

TALENT ATTRACTION

IS YOUR HIRING STRATEGY LEVERAGING TODAY'S DIGITAL TOOLS?

WHERE CANDIDATES ARE LOOKING



CANDIDATES AS SAVVY CONSUMERS

The content most important to job seekers researching a company:

- 37% EMPLOYER REVIEWS
- 24% TEXTUAL CONTENT ON A COMPANY WEBSITE

as well as company publications or products

JobVite, 2018

WHAT CANDIDATES VALUE



TOP 5 PIECES OF INFORMATION

JOB SEEKERS want employers to provide as they research where to work:

- 1) SALARY AND COMPENSATION
- 2) BENEFITS
- 3) BASIC COMPANY INFORMATION
- 4) WHAT MAKES IT AN ATTRACTIVE PLACE TO WORK
- 5) COMPANY MISSION, VISION, VALUES

Glassdoor U.S. Site Survey, January 2016

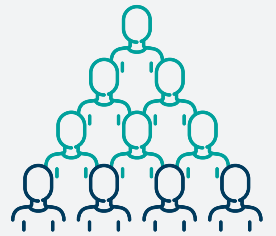
MANUFACTURING CANDIDATES



80%

of manufacturing companies are **WILLING TO PAY MORE** than the market rates in workforce areas reeling under talent crisis

Manufacturing Institute, November 2018



6 OUT OF 10 OPEN SKILLED PRODUCTION POSITIONS are unfilled due to talent shortage

IMPORTANCE OF YOUR COMPANY WEBSITE



38%

of people **WILL STOP ENGAGING** with a website if the content/layout is unattractive

Source: Adobe



48%

of people cited a **WEBSITE'S DESIGN** as the number one factor in deciding the **CREDIBILITY OF A BUSINESS**

Source: Ironpaper



94%

of people cited **WEB DESIGN** as the reason they mistrusted or rejected a website

Source: Ironpaper



USERS FORM AN OPINION IN

.05

SECONDS after your web page loads

Source: Kinesis Inc.



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SECONDS is all it takes to leave an **IMPRESSION** and tell them what they'll get out of your website and company

Source: NN Group



48% OF MOBILE USERS say that if they arrive on a business site that isn't working well, they take it as an indication of the business simply not caring.

Source: MarginMedia