THE RECRUITERS GUIDE TO
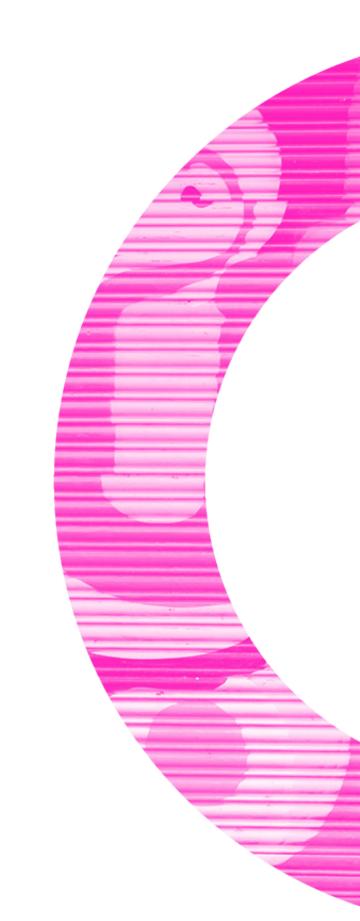# MARKETING AUTOMATION STRATEGY & TECH 2025.

SO, YOU'RE LOOKING AT ==MARKETING AUTOMATION.== CHANCES ARE IT'S TO BECOME MORE EFFICIENT IN YOUR DAY TO DAY MANAGEMENT OF TASKS, PROVIDE A MORE PERSONALISED EXPERIENCE TO YOUR PIPELINE OR JUST GENERALLY FIND A BETTER WAY TO ENGAGE YOUR NEW DATA OR REENGAGE YOUR OLD DATA.

TO BE FRANK, IT'S LIKELY IT'S ALL FOUR.

WANT TO KNOW SOMETHING MIND-BLOWING IN REFERENCE TO THAT LAST TOUCHPOINT?

THE AVERAGE RECRUITER SPENDS 13 HOURS A WEEK SEARCHING FOR CANDIDATES EXTERNALLY TO THEIR SYSTEMS. 73% OF THESE CANDIDATES WERE ALREADY ON THEIR SYSTEM. (SOURCE: BARCLAY JONES)

IF THAT'S NOT AN INDICATOR TO USE DATA BETTER THEN ==WHAT IS==?

SO ON THAT NOTE – WHAT'S THE BEST WAY TO MAKE ALL THESE THINGS WORK FOR YOU?

IN THIS GUIDE WE'LL LOOK AT THE UNDERLYING STRATEGY IN ORDER TO GET THE MOST OUT OF MARKETING AUTOMATION TO BOTH CLIENTS AND CANDIDATES, WITH AN END GOAL OF GENERATING AS HIGHER ROI AS POSSIBLE.

OF COURSE, WE'LL POINT YOU IN THE DIRECTION OF SOME GREAT TOOLS TOO.

IT SOUNDS A BIT CORNY BUT... BEHIND EVERY GREAT MARKETER ARE THEIR METHODS AND TECH. YOU'LL SEE.

SO, FIRSTLY YOU NEED TO ENSURE YOUR DATA IS SEGMENTED.

WHY? SO YOU CAN TAILOR YOUR COMMUNICATIONS TO EACH INDIVIDUAL THAT IS RECEIVING YOUR OUTREACH.

IT'S NEAR IMPOSSIBLE TO MAKE ONE SIZE FIT ALL. ESPECIALLY WHEN SELLING A SERVICE THAT HAS SUCH A WIDE SCOPE OF POTENTIAL SUITORS.

SO, WHERE DO YOU START?

WELL, YOU CAN DO THIS BY DEMOGRAPHIC:

- ☐ **BUYER PERSONA**
- ☐ **REVENUE**
- ☐ **SECTOR**
- ☐ **LOCATION**
- ☐ **SIZE OF BUSINESS**

ALTERNATIVELY:

YOU CAN DO IT BY THE BUYER JOURNEY OR TAKE THAT DATA AND SEGMENT IT FURTHER BY:

- **DIFFERENT STAGES OF THE PIPELINE (AWARENESS, CONSIDERATION, DECISION)**

- **EXISTING CLIENTS/CANDIDATES**

- **NEW CLIENTS/CANDIDATES**

- **PROSPECTIVE CONSULTANTS/EMPLOYEES**

REMEMBER, SEGMENTATION IS IMPORTANT FOR RELEVANCE.

BUT TOO MUCH SEGMENTATION IS HARMFUL TO YOUR RESULTS.

NOW YOUR DATA IS SEGMENTED WHAT'S THE BEST WAY TO GENERATE THEM INTO A LEAD?

AS A RECRUITER, THIS IS OBVIOUSLY GOING TO DIFFER BETWEEN THE CLIENT'S PERSPECTIVE AND THE CANDIDATE'S PERSPECTIVE.

CANDIDATES.

CANDIDATES WANT JOB ALERTS THAT FIT THEIR CRITERIA.

CANDIDATES WANT TO KNOW THEY ARE IN GOOD HANDS.

CANDIDATES WANT TO KNOW YOU ARE DOING THE MOST FOR THEM AND THEY'RE NOT JUST A NUMBER.

CANDIDATES WANT TO DEAL WITH PEOPLE. NOT AI.

CANDIDATES WANT GOOD SERVICE.

AND WHAT'S THE BEST WAY TO CAPTURE THEIR ATTENTION TAKING ALL THOSE POINTS INTO CONSIDERATION?

GIVING VALUE.

GIVING VALUE IS GOING TO GO A LONG WAY TO HELP INCREASE BOTH AWARENESS, AND THE LIKELIHOOD OF THEM CONSIDERING REACHING OUT TO YOU OR UTILISING YOUR WEBSITE.

SOME EXAMPLES OF CONTENT MIGHT BE:

- **10 TIPS EVERY CANDIDATE SHOULD PUT ON THEIR LINKEDIN**

- **10 TIPS EVERY CANDIDATE SHOULD PUT ON THEIR CV**

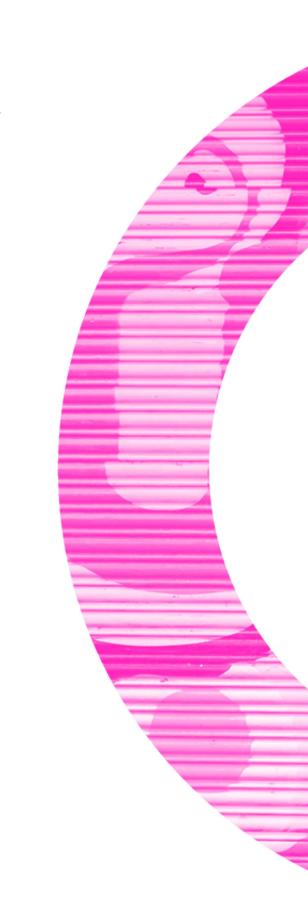- **10 TIPS EVERY CANDIDATE NEEDS TO KNOW FOR INTERVIEWING IN 2025**

LET'S SAY THIS IS VIA EMAIL MARKETING. YOU HAVE THREE GUIDES GOING OUT OVER A SIX WEEK PERIOD. ONE MAIL OUT EVERY FORTNIGHT.

FREQUENT ENOUGH TO BE FRONT OF MIND. NOT FREQUENT ENOUGH TO BE WORTHY OF AN UNSUBSCRIBE (PROVIDING THE CONTENT IS CONSISTENTLY VALUABLE)!

CONGRATULATIONS, JOE BLOGGS IS NOW THINKING I GOT X, Y, Z FROM BOLD IDENTITIES. THESE GUYS REALLY KNOW WHAT THEY ARE TALKING ABOUT. LET ME CHECK THEM OUT.

NOW YOU'VE GOT THEM AT THE CONSIDERATION STAGE FROM YOUR AUTOMATION SEQUENCE, LET YOUR SALES TEAM/CONSULTANTS TAKEOVER TO DELIVER THAT KNOCKOUT SERVICE.

AND VOILÀ, YOU'VE GOT THEM TO THE DECISION STAGE IN SIX WEEKS.

LET'S REWIND FOR A SECOND...

ULTIMATELY EVERYONE LOVES GETTING SOMETHING FOR NOTHING. ESPECIALLY WHEN IT'S INVALUABLE TO THEM.

THIS IS WHERE HOW WELL YOU'VE SEGMENTED YOUR DATA COMES INTO PLAY.

WHETHER THEY ARE A NEW PROSPECT YOU'RE TRYING TO BRING INTO YOUR TALENT POOL OR AN EXISTING CANDIDATE THAT'S BEEN SITTING IN YOUR TALENT POOL FOR A WHILE, THERE'S NO BETTER WAY TO GET HOOK THEM IN THAN BY GIVING GOLDEN NUGGETS OF INFORMATION.

WHY DO WE SAY GOLDEN NUGGETS?

IN THE DIGITAL ERA WE ARE INUNDATED WITH INFORMATION AND COMMUNICATION VIA EMAILS, SOCIAL MEDIA FEEDS, DIRECT MESSAGING ETC.

WHAT DO THEY HAVE IN COMMON? EASY TO DIGEST INFORMATION.

280 CHARACTERS IN A TWEET. 60-SECOND VIDEOS ON INSTAGRAM OR TIKTOK. 20% DISCOUNT CODES VIA EMAIL MARKETING.

PEOPLE ARE BUSY AND YOU'RE FIGHTING FOR THEIR ATTENTION.

YOU'VE GOT A COUPLE OF SENTENCES TO GRAB THEM, OR YOU'VE LOST THEM. REMEMBER THIS IN ALL OF YOUR OUTREACH AND AUTOMATED COMMUNICATIONS.

NOT MANY PEOPLE ARE GOING TO READ AN 800-WORD MARKETING EMAIL. IF YOU'RE GIVING SOMETHING TO THEM FOR FREE, JUST GIVE IT TO THEM.

NOT MANY PEOPLE ARE GOING TO READ A 5,000-WORD GUIDE. MAKE IT PUNCHY. THERE AREN'T ENOUGH HOURS IN THE DAY.

AND TRY TO MAKE YOUR CONTENT EVERGREEN. THE LONGER THE LIFESPAN, THE LESS LABOUR IS REQUIRED FOR CREATING FUTURE CONTENT FOR EACH STAGE OF THE AUTOMATION SEQUENCE.

WITH THAT IN MIND, IT'S TIME TO GET YOUR COPYWRITERS TO WORK.

SO HOW DO WE FLIP THAT AROUND TO CLIENTS?

YOU'LL NEED TO TAKE THAT EXTRA MEASURE OF CARE FOR CLIENTS. AFTER ALL, WITHOUT THEM YOU HAVE NOWHERE TO PLACE YOUR CANDIDATES.

FOR STARTERS, YOU'LL NEED TO TWEAK THE COPY IN THE EMAIL THAT BIT MORE TO HOOK THEM INTO THE CONTENT YOU'RE TRYING TO GET THEIR EYES ON.

CHANCES ARE THE DECISION-MAKERS YOU'RE TRYING TO REACH ARE BUSIER THAN YOUR AVERAGE CANDIDATE.

WHAT ARE YOU GOING TO SAY IN A COUPLE OF SENTENCES THAT IS GOING TO ENTICE THEM INTO YOUR CONTENT?
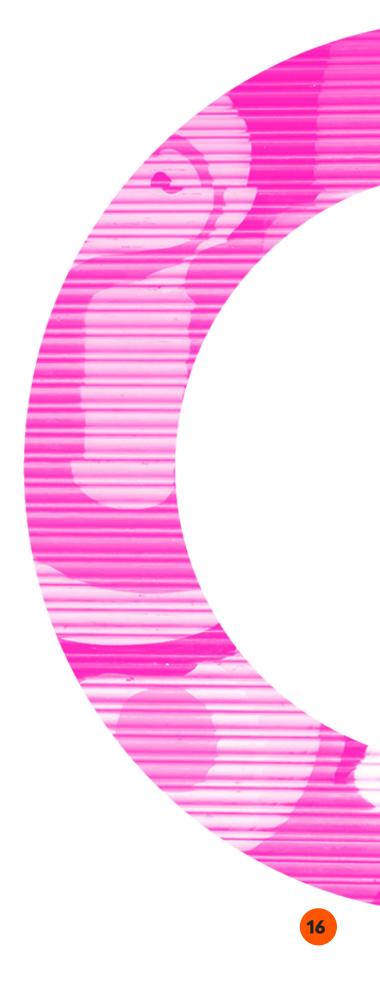
BE WEARY OF HOW OFTEN YOU ARE HITTING THEM WITH YOUR COMMUNICATIONS.

WE ALL HATE A CLUTTERED INBOX. EVEN MORE SO IF IT'S A REPEAT OFFENDER. IF YOU ARE LUCKY ENOUGH NOT TO GET UNSUBSCRIBED, IT DEFINITELY PUTS THE RECIEVER OFF OPENING FUTURE EMAILS.

BEFORE YOU'RE EVEN OUT OF THE BLOCKS YOU ALREADY HAVE A NEGATIVE PERCEPTION AROUND YOU.

SO YEAH, BASICALLY JUST SPACE THINGS OUT A LITTLE.

DON'T ** PEOPLE OFF.**

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THERE ALSO NEEDS A BIT MORE THOUGHT PUT INTO HOW IT'S DELIVERED TO THEM.

RATHER THAN JUST HITTING WITH ONE GUIDE AFTER ANOTHER, THINK ABOUT A SEQUENCE THAT INITIATES OFF THE BACK OF A GUIDE.

IF THEY'VE SHOWN INTEREST OR REPLIED, MAYBE IT SETS OFF AN EMAIL AFTER X AMOUNT OF TIME TO SEND THEM SOME CASE STUDIES, OR SUCCESS STORIES OF SUCCESSFUL PLACEMENTS WITHIN THEIR SECTOR?

BE AWARE NOT TO HOUND THOSE WHO HAVEN'T OPENED.

FOLLOW-UPS MAY INCREASE SHORT TERM OPEN RATES, BUT ULTIMATELY DO MORE DAMAGE LONG TERM BY TURNING THE MAJORITY OFF STRAIGHT AWAY, MAKING THAT DATA USELESS FOR A GOOD CHUNK OF TIME.

SO WHAT PLATFORMS ARE MAKING WAVES AT THE MOMENT AND WHAT ARE THEIR DIFFERENT BENEFITS?

LET'S HAVE A LOOK...

01.

MAILCHIMP.

AS FAR AS EMAIL MARKETING TOOLS AND SOFTWARE GOES, THERE ARE MAYBE BETTER ONES OUT THERE THAT YOU CAN USE. HOWEVER, THEY ALSO REQUIRE A LOT MORE FINANCIAL INVESTMENT, AS WELL AS ADVANCED KNOWLEDGE IN TERMS OF DIGITAL MARKETING AND TECH.

MAILCHIMP MAKES IT EASY FOR ANYONE TO LEARN THE ROPES WITH IT'S GREAT USER INTERFACE, BUT IN DOING SO DOESN'T SACRIFICE PERFORMANCE ALLOWING YOU STILL TO CREATE EFFICIENT AND VIBRANT CAMPAIGNS. THEY MUST BE ON TO SOMETHING IF OVER 13 MILLION BUSINESSES WORLDWIDE USE THEM RIGHT?

BENEFITS:

☐ USER INTERFACE IS DRAG AND DROP AND CUSTOMISABLE

☐ IT'S FREE (SUBSCRIPTION MODELS AVAILABLE FOR MORE TOOLS)

☐ EXTREMELY DETAILED ANALYTICS FOR A FREE MODEL

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02.

MARKETSCAN.

marketscan
data you can trust

MARKETSCAN DON'T TRY TO BE A FLUFFY BRAND IN ORDER TO CAPTURE YOUR ATTENTION. THEY ARE RESULTS FOCUSED. DATA TO BE SPECIFIC. THEY FOCUS ON ACCURATE, HIGH-QUALITY AND COMPLIANT DATA AND IT'S EMAIL MARKETING PLATFORM 'EDGE' TO BOOT.

QUALITY DATA SHOULD BE AT THE HEART OF ANY PERSONALISED MARKETING AND SALES ACTIVITY – IF IT ISN'T, THEN YOU WILL STRUGGLE TO CREATE MARKETING CAMPAIGNS THAT GENERATE QUALITY LEADS. MARKETSCAN WILL WORK WITH YOU TO NOT JUST UNDERSTAND THEIR PLATFORM BUT TO UNDERSTAND YOUR BUSINESS OBJECTIVES TO HELP GET YOU WHERE YOU NEED TO BE.

BENEFITS:

☐ **ACCESS TO THE UK'S LARGEST AND MOST DETAILED BUSINESS DATABASE**

☐ **TWO PLATFORMS IN ONE VIA IT'S 'LIST BUILDER' PORTAL FOR DATA AND 'EDGE' FOR EMAIL MARKETING**

☐ **DEDICATED ACCOUNT MANAGEMENT, SUPPORT AND CONSULTANCY**

03.

FORCE24.

AUTOMATION AND USER EXPERIENCE IS THE FOCUS OF FORCE24'S PLATFORM, ALLOWING THE USER TO FOCUS ON BUILDING ENGAGING CONTACT JOURNEYS THAT DRIVE THE BUSINESS FORWARD.
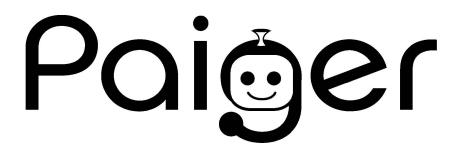
WITH ALL THE MARKETING TOOLS IN ONE PLACE WITH IT'S DRAG AND DROP JOURNEY BUILDER, DYNAMIC DESIGN STUDIO (EMAIL MARKETING, LANDING PAGES, POP UPS ETC) AND IT'S SECURE DATA STUDIO THAT CONNECTS TO OVER 700 APPLICATIONS TO AID THE MANAGEMENT, REPORTING AND SEGMENTATION OF YOUR DATA AUTOMATICALLY, IT MEANS YOU CAN MANAGE YOUR EGGS IN ONE BASKET AND KEEP HEADSPACE FREE FOR BUILDING A GREAT MARKETING STRATEGY.

BENEFITS:

□ **MULTIPLE MARKETING TOOLS IN ONE PLACE**

□ **FREE TRAINING AND SUPPORT FOR LIFE**

□ **CLEAN, ACCURATE AND USEFUL DATA (KEEPING YOU THE RIGHT SIDE OF GDPR!)**

04.

PAIGER.

Paiger

IN THE DIGITAL ERA SALES TEAMS HAVE TO WORK HARDER THAN EVER ON THEIR OWN PERSONAL BRANDS ON PLATFORMS LIKE LINKEDIN TO REACH MORE PROSPECTS AND BE SEEN AS A TRUSTWORTHY INDIVIDUAL. BEING PROACTIVE AND BEING SEEN AS A THOUGHT LEADER CAN GO A LONG WAY. HOWEVER, AS WE KNOW THERE'S SOMETIMES JUST NOT ENOUGH HOURS IN THE DAY FOR WHAT CAN SEEM LIKE A NON-ESSENTIAL PART OF THE ROLE BY SOME EMPLOYERS.

PAIGER GIVES YOUR SALES TEAM THEIR OWN AUTOMATED MARKETING ASSISTANT TO POST CONTENT (PRE-APPROVED BY YOU) AND FIND LEADS, WITH LINKEDIN TRAINING AND REPORTING BUILT-IN. THE ONLY SCHEDULER BUILT FOR B2B.

BENEFITS:

☐ MAKES PERSONAL BRANDING A DAILY HABIT GIVING YOU INSIGHTS FROM NEWS SITES, BLOGS, PODCASTS AND KEY WORDS

☐ EASILY APPROVE CONTENT FROM ANYWHERE WITH THE SMS ASSISTANT

☐ ON DEMAND TRAINING WITH COURSES TAUGHT BY LINKEDIN PROFESSIONALS

05.

HOOTSUITE.

Hootsuite®

THERE'S THAT MANY SOCIAL MEDIA APPS TO KEEP ON TOP OF AS A BUSINESS NOW, IT CAN BE SUCH A TIME CONSUMING JOB TO BE CONSISTENT ACROSS ALL OF THEM.

HOOTSUITE IS A SOCIAL MEDIA MANAGEMENT PLATFORM THAT COVERS ALMOST EVERY ASPECT OF A SOCIAL MEDIA MANAGER'S ROLE. WITH JUST ONE PLATFORM USERS ARE ABLE TO DO THE SIMPLE STUFF LIKE CURATE COOL CONTENT AND SCHEDULE POSTS ALL THE WAY UP TO MANAGING TEAM MEMBERS CONTENT AND MEASURING ROI VIA IT'S BUILT IN ANALYTICS WHICH PULLS IN FROM EACH SOCIAL MEDIA PLATFORM RESPECTIVELY.

BENEFITS:

☐ **USE OVER 35 SOCIAL NETWORKS IN ONE PLACE – ALL THAT TIME SAVED! (MANAGING JUST 2 PLATFORMS CAN BE TIME CONSUMING ENOUGH)**

☐ **SCHEDULING POSTS ENSURES YOU NEVER MISS PEAK TIMES**

☐ **TEAM COLLABORATION ALLOWS YOU TO MANAGE THEIR ACCOUNTS TOO (PROVIDING THEY ONLY HAVE IT FOR WORK PURPOSES)**

06.

HUBSPOT.

HubSpot

HUBSPOT OFFERS A FULL PLATFORM OF MARKETING, SALES, CUSTOMER SERVICE, AND CRM SOFTWARE, PLUS THE METHODOLOGY, RESOURCES, AND SUPPORT TO HELP BUSINESSES MAXIMISE THEIR POTENTIAL. WITH OVER FIVE DIFFERENT HUBS WHICH YOU CAN PICK AND CHOOSE TO ADD ON YOUR PACKAGE IT'S THE ULTIMATE ONE STOP SHOP.

RANGING FROM MARKETING HUB (LEAD GEN AND AUTOMATION), SALES HUB (ADVANCED CRM AND PAYMENTS), SERVICE HUB (TICKETS AND CUSTOMER FEEDBACK), CMS HUB (CONTENT MANAGEMENT AND SEO), AND OPERATIONS HUB (DATA AND PROCESSES). EACH PRODUCT IN THE PLATFORM IS POWERFUL ALONE, BUT THE REAL MAGIC HAPPENS WHEN YOU USE THEM TOGETHER.

BENEFITS:

☐ **THE TRUE DEFINITION OF AN ALL-IN-ONE PLATFORM STREAMLINING MULTIPLE BUSINESS OPERATIONS**

☐ **ONE OF THE ONLY PLATFORMS THAT HAS BUILT IN SEO & MARKETING FUNNEL FEATURES**

☐ **GREAT SUPPORT & RESOURCES INCLUDING AN ONLINE COMMUNITY**

07.

SALESFORCE.

SALESFORCE IS THE #1 CRM SOFTWARE IN THE WORLD USED BY SMALL, MEDIUM AND ENTERPRISE BUSINESSES GLOBALLY. THE ROLES OF CRM ARE USUALLY SHARING FILES, SHOWING SALES, MESSAGING COLLEAGUES, INTEGRATING EMAILS, AND USING DASHBOARDS. HOWEVER, SALESFORCE GOES BEYOND THOSE FEATURES BY HAVING A MARKETING AUTOMATION AND A CUSTOMER SERVICE TOOL BUILT IN.

BENEFITS:

☐ **PERSONALISED OUTREACH OR CUSTOMER SERVICE WITH EMAIL MARKETING AND A BOT BUILDER**

☐ **DASHBOARDS THAT VISUALLY SHOWCASE DATA BREAKING ANALYTICS DOWN AS SIMPLE AS POSSIBLE**

☐ **SALESFORCE CUSTOMER 360 FEATURE GIVES EVERYONE A SINGLE SHARED VIEW OF INFO ON THAT CLIENT OR CANDIDATE**

08.

DOTDIGITAL.

PREVIOUSLY KNOWN AS DOTMAILER, DOTDIGITAL UNDERWENT A REBRAND IN 2019 TO INCORPORATE THE GROWTH OF IT'S WIDER DIGITAL MARKETING SERVICES AIMED AT MEDIUM TO ENTERPRISE BUSINESSES.

THE LAUNCH OF THEIR ALL-IN-ONE PLATFORM LETS YOU CREATE MARKETING AUTOMATIONS TO ENGAGE YOUR CONTACTS WITH EMAIL, SMS, SOCIAL, PUSH NOTIFICATIONS AND MORE, TO ENABLE BUSINESSES TO HARNESS THE POWER OF CUSTOMER DATA TO ORCHESTRATE CROSS-CHANNEL MESSAGING THAT DELIVERS EXCEPTIONAL CUSTOMER EXPERIENCE.

BENEFITS:

☐ **ONE OF THE ONLY LEADING MARKETING PLATFORMS THAT INCORPORATES SMS AND PUSH NOTIFICATIONS TO DELIVER ENGAGING EXPERIENCES ACROSS ALL CHANNELS.**

☐ **AN INTELLIGENT AUTOMATION BUILDER MANAGES LIFECYCLE MARKETING SO YOU CAN REACH CUSTOMERS AT EVERY STAGE OF THEIR JOURNEY WITH PRE-BUILT TEMPLATES BY EXPERTS.**

☐ **EMAILS CAN INCORPORATE IMAGE AND VIDEO**

09.

KEAP.

keap

KEAP HELPS SMALL BUSINESSES ACROSS VARIOUS INDUSTRIES STREAMLINE SALES AND MANAGE CUSTOMER EXPERIENCES VIA IT'S CLOUD BASED SOFTWARE. USERS CAN SEGMENT CONTACTS, TRACK CUSTOMER INTERACTIONS, SEND EMAILS, AS WELL AS RUN CAMPAIGNS WITH PERSONALIZED COMMUNICATION TRIGGERS BASED ON EMAILS OPENED, CLICKS, AND MORE. ALTHOUGH IT HAS TOOLS CATERED TO B2C SPECIFICALLY, IT STILL HAS PLENTY OFFERINGS TO BE A GREAT OPTION FOR RECRUITMENT FIRMS.

BENEFITS:

☐ **CLOUD-BASED (ACCESS ANYWHERE)**

☐ **INCORPORATES IT'S PAYMENT FEATURE INTO IT'S AUTOMATION TRIGGERS (YET TO BE SEEN ON ANOTHER PLATFORM!)**

☐ **INTUITIVE DASHBOARDS FOR CLEAR VISUALISATIONS OF CONVERSIONS, DATA, AND TRAFFIC ENABLING USERS TO VIEW WHICH LEADS AND PROSPECTS ARE ACTIVELY ENGAGING WITH YOUR BRAND COMMUNICATIONS**

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10.

TIDIO.

TIDIO COMBINES LIVE CHAT AND CHATBOT TOOLS TO HELP YOU PROVIDE SUPERB CUSTOMER SERVICE AND GENERATE MORE SALES. AN EASILY ACCESSIBLE LIVE CHAT WIDGET MAKES YOUR BUSINESS AVAILABLE 24/7, WHILE AI-POWERED CHATBOTS ENGAGE YOUR CUSTOMERS IN REAL-TIME, SO YOU CAN SELL MORE. CURRENTLY USED ON 300,000+ WEBSITES WORLDWIDE.

BENEFITS:

- VISITOR PROFILES SAVE CLIENT INFORMATION (LOCATION, CONTACT DETAILS, VISITED PAGES ETC)

- LIVE VISITOR LIST TO SEE WEBSITE VISITORS AND SHARE VALUE DIRECTLY

- AUTOMATED LEAD GENERATION AND CUSTOMER SUPPORT WITH READY-MADE CHATBOTS

11.

ROBORECRUITER.

ROBORECRUITER

RECRUITER IN THE TITLE? WE BET THIS ONE HAS GOT YOUR ATTENTION ALREADY. BUT BE AWARE NOT TO LET THIS TAKE OVER THE FULL PROCESS AS MENTIONED EARLIER ON, YOUR AUDIENCE WILL STILL WANT A PERSONABLE EXPERIENCE.

HOWEVER ROBORECRUITER WAS BUILT FOR PEOPLE WHO HIRE PROFESSIONALLY, BY A TEAM OF STAFFING PROFESSIONALS WHO HAVE ACHIEVED RECRUITMENT SUCCESS. WITH MULTI-LINGUAL AUTOMATED MESSAGING IT HAS INTERNATIONAL SCOPE, TO HELP STRENGTHEN RELATIONSHIPS WITH CANDIDATES ONLINE, RE-ENGAGE AGEING DATABASES AND SURFACE VALUABLE DATA IN A GDPR COMPLIANT ENVIRONMENT.

BENEFITS:

☐ TRANSFORM CRM AND ATS SYSTEMS FROM PASSIVE DATA ARCHIVES INTO ACTIVE CANDIDATE PROFILES

☐ DRIVING THE CHATBOTS CANDIDATE ENGAGEMENTS IS 'PALS' – PRICE, POSITION, AVAILABILITY, LOCATION AND SKILLS WHICH GETS FED BACK INTO YOUR DATABASE (THE KEY DATA AGENCIES REQUIRE ON APPLICANTS IN THEIR SYSTEMS!)

☐ REDUCE CANDIDATE ACQUISITION COSTS BY UTILISING PRE-EXISTING CANDIDATE PROFILES, INSTEAD OF RECRUITERS SPENDING TIME AND MONEY SEARCHING EXTERNAL PLATFORMS.

WITH AN OVERVIEW OF EACH PLATFORM, IT SHOULD GIVE YOU ENOUGH INFORMATION TO SEE FIRSTLY WHAT COULD WORK FOR YOU TO NARROW THEM DOWN.

FURTHER RESEARCH SHOULD THEN ALLOW YOU REQUIRED TO SEE WHAT WOULD BE THE MOST SUITABLE FOR YOUR EXISTING INFRASTRUCTURE, WHICH WOULD BE IN LINE WITH YOUR SALES AND MARKETING STRATEGY AND WHICH MATCHES YOUR OVERALL BUSINESS VALUES...

KEEP AN EYE OUT FOR MORE VALUE PDF'S OVER THE COMING MONTHS.