

## Guide

# The Marketing Case for Social Recruiting



Reducing costs and improving hiring time and quality affects more than just your company's HR metrics. Help your marketing department discover the benefits of social recruiting on your company's Facebook page.

No matter how large or small, your company has two major assets, and they both keep your CEO up at night: your people and your brand. It is just as important for your company's bottom line to attract the right people to support your company internally as it is to generate leads and drive new sales growth. But did you know that social recruiting can simultaneously help your company do both?

## THE CASE FOR RECRUITING CANDIDATES ON YOUR FACEBOOK PAGE



Your people are your brand, and your brand attracts people.



Your candidates are your biggest champions.



An update from HR is free content for marketing.



It's easy to "like" your jobs.

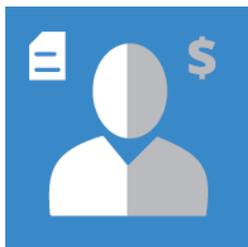


Every candidate is also a potential lead.



1+1=3: Shared resources equal saved resources.

# WORK4



## Your people are your brand, and your brand attracts people.

Brand awareness is a truly powerful motivator for sales, and more than 500 million people follow their favorite brands on Facebook.<sup>1</sup> And if they “like” you, they will be more willing to “share” you with their networks. Candidates are also fans--and more fans means that there’s more brand awareness.

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## Your candidates are your biggest champions.

Your talent community comprises the group of people who love your brand so much they want to work for you; why not take advantage of those candidates and their networks to build your brand? Users who spend time with and invest energy in your company are more likely to champion spending and investing money in your company.

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## An update from HR is free content for marketing.

Engagement on Facebook can be a full time job for your team. Status updates, photos, videos, community management...all require time, effort, and good content. Job openings provide you with a steady stream of attractive content, and it’s easy to automate posts to your wall.

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## It’s easy to “like” your jobs.

The best part about allowing your brand to dip its toes in the talent pool is that you will continuously attract people to your page. Job postings provide both active and passive candidates a reason to join your community and to keep coming back for more.

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## Every candidate is also a potential lead.

Every user you acquire gives you a chance to generate more leads and encourage sales growth; why not turn your candidates into your best customers? 79% of people are more likely to purchase from your company once they become your fans, and 74% of your fans are likely to refer your product or service to their friends.<sup>2</sup> (And people are four times as likely to buy when they receive a referral from a friend!<sup>3</sup>).

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## 1+1=3: Shared resources equal saved resources.

By pooling your resources, not only will both your marketing and HR teams save money, but you will free up resources for other campaigns. Both teams will also benefit from engaging with fans at once in a single location instead of allotting time, manpower, and money to run two separate relationship-building programs.

1. <http://www.edisonresearch.com/wp-content/uploads/2012/10/Slide047.png>

2. <http://mashable.com/2012/11/01/facebook-sales/>

3. <http://vouchfor.com/vf/what-you-didnt-know-about-referral-marketing-with-statistics>



## Case Study: UNIQLO

UNIQLO opened its doors in the US with limited brand recognition and a limited budget. Using targeted Facebook ads, the company recruited 500 new retail employees in San Francisco, and generated over 35 million ad impressions, which increased brand recognition and awareness, as well as traffic on both the careers site and the Facebook page. Due to the low cost of recruiting and the high pay off, the C-Suite significantly increased the budget for the marketing department.



## Recruiting Ads Help Marketing

Recruiting ads can do double duty not only by targeting passive candidates, but also by targeting potential fans and customers. Your ads showcase your brand image to someone who will be interested in engaging with your company's Facebook page, whether it's with a "like" or a job application. Recruiting ads and marketing ads are often one and the same.



## Case Study: Bebe

Bebe's marketing department was resistant to letting HR post anything to their Facebook page, because they were concerned that posts about jobs would negatively affect engagement with their millions of fans. As an experiment, they let HR post a single job-related status--and within four hours, 14,000 people had "liked" it! In fact, it was their highest engaged post to date.



## Recruiting Helps Engagement

Fans are fans whether they're candidates or simply regular users. Let them show their pride in being a part of your company by giving them the option to engage on their terms--and they will. For a small investment of resources and real estate, HR and marketing can both take full advantage of their brand page to engage with potential customers and potential candidates.

## About Work4 Labs

Work4 Labs develops the #1 Facebook Recruiting Solution, which enables tens of thousands of companies — including VMware, Gap, and L'Oreal — to hire qualified candidates across industries, geographies, and pay-grades. Our award-winning products help recruiters easily launch branded corporate career sites on Facebook and mobile devices, and drive traffic, job applications, and employee referrals from the network's 1 billion users. Work4 Labs was founded in 2010, and is headquartered in San Francisco with an additional office in Paris. Learn more at [www.work4labs.com](http://www.work4labs.com).