



# Talent on Tap

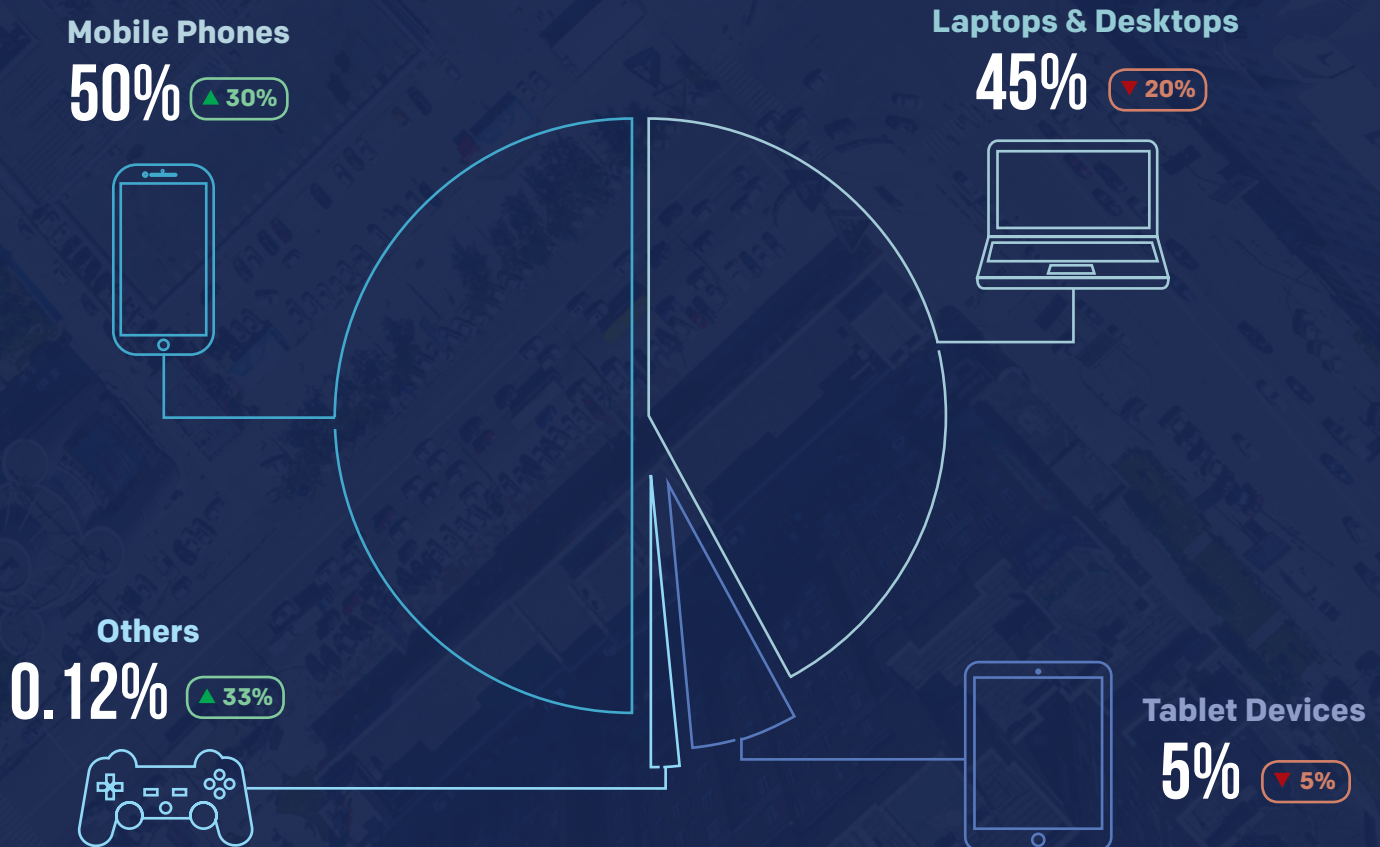
Developing a Distinctive Mobile Presence for Effective Digital Talent Acquisition



# The Age of the Small Screen

With a staggering 4 billion mobile subscriptions, Asia is the most digitally connected region globally. As mobile phones continue to overtake laptops and desktops to gain the lion's share of web traffic, it is clear that the digital age is rapidly giving way to the mobile revolution.

## Share of Web Traffic in Asia Pacific



Boxed figures listed are the year-on-year changes as compared to 2016. Source: Digital in 2017: Global Overview, We Are Social, 2017





# Need for Speed

The mobile revolution has seen an increasing shift in emphasis from mere information availability to a combined need for speed and accessibility. Inevitably, organisations have been striving to incorporate a mobile aspect into their digital strategies, and talent acquisition is no exception.

As talent trade their computers in favour of highly portable and smaller screens, it has become increasingly critical for organisations to refine their talent attraction strategies to keep up with changing habits and engagement points of their audience.



**90%** of job seekers say they will use their mobile device during the job search process in the next 12 months



**45%** of job seekers report using their mobile device to search for jobs *at least once a day.*

Source: The State of Mobile Job Search, Glassdoor, 2014 | <https://www.glassdoor.com/blog/9-10-job-seekers-search-jobs-mobile-glassdoor-state-mobile-job-search-survey/>





# Developing a Strong Digital Presence

While job boards and professional social media platforms like LinkedIn and Glassdoor are commonplace for talent acquisition teams, establishing a strong digital presence will require careful consideration of several essential factors to ensure the effectiveness of such talent attraction channels.



## Consistency

Beyond presenting an excellent first impression through the aesthetics of your organisation's digital platforms, having consistency across all digital platforms are key to establishing a strong brand identity.

While most large companies have comprehensive branding guidelines for their marketing teams, consider having a condensed version to guide employees in their social media postings to ensure a consistent online image for your organisation among your best brand ambassadors.

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# 59%

of employees do not know what their company stands for, and what makes their brand(s) different from their competitors

Source: Your Employees Don't "Get" Your Brand, Gallup, Inc., 2012 | <http://www.gallup.com/businessjournal/156197/employees-don-brand.aspx>



## Talent on Tap: Developing a Strong Digital Presence

### **Variety**

Experimenting with various mediums is essential, and using a combination of videos and images alongside quality content is key in ensuring your organisation's efforts and messages are not bypassed on screen.

Using distinctive elements outlined by your brand identity, create and repurpose content in new ways — this can be a video series featuring an office tour or a visually impactful infographic about your organisation's top talent.

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### **Functionality**

When designing your organisation's digital platforms, always keep in mind who is the most important audience for the website.

Having a clear vision of the hierarchy of audiences will help you decide the click flow and top priorities of your digital platforms. Bearing in mind the engagement points between candidates and your channels, a well thought out user flow can result in reduced drop-off rates and saved opportunities.



#### **The Three Click Test**

Consider this scenario - how easy is it for an individual to apply for a job on your website while on a crowded train on his commute back home?







## Mobility

When considering your organisation's approach to mobility, it is prudent to first establish the purpose and user needs.

Applications, or apps, have enjoyed the spotlight in past years as many organisations hopped onto the bandwagon to create apps for all purposes. However, the high level of maintenance required from the user, from downloading to updating and registration, make for higher drop-off rates, particularly for products or services that have one-time or infrequent usage.

On the flip side, a mobile optimised website offers excellent user experience on multiple screen sizes, with significantly less investment on time and effort for both your candidates and the organisation.

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### Maximising the potential of mobile optimisation will require the different set of considerations as compared to desktop sites:



Catchy and short headline  
(3-5 words)



Lightning fast loading  
speed



Prominent call to action  
- "Apply here!"



User intuitivity





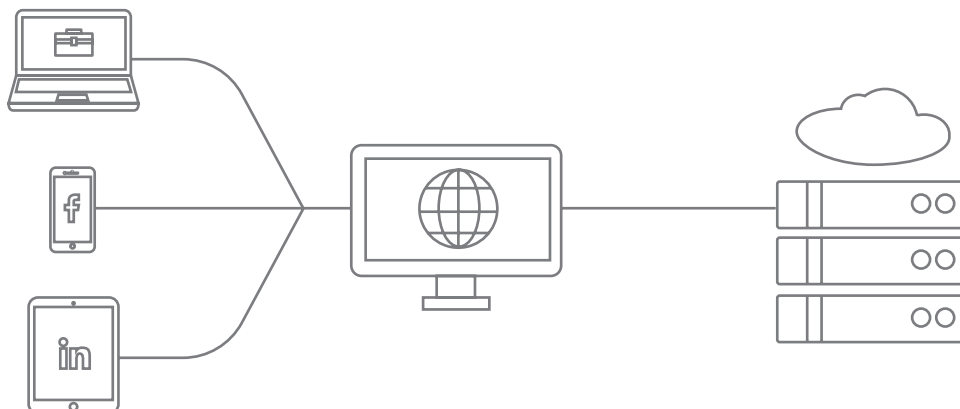
## Sponsorship

Having a sponsorship strategy for your social media postings will go a long way in expanding your audience beyond your platform's organic reach. By varying your targeting parameters, you have the flexibility of either precision in your digital talent attraction tactics or an extended list of candidates with a myriad of skill sets and experiences.



## Interconnectivity

Developing a solid digital presence for your organisation requires an interconnectedness of all your platforms, or otherwise known as a ecosystem. Having seamless transitions between social media apps to your website and database, as well as watertight transfers of data are essential to ensure no candidate application will be overlooked.







# The Future is Now

The need for distinctive online employer branding is a reality today, with the use of digital platforms for talent attraction becoming increasingly common in companies of all sizes.

While digital has become an integral part of business, embracing mobility and accessibility will become key in differentiating businesses — only those who have integrated digital transformation into their strategies and processes will have a clear edge over their competitors as the war for talent intensifies.



