



# IT'S A BRAVE NEW RECRUITING WORLD OUT THERE!

As an industry leader in the employee communications, talent acquisition and employer brand arena, we're hearing a lot of angst in the marketplace from our clients. A lot of it has to do with the drive to social media, the new generation entering the workforce, and how to reach this wired, tech-savvy group. Almost all of them have the same two questions:

1. How do I harness the new social media (Facebook, Twitter, Indeed, SimplyHired) available these days to drive qualified applicants into my pipeline? And how can I get these to work with my current ATS?
2. And, if there is a way to do this, how do I track it to know if it's successful?

These are tough questions, but Wunderman Thompson Employ has the tools and expertise to make job distribution to these social platforms easy, the ability to customize the process to fit your needs, the know-how to ensure you are optimizing your careers site to the maximum, and a proven media tracking tool to ensure you are getting your money's worth out of each sourcing dollar. There is more we'd like to tell you, and even more we'd like to show you.

## WHY IS JOB BLASTER IMPORTANT?

- Improves the candidate experience; poor search and apply experience is one of the top complaints among candidates (50-90% drop off rates)
- Clients are seeking ways to reduce their dependency on job boards, Job Blaster can make it happen
- Improves job distribution to social media platforms
- Clients have little flexibility (or ease) in distributing jobs content within the ATS and careers site
- Works seamlessly within, not in front of, your careers site
- Increases organic search traffic for your company, not someone else
- Does not duplicate ATS functions
- Does not create additional work (set it up and let it improve response rates)
- Dynamically build user-friendly job content and landing pages
- Relevant, targeted job listings
- Customized search interface
- Personalized RSS feeds and e-mail notifications

## BENEFIT

- Streamline the job distribution function beyond just job boards
- Increase applicant rates from all sources by providing flexibility for both active and passive candidates.
- For a client spending \$500,000 per year in media, this increased application conversion can generate \$240,000 in value.

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## CONTACT

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