectations of recruiters and hiring managers are not aligned. A report from the ADP Research Institute® revealed that 60% of jobseekers are frustrated by a lack of quality positions – and 52% of recruiters are frustrated by a lack of quality candidates¹. On top of that, 46% of companies think their applicant tracking process works well, but only 16% of applicants agree with them¹. One area everyone agrees on is that recruiting via social media is where solutions will be found. Candidates are using social media and mobile devices to look for jobs, and 63% of recruiters feel social media plays a role in building employer brand¹. It is vital for HR Leaders to embrace these technologies and integrate them in the hiring process.

HR Executives Looking to Boost Social and Mobile Integration Should Start Here:

Mobile Recruiting: Mobile job search is rapidly becoming central to the ways candidates look for new positions. In Europe, mobile penetration has crossed 100%, meaning that most people are accessing the internet from more than one mobile device – and that includes getting online for their job searches². Companies that fail to take advantage of mobile recruiting may quickly lose out on top talent.

Questions to Consider:

- Do you currently have the analytics in place to understand how visitors enter and interact with your career site on mobile devices?
- Are your company websites optimised for use on all mobile devices?

Client Success Snapshot

Using ADP® Recruiting Management, a Fortune 500® Automotive Manufacturer enjoys strong results from their customised mobile solution. The client uses opt-in job alerts, text message notifications, and full mobile application functionality. The solution provides mobile links, directing candidates to a mobile-optimised landing page where they can view and apply for jobs, and explore the client's site. As a result, over 1,330,000 text messages have been sent to opt-in candidates and an average of 63,000 text messages are sent per month.

Social Recruiting: Social media is a central aspect of the job search is becoming increasingly important for jobseekers in Europe². Additionally, virtually all recruiters now use social media to help find top quality candidates. Recruiting strategies that don't include social media are unlikely to locate and attract top talent.

Questions to Consider:

- Does your company have a strong social media presence and are you using it to communicate your talent brand?
- Are you using social media as a two-way communication channel to directly interact with candidates?
- Can you currently measure your social media success through conversion metrics? Do you have the ability to build proactive talent pools?

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Client Success Snapshot

One of the largest integrated retail outlet chains in the U.S. chose to use ADP Recruiting Management to support their social media recruiting strategies. ADP team members create and post job openings to social networks, develop and implement marketing campaigns to increase candidate engagement, and respond to jobseeker comments and enquiries. As a result, the organisation experienced 126 new LinkedIn® Career members and 352 new Facebook® Likes within 6 months. Facebook was further leveraged to target an additional 3,000 candidates for location-specific hiring events.

Talent Communities: In addition to mobile and social recruiting strategies, talent communities are becoming a prominent feature of talent acquisition. While up to 90% of jobseekers are willing to join a talent community, companies that don't offer them will miss out on qualified candidates³.

Questions to Consider

- Does your company use targeted talent communities to attract top talent?
- Are you providing compelling content and communications to your talent communities in order to keep them interested and attract qualified potential applicants?
- Can you customise your talent communities by geography for job description?

Client Success Snapshot

A major retailer relies on ADP Recruiting Management for talent community recruiting. The company's customised solution includes microsites for talent communities and the career page. The career site and talent community microsites are fully mobile optimised, and allow candidates to upload a resume using DropBox or Google Drive™. The client was able to convert 3,000 talent community members to applicants within 6 months, and a further 10% into hires.

Sources:

- 1 ADP Research Institute, Recruiting Trends, 2013
- 2 We Are Social, Social, Digital & Mobile Around the World, 2014
- 3 Ascendify, 2014

Reaching Top Talent

The recruiting process is increasingly complex, and candidates have high expectations for how they search for jobs and communicate with companies during the hiring process. Jobseekers know that the most innovative, forward-thinking companies are those that best use social media and mobile recruiting, and offer employer value propositions across all channels, including on talent communities. Cutting edge recruitment platforms like ADP Recruiting Management can provide forward thinking solutions for today's recruiting landscape, helping to provide clients with the talent they need. •

About ADP RPOSM

ADP RPOSM is a premier recruitment process outsourcing (RPO) provider. Harnessing the power of proprietary technology, ADP RPO continues to lead the industry with innovative, scalable solutions that help clients find, recruit, hire and retain top talent. Dedicated to recruitment leadership, technology and outsourcing, ADP RPO offers recruiting solutions to small, medium and large organizations serving many of the world's leading companies. For more information, visit rpo.adp.com.

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