

3 Winning Strategies to Engage the Evolving Jobseekers

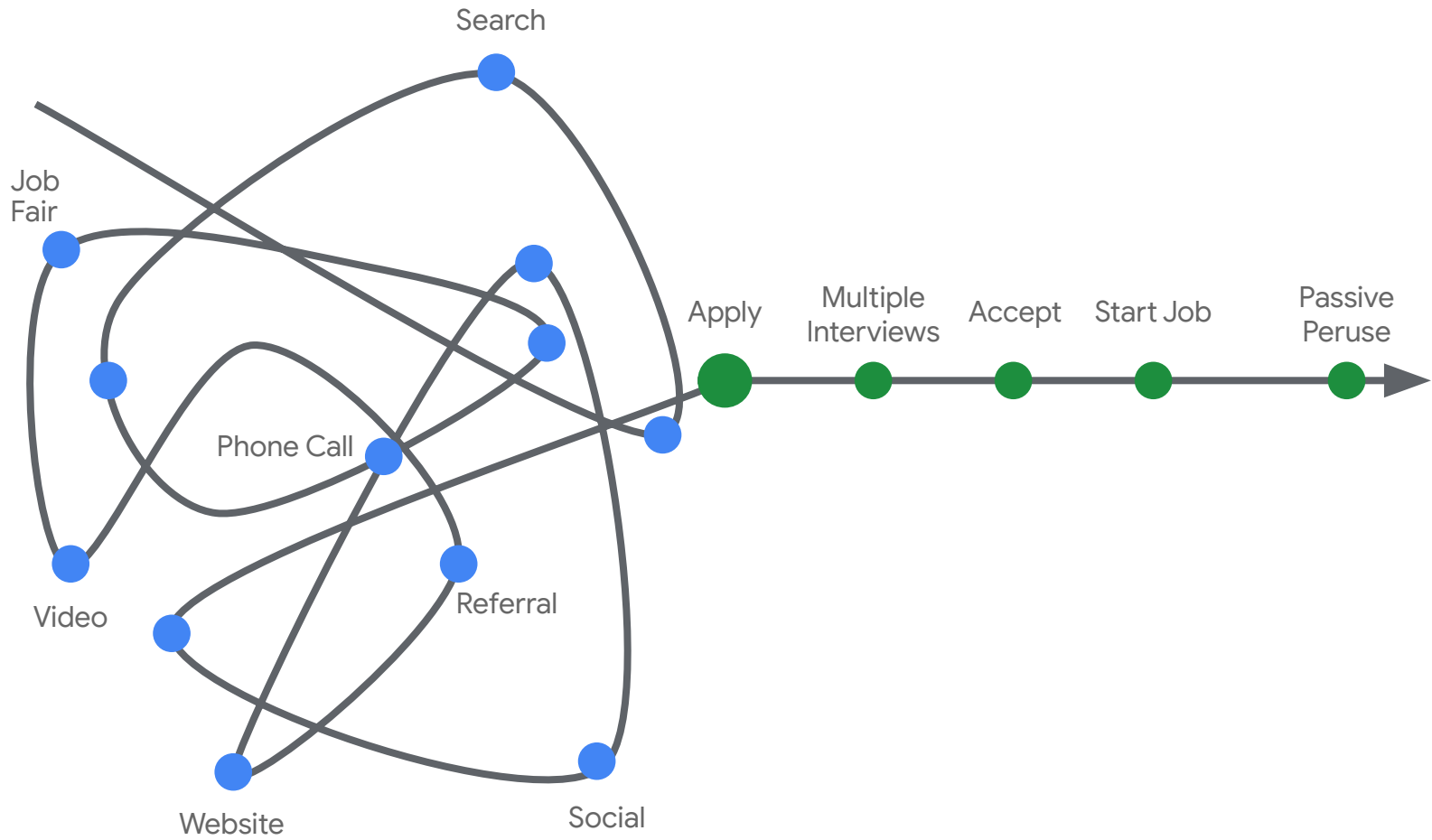


Adam Deif

Head of Industry, Global Business
Google







The jobseeker is evolving

2.5x

Shorter tenure



1 in 4: Gig Economy

...And so is the landscape

+58M

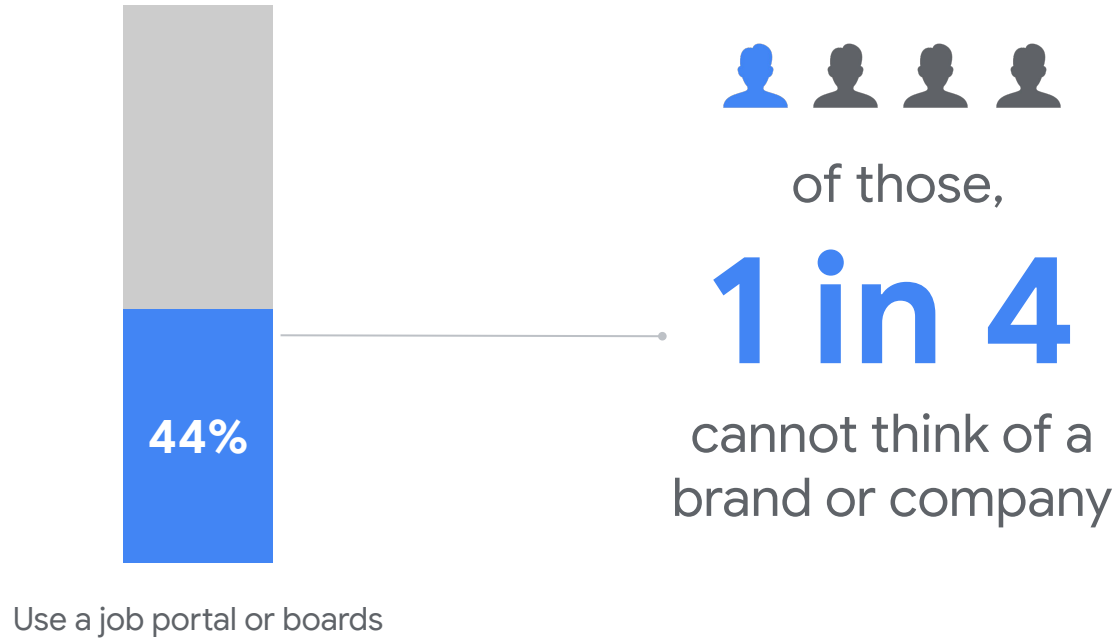
Automation is actually creating net positive global job growth through 2023

14%

of the Global Workforce, or 375M workers, will need to learn new skills

1. Stand out from the crowd
2. Be where they are
3. Deliver the right experience

Brand awareness



Source: Google Consumer Survey,
“Which of the following methods have you used to look or apply for a job?” n=1,497 respondents
“When thinking of job search websites, which companies or brands come to mind? Please list all that come to mind. If none come to mind, please type “none.”?” n=599 respondents

Investing in brand delivers

+28%

Revenue growth vs S&P500
across the last 10 years

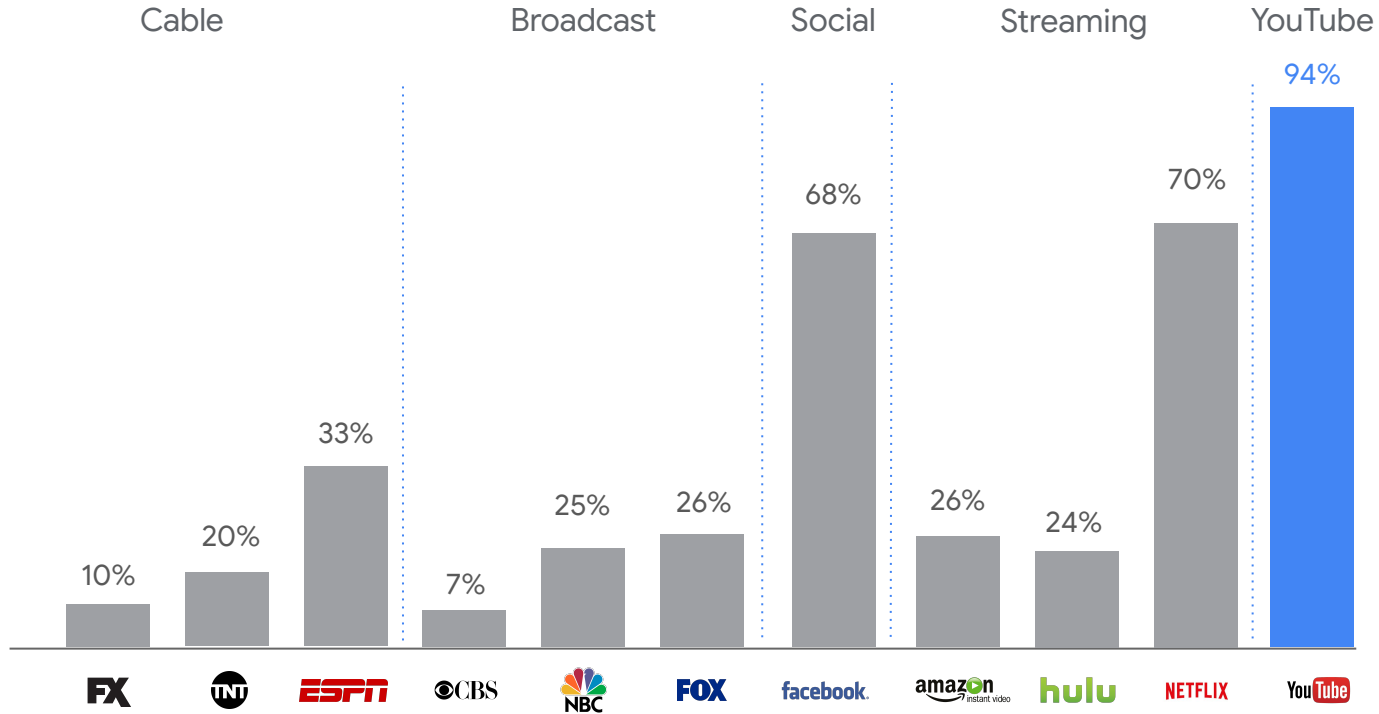
Start by reaching your audience...



2 of 3

Jobseekers <44 years old

Where they are digitally





1. Connect through emotion & storytelling
2. Brand naturally
3. Make the service the story

1. Stand out from the crowd
2. Be where they are
3. Deliver the right experience

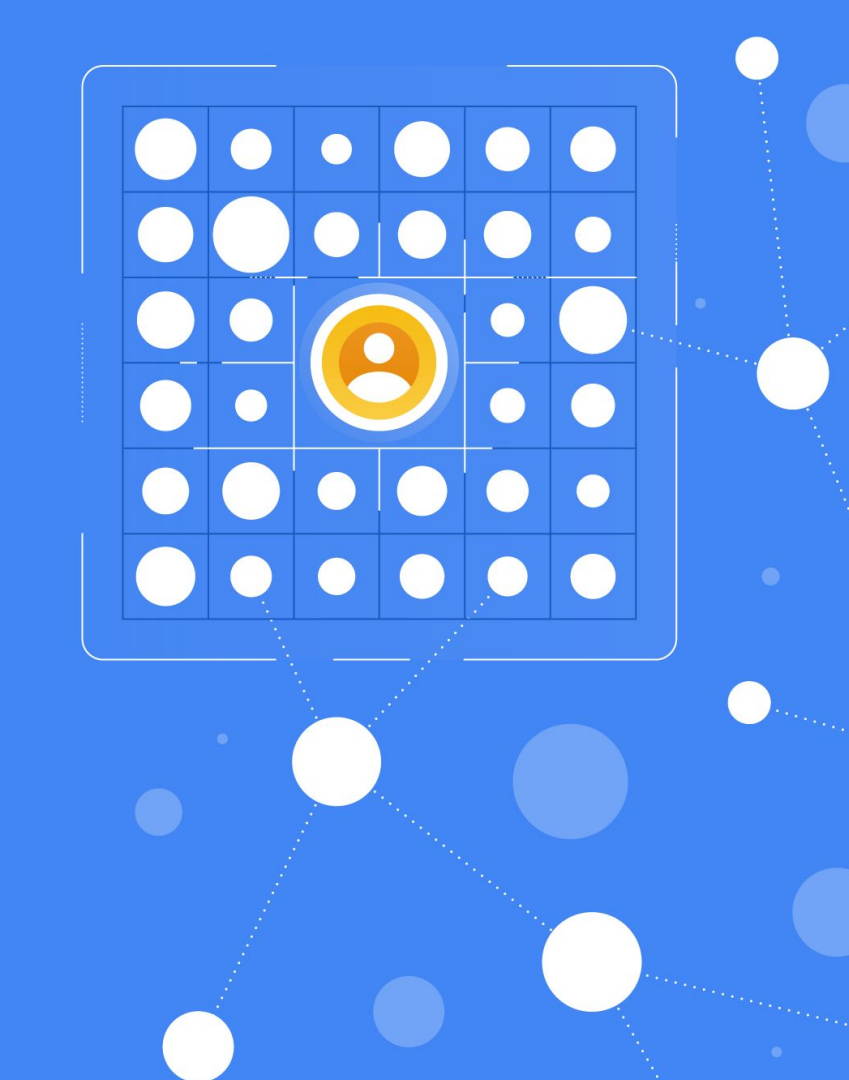


33%

of US internet users consider
the marketing messages they
receive are
personalized/customized*

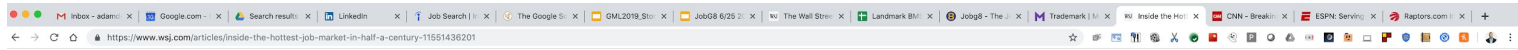
data

For you, the marketer, there is a massive amount of data that you need to analyze to better understand your customer



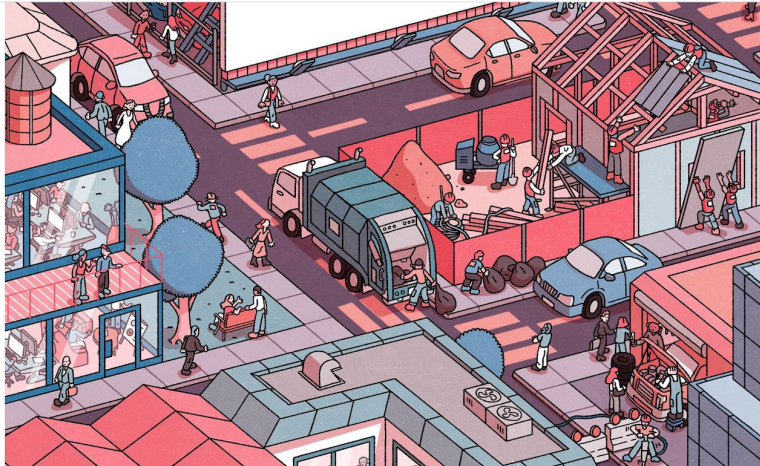
The right message in
front of the right user at
the right time

Everywhere Strategy



THE WALL STREET JOURNAL

HOW AMERICA WORKS
Inside the Hottest Job Market in Half a Century
A look at who's getting ahead, who could be left behind and how long the boom can last

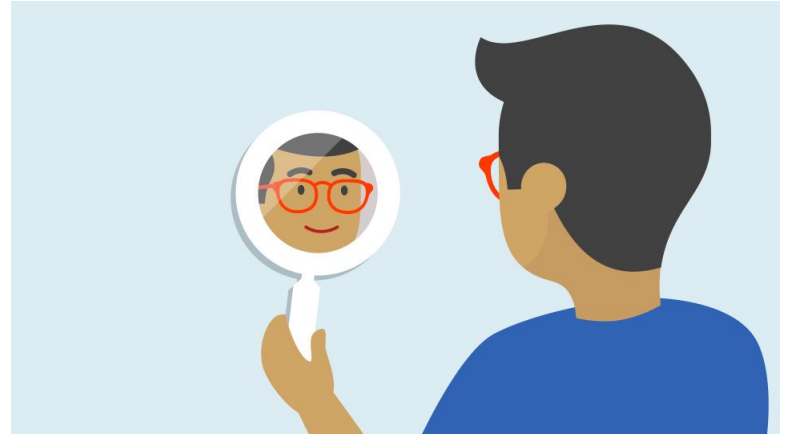


1. Stand out from the crowd
2. Be where they are
3. Deliver the right experience



Share of internet users blocking ads has doubled from 2014 to 2018

User expectations are rising, as people demand more transparency, choice and control over how their online data is used

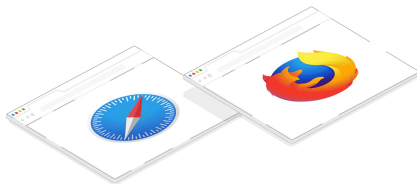


The industry is **shifting** to meet these **higher expectations**



Regulatory Changes

New regulations such as GDPR are impacting how data can be collected and used



Browser Updates

Heightened controls are impacting traditional data collection (e.g. third party cookies and device identifiers)



User Privacy Controls

Users are demanding more control and transparency over data collected and used for ads personalization

Enable a positive experience for jobseekers



Be transparent

2 in 4

Jobseekers want to know who is accessing their data and usage



Provide Control

2 in 5

Jobseekers report profile controls influence choice



Build Trust

1/2

of Jobseeker choice hinges on brand privacy reputation

1. Stand out from the crowd

The places and spaces in which job searches are happening is rapidly changing. Stand out.

2. Be where they are

Work and personal lives are blurring. The sheer number touch points is increasing. Create an everywhere strategy for your brand.

3. Deliver the right experience

In a demanding environment with privacy at the core, get ahead of the implications by providing transparency, giving more control, and building trust with the user.

Thank You

