



# YOUR BRAND MATTERS TO JOB SEEKERS

Your candidates are approaching their job search as they would product research. They seek information about your brand, your culture, and your organizational philosophy. They read employee reviews and other consumer generated content, including testimonials and client feedback. Ultimately, the decision to ‘buy now’ by applying to your organization is reliant on the information they find during this phase.

PEOPLE EXPECT YOUR COMPANY TO HAVE A MOBILE FRIENDLY CAREER SITE

**66%**

WORKING AMERICANS

**82%**

Millennials

PEOPLE WANT THEIR COMPANY TO BE RECOGNIZABLE TO OTHERS IN THEIR FAMILY OR FRIEND GROUPS

**47%**

WORKING AMERICANS

**59%**

Millennials

Of seekers, **56%** cite **LinkedIn** and **54%** regard **Facebook** as the ideal places to begin. **GlassDoor**, the employee feedback site logs in at **34%**.

## MOBILE FRIENDLY ISN'T OPTIONAL

If you don't have a site that renders well in the mobile experience, you are no longer relevant. You won't appear in searches, and your site won't convert. The expectation is a device-agnostic experience.

## JOB SEEKERS RESEARCH BRANDS BY:

**37%**

EMPLOYER REVIEWS

**94%**

SOCIAL MEDIA

**24%**

EMPLOYER'S WRITTEN SITE CONTENT

**24%**

COMPANY PUBLICATIONS OR PRODUCTS

**8%**

VIDEO CONTENT ON COMPANY SITE OR YOUTUBE