

PUPflicks Series

EVENT 2:

Reduce recruiter effort by creating engaging and automated workflows

PageUp 

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Global Head of PreSales



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Senior PreSales Engineer

Your current challenges



Budget cuts

Limited sourcing and agency spend, resourcing constraints etc



Job Applications

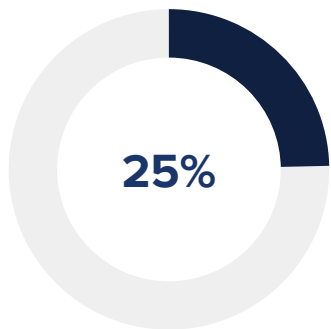
Not enough or an overwhelming amount of applications



Talent Attraction

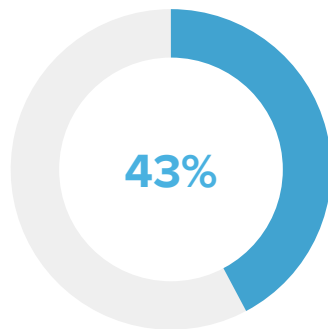
Candidates are too nervous to move jobs right now due to uncertainty

We know that...



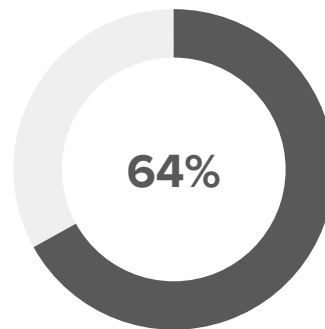
Candidates

Are actively
searching for
jobs



Confident

Are feeling
confident in
finding a role



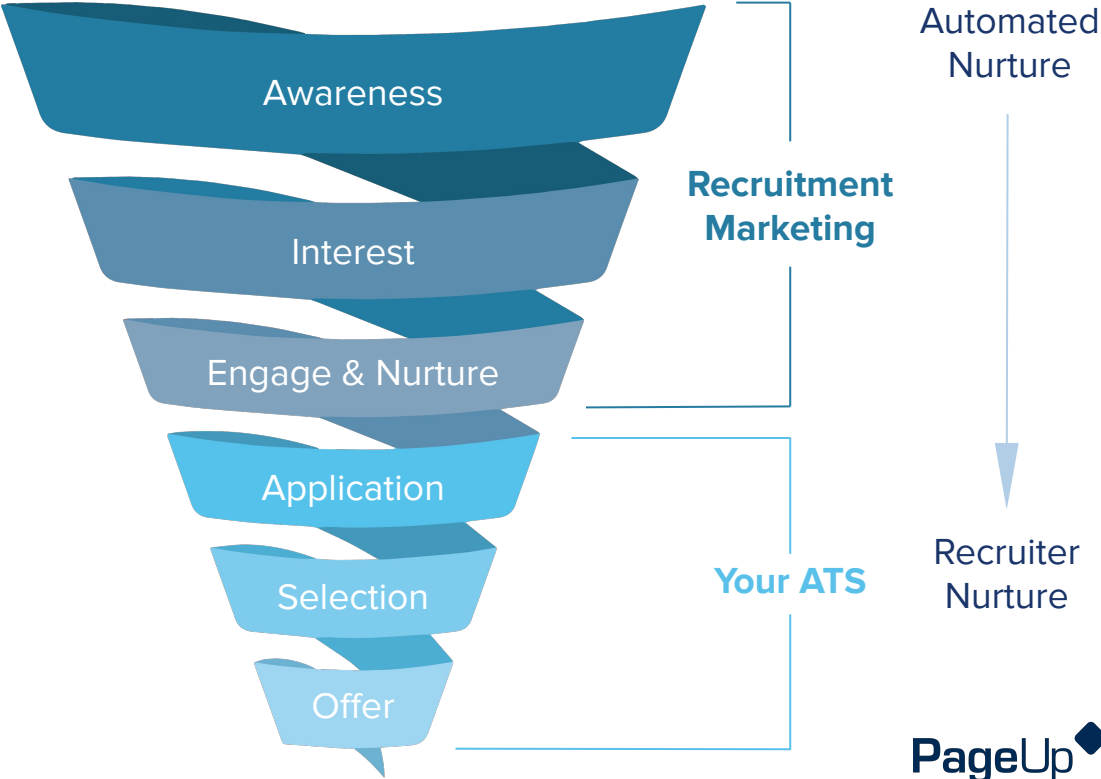
Security

More than 2/3
say job security
is the priority

**How can we engage candidates with
little to no effort?**

The Recruitment Funnel

Marketing automation can increase engagement and efficiency throughout the entire candidate journey.



Automated Nurture

Recruitment Marketing

Engage & Nurture

Application

Selection

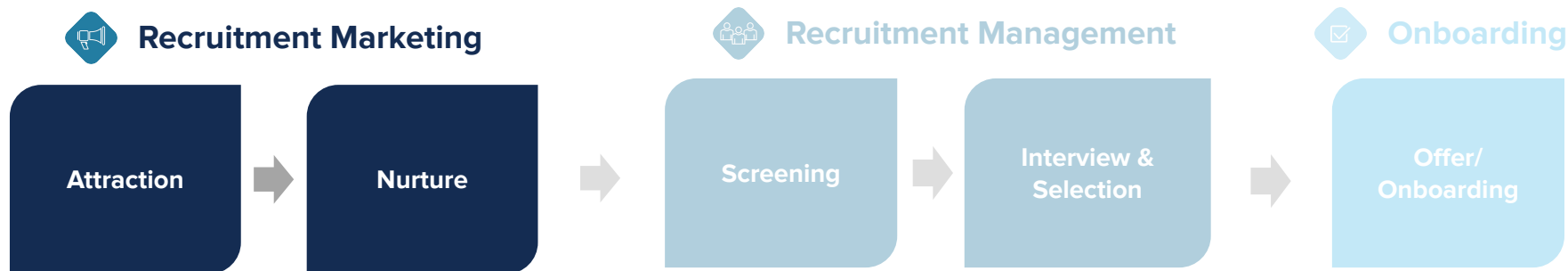
Offer

Your ATS

Recruiter Nurture

Questions?

Want to know more?



<https://www.pageuppeople.com/products/recruitment-marketing/>

Up next

in this PUPflicks Series - Recruitment Marketing

- Event 3 4th November - 2pm AEST
Leverage your alumni and internal talent network
- Event 4 18th November - 2pm AEST
How to proactively manage your talent community

Thank you