

Employment Brand Activation and Creative Services



A Careerarc.com study reports that 75 percent of job seekers consider an employer's brand before even applying for a job.²



Fifty-seven percent of candidates listed career sites as a top resource channel for researching new opportunities.³



Visual content is more than 40x more likely to get shared on social media than other types of content.⁴



Communicating rich and relevant content about your employment brand with the help of creative tools can help your business attract top talent.

Visibility of job advertisements continues to decline drastically since many social sites have gone public¹, bringing another level of complexity to a brand presence and filling jobs on social media. Many companies are finding success in acquiring talent by leveraging more creative ways to attract candidates using videos, employee testimonials, events and employee centric messaging, and sharing those brand sentiments through other vehicles such as mobile-optimized and SEO-enabled career sites and talent community communications.

Ensuring the right message is cascaded to candidates you are looking to hire can be challenging. ADP® Recruitment Process Outsourcing (RPO) brand experts partner with your brand ambassadors to assess the current state of your organization in the job market and provide solutions that help drive top talent to your job openings.

ADP Delivers:

- Assessment of current state, perception of your employment brand, enhancement summary and consultation
- Employment brand activation and creative content development
- Career site creation and hosting, offering search engine optimization and job search capabilities
- Social media development, distribution, metrics and social listening
- Talent communities to help more effectively keep talent warm and engaged

RPO Results



A targeted visual campaign for engineering had an **increase of 275% post consumption** and 725% increase in post reach



17% of a client's hires were in a talent community prior to being hired



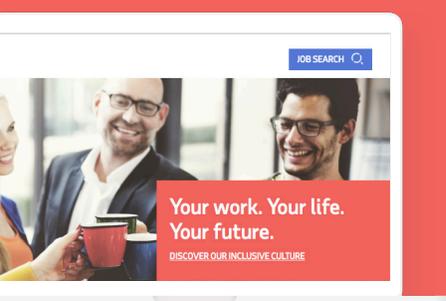
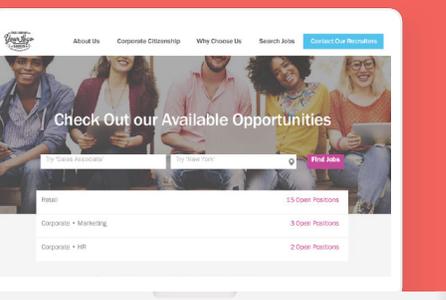
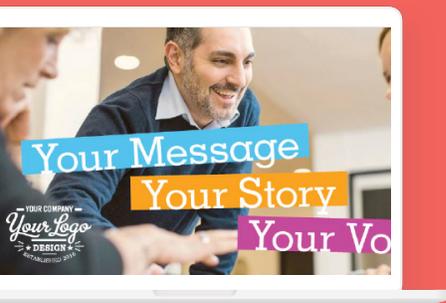
Facebook® becomes **4th largest traffic driver** to a client's career site



Talent community for campus events and post email **communications drove up to 25% of applicants** for key IT positions



Always Designing
for People™



Employment Brand Activation and Creative Solutions

ADP RPO® helps you understand key brand sentiments and organizational values and develops a strategy to bring both to life. We deliver content and other assets for multiple channels and distribute them across respective platforms. Our team will:

- Assess current state and perception of the employment brand and provide an enhancement summary and consultation
- Develop a strategy that effectively tells the story to target the right audience of talent
- Create assets to effectively activate employment brand sentiments across platforms
- Bring company values and history to life to create a personal connection with potential talent
- Provide career-site assessment and recommendations

Career Site Creation and Hosting

A candidate's journey starts at your career site to gain information about your organization, your values and your story to determine alignment with their goals and expectations. By having a compelling career site with relevant examples of who you are, you give them the real story to peak their interest. We provide:

- Full career site or landing page development to complement your employment brand.
- SEO and mobile responsive career site
- Job search functionality
- Enhanced candidate experience

Social Media Strategy

Attract and engage the right talent through brand activation and employment value proposition distribution on social media platforms including strategy, build, training, on-going development/maintenance, metrics and social listening.

- Design and build a career-focused Twitter® account and Facebook® page specific to career opportunities
- Leverage existing LinkedIn® company page
- Activate and extend employment brand through various media types including visual assets, articles, company information, videos and job links

Talent Communities

Keeping talent warm and engaged is essential to maintaining a full candidate pipeline containing quality candidates. We provide:

- Custom recruitment marketing emails including job highlights, manager interview and spotlights, employee stories, job fairs and career newsletters
- Relationship building opportunities with talent community members and your recruiters to help ensure a robust pool of talent by functional area
- Talent community building tools that integrate with your company career site



For more information,
call 1-800-CALL-ADP (800-225-5237)