PUPflicks Series

EPISODE 1:

Reduce recruitment costs through a personalized candidate experience

PageUp

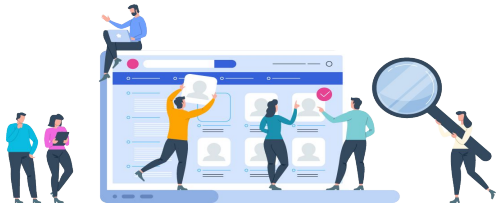
January 2021

Belinda Cawthorne
Head of Enablement

Marcus Strang
Head of Solutions Engineering
North America & Europe

Your current challenges

Budget cuts
Limited spend, resourcing constraints
More with less



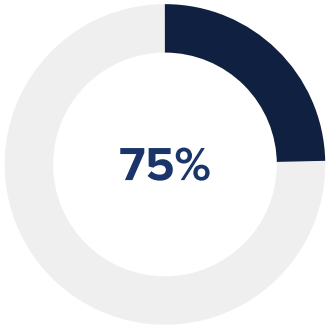
Talent attraction
Find the right person for the right role

Diversity, Equity, & Inclusion
Attracting a diverse cohort of talent

Stood down/furloughed
Employees require nurturing

PageUp

We know that...



Passive Candidate Traffic

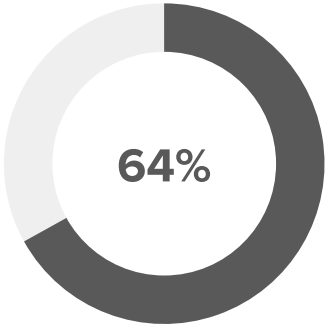
75% of job seeker traffic is from candidates “just browsing”

Active job seekers

Approx 25% of visitors on your career site will apply for your roles.

PageUp

We know that...



Security

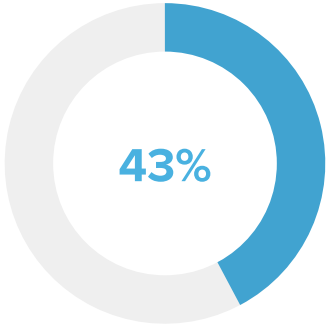
Almost 2/3 say job security is the priority

Build Trust

Candidates are nervous to move jobs right now due to uncertainty

PageUp

We know that...



Confident

Are feeling confident in finding a role

Be in the long game with talent

Engage and form relationships with the talent you want

PageUp

How can an intelligent careers site address these challenges?

PageUp

Questions?

PageUp

Up next

in this PUPflicks Series - Recruitment Marketing

Event 2	26th January - 2pm ET *Reduce recruiter effort through engaging and automated workflows*
Event 3	2nd February - 2pm ET *How to proactively manage your talent community*
Event 4	9th February - 2pm ET *Maximize the potential of your workforce through internal mobility*

PageUp

Thank you

PageUp

PUPflicks Series

EPISODE 2:

Reduce recruiter effort by creating engaging and automated workflows

PageUp

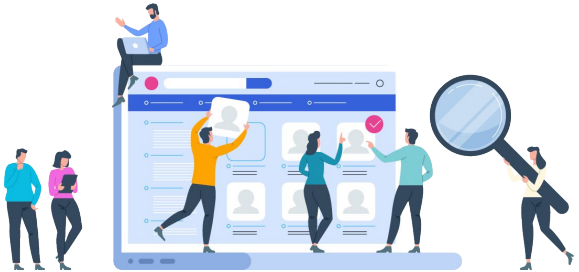
February 2021

Belinda Cawthorne
Head of Enablement

Marcus Strang
Head of Solutions Engineering
North America & Europe

Your current challenges

Budget cuts
Limited sourcing and agency spend, resourcing constraints
More with less

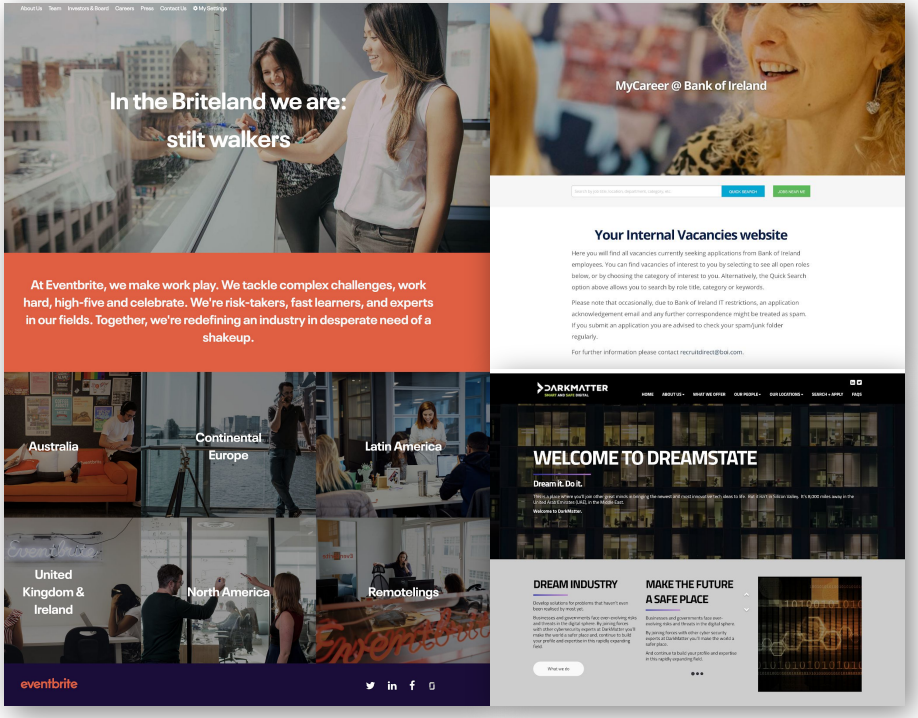


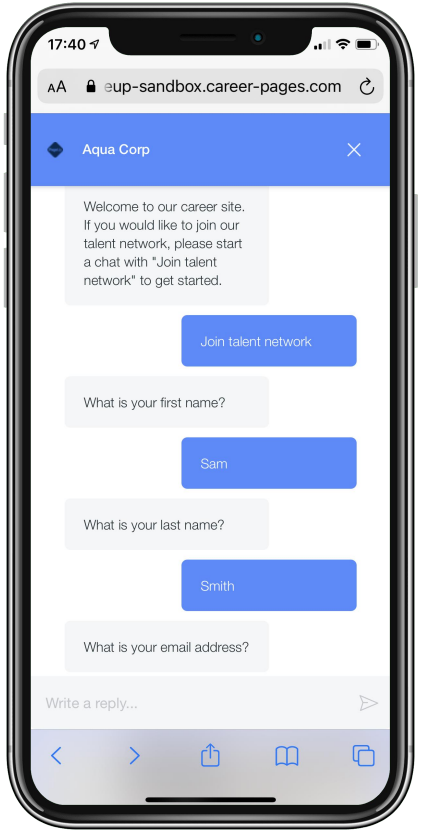
Job Applications
Not enough or an overwhelming amount of applications

Talent Attraction
75% of job seeker traffic are ‘window shoppers’
Candidates are nervous to move jobs due to uncertainty

PageUp

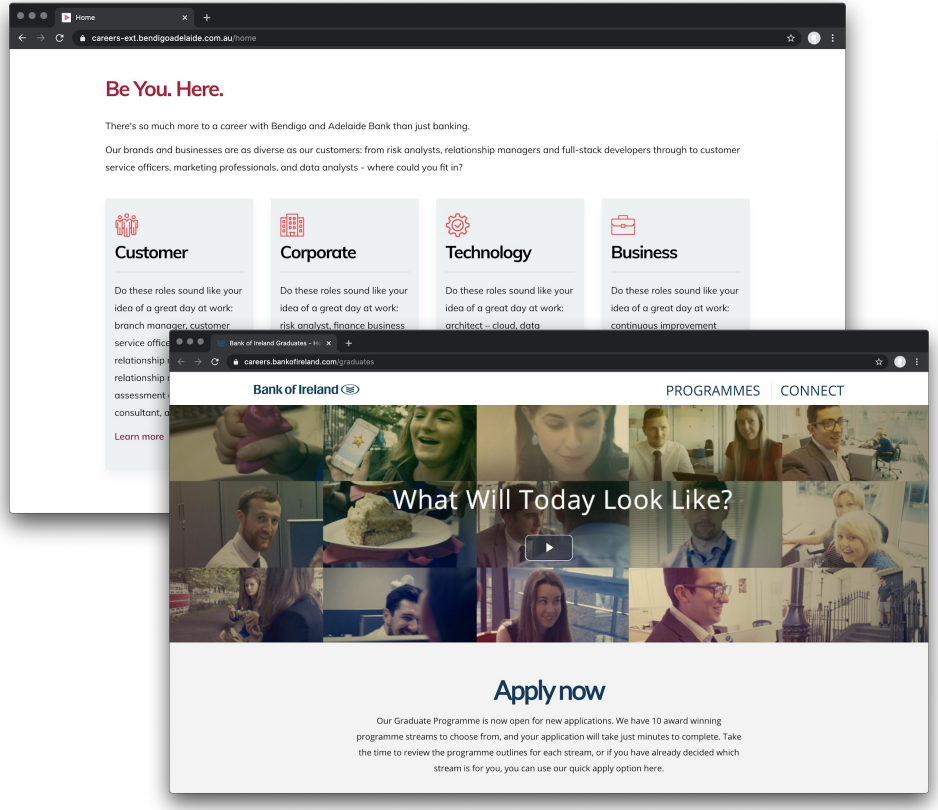
Now is the time for an intelligent careers site

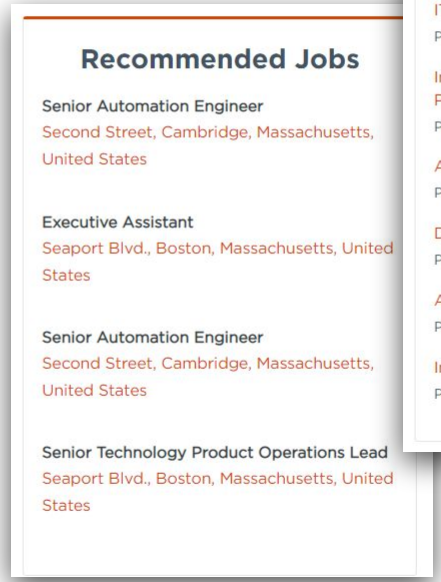




PageUp

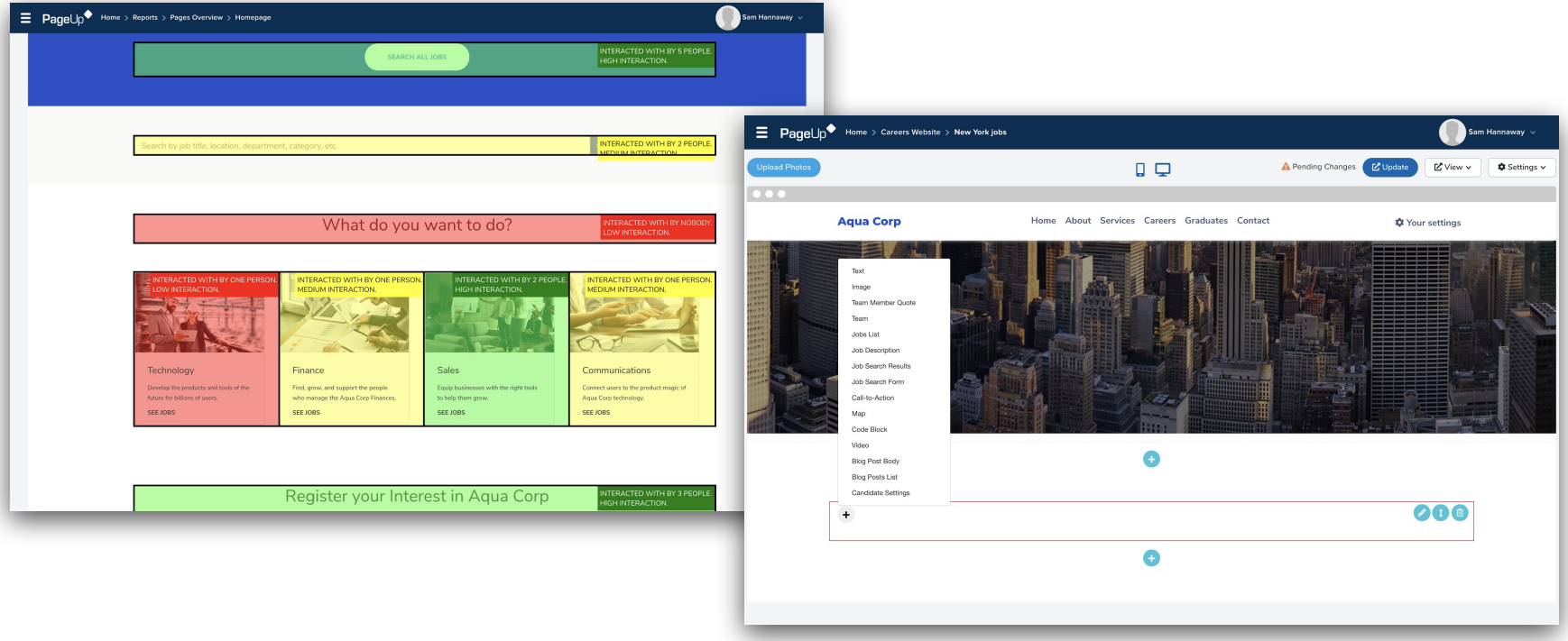
Personalized & targeted experiences





PageUp

Know what is working and easily optimize



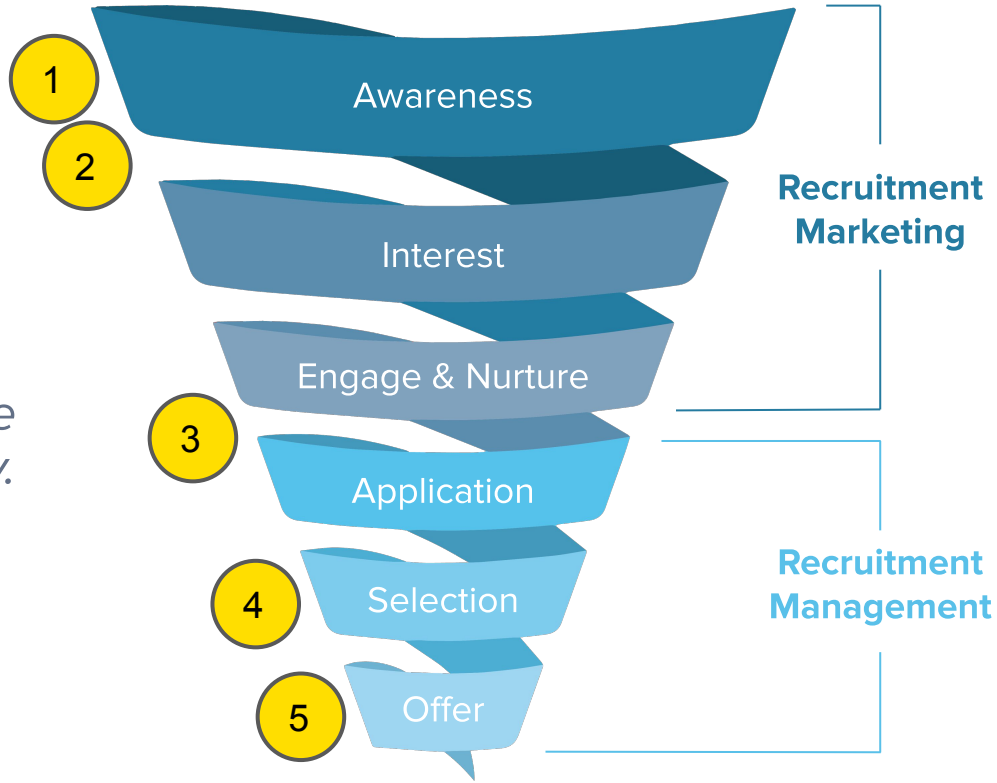
PageUp

How can we nurture candidates (ongoing) with little to no effort?

PageUp

The Recruitment Funnel

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



PageUp

Demo

PageUp

Questions?

PageUp

Up next

in this PUPflicks Series - Recruitment Marketing

Event 3	2nd February - 2pm ET *How to proactively manage your talent community and maximize the potential of your workforce.*

PageUp

Thank you

PageUp

PUPflicks Series

EPISODE 3: How to proactively manage your talent community and maximize the potential of your workforce

PageUp

February 2021

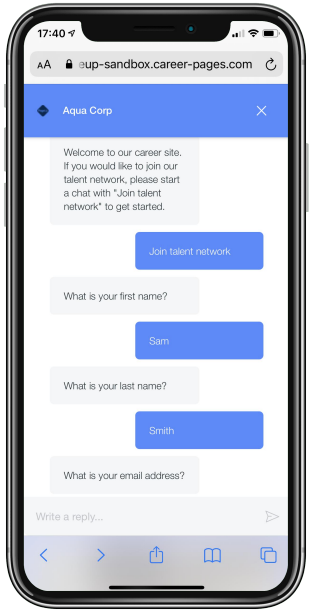
Belinda Cawthorne
Head of Enablement

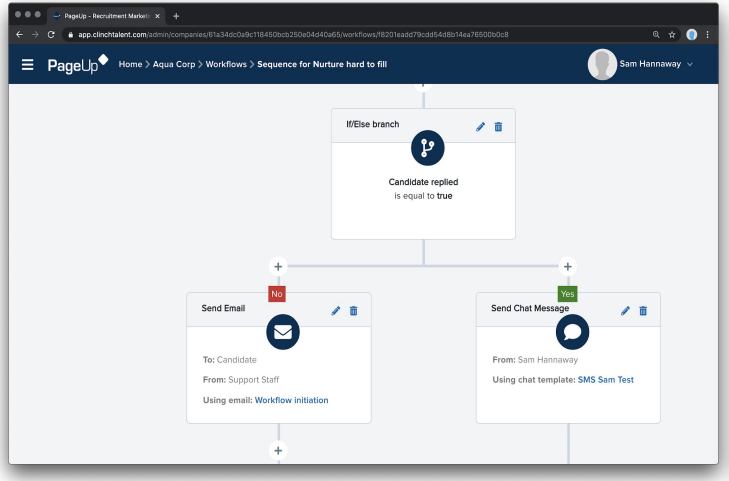
Marcus Strang
Head of Solutions Engineering
North America & Europe

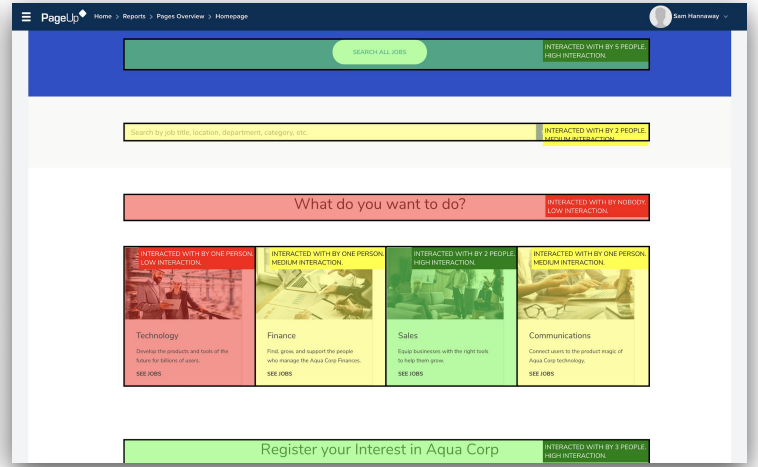
Previously, on PUPflicks...

PageUp

Careers sites, automation and insights







PageUp

Your current challenges

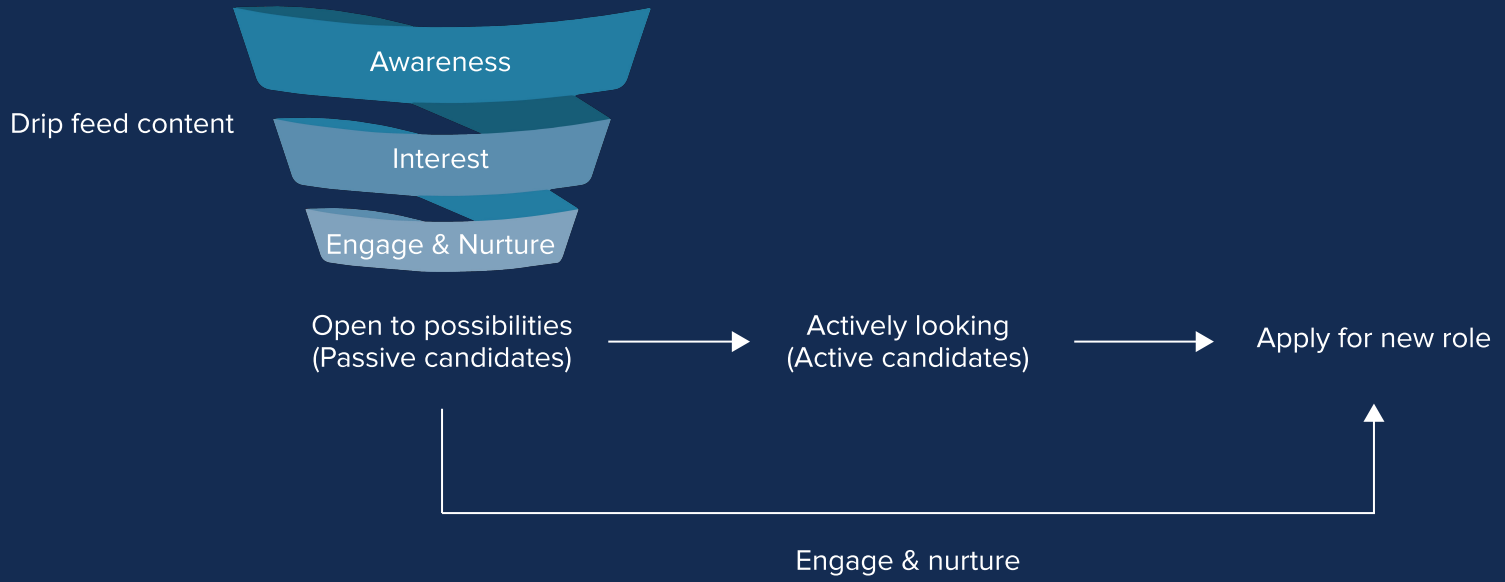
Talent Attraction

Poor Candidate Experience

Employer Brand (EVP)

PageUp

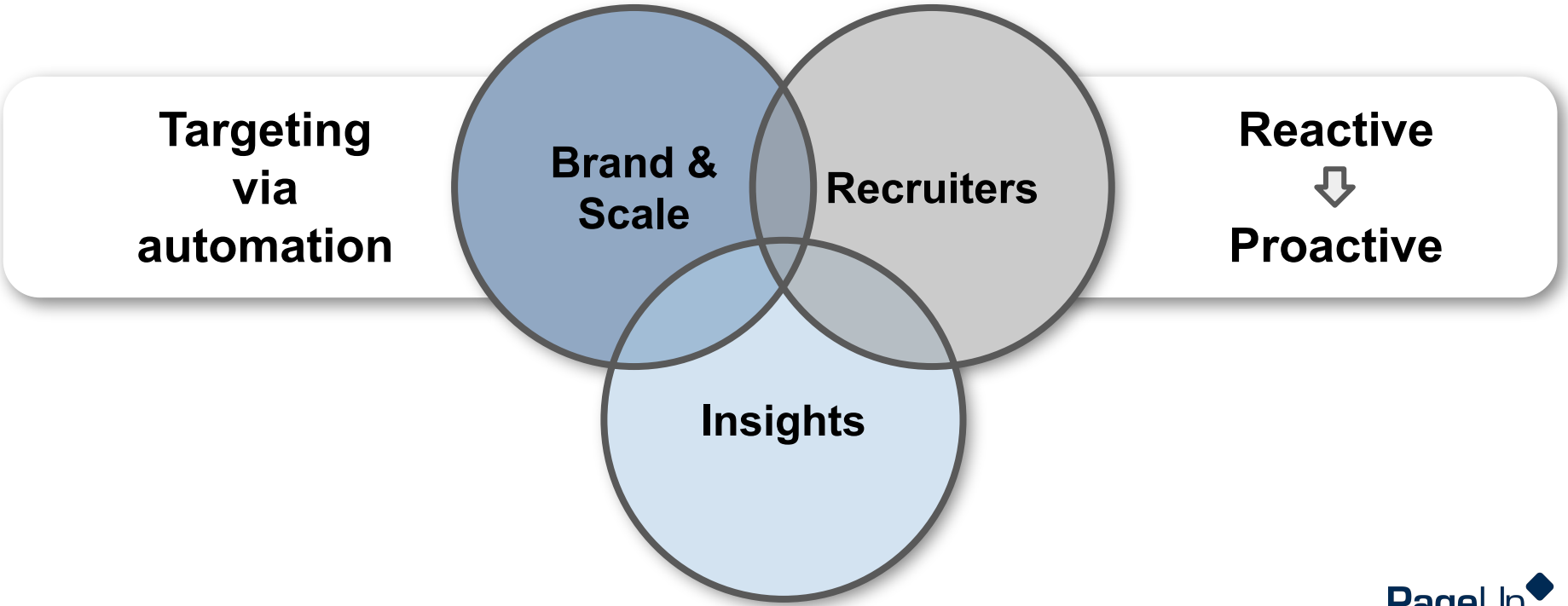
Transitioning from reactive recruitment to proactive attraction



How can you proactively manage your talent community?

PageUp

Three lenses on your talent community



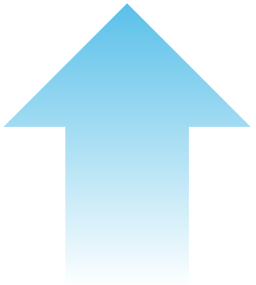
PageUp

Demo

PageUp

Reduce spend and increase employee engagement

Reduce
Sourcing spend
Recruitment costs
Onboarding costs
Training costs



Increase
Employee retention
Employee Morale
Employee Performance

PageUp

Thank you

PageUp