



"Wanna Win the Race for Skilled Candidates?"

How to Use Video and Texting to Optimize Your Efforts"



Agenda

- **WHY RECRUITING IS HARD AND SLOW ...**
 - And why it will only get harder and slower
- **WHY IT'S IMPORTANT FOR EMPLOYERS TO LEARN HOW TO RECRUIT FASTER**
- **THE CANDIDATE JOURNEY & MICRO-EXPERIENCES**
- **OPTIMIZING FOR ALL OUTCOMES**
 - Candidate Experience
 - Recruiter Experience
 - And most importantly, meeting hiring goals
- **VIDEO AND TEXTING – THE PERFECT COMBINATION!**
 - Recorded and Live Video
 - Text – Automated and Live messaging
 - Customer Stories
-

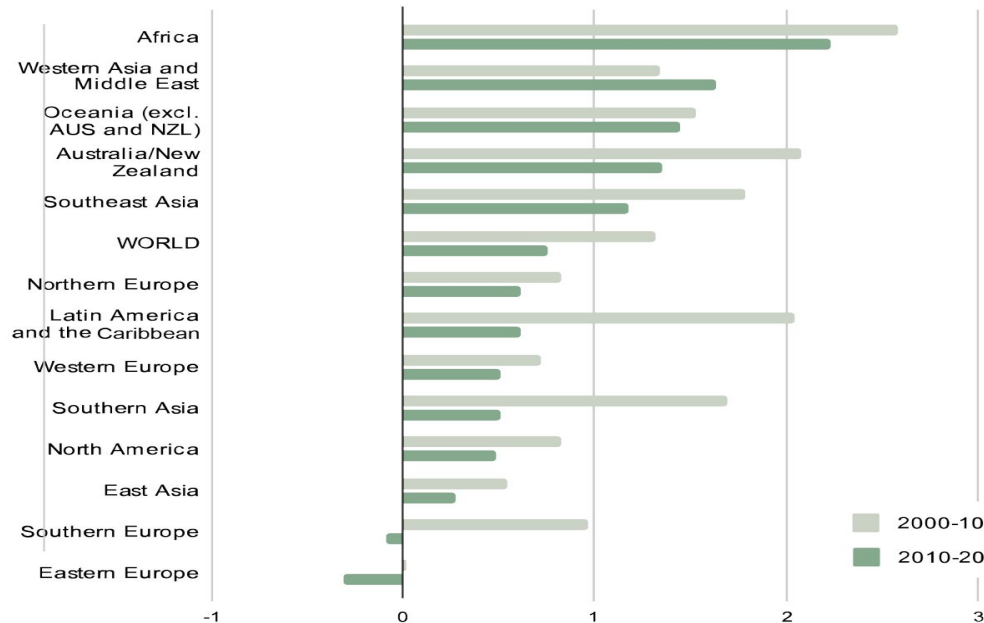
Poll #1

1. Do you currently use Texting in your recruiting?
2. Do you currently use Video in your recruiting?

The Workforce is Shrinking... Literally

- The Global Demographic Drought is coming...and in some cases is already here

Average annual growth rate of the labor force (aged 15 years and over)



Source: ILO modeled estimates, November 2021 edition, and calculations by Lightcast.

Note: Countries included in each global region follow UN location definitions.

Not to mention:

- Reduced Immigration
- Reduced College Enrollments and Graduation Rates
- COVID Impacts
 - Deaths
 - Early Retirements
 - Shift to Gig Work
 - Women staying home

Additional Challenges for Recruiters Today

- Talent shortage
- Attracting the right candidates
- Targeting passive candidates
- Engaging with qualified candidates
- Reducing time-to-hire
- Building a strong employer brand
- Creating an efficient recruiting process
- Eliminating bias in hiring
- Creating a positive candidate experience
- Implementing data-driven recruitment



Poll #2


How do you feel at the end of your day of recruiting?

WHERE'S THE RUB?

The world has changed. Businesses and Candidates can no longer afford to operate in a “Business as Usual” manner.

Continuing to use Slow and Ineffective Communication Mediums, Channels, & Tools cause 74% of Talent Acquisition & HR Teams to Miss Their Business Objectives*



					
Untrackable Media	Wrong Channel	Wasted Ad Spend	Disconnected Tools	Lack of Automation	Recruiter Bandwidth
Not able to measure performance	60% of applicants missed	50% of ad spend wasted	Wasted Time, Energy & \$	40+% of Recruiting efficiency impacted	2-3 hours per day wasted

Poll #3

What's the biggest cause of friction in your recruiting process?

FRICION COMPOUNDS AT EVERY STEP OF THE PROCESS

ATTRACT

Text-based Job Ads and Email campaigns are ineffective and time consuming

Job Ads rely on who's actively looking at any given moment on a given job board. Text-based ad content is not attention grabbing and the content is not retained. Email campaigns are lost in SPAM-filled inboxes.

ENGAGE

Applicant wait to hear regarding the status of their application / Recruiters chase the applicants

A recruiter can take 3-4 days to reach back out. By the time an interview is scheduled, the candidate will have already applied to other jobs and loses interest in you.

NEXT STEPS

Lack of automation overly consumes Recruiter's time and further leaves applicants in limbo

Many candidates are "ghosted" as it all Recruiters can do but to focus on those applicants that are moving forward in the process - further adding to a poor candidate experience.

The Power of Video (Recorded & Live) & Texting (Automated and Live) In One!

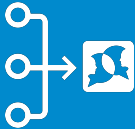


What If There Were A Better Way?



TRACKABLE MEDIA

Know where job seekers are finding your VideoJobs & which source gets the most applies



ELIMINATE SYSTEMS

Save \$30K per month - consolidate systems. Operates stand-alone and integrates with SOR's



RIGHT CHANNEL

40% more candidates reached



RECOVER AD SPEND

50% decrease in advertising cost



MORE BANDWIDTH

29% increase in recruiter efficiency



PERSONALIZE AT SCALE

Easily reach 1,000's vs. 1 candidate or employee at a time



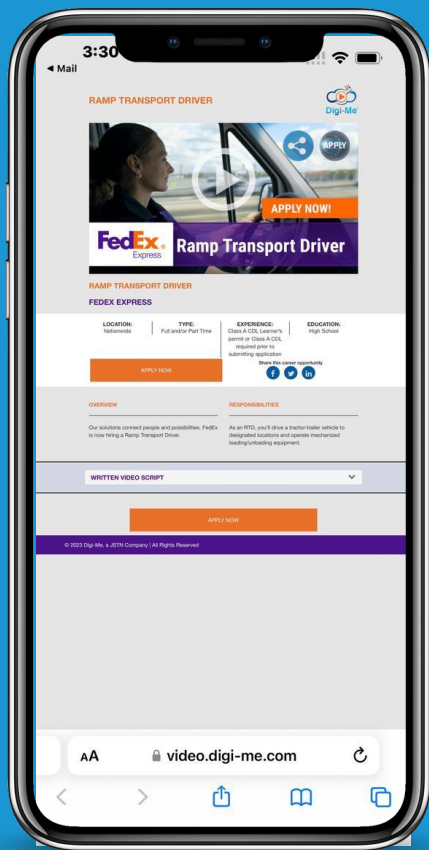
WORKFLOW AND TEAM FOCUSED

Better productivity and improved loyalty

3 Example Use Cases for Video +Texting in Reducing Friction

1. **Active Candidate Sourcing** –
 - a. Use Case: Apply to Hi
2. **Passive Candidate Sourcing** –
 - a. Use Case: Candidate Re-engagement
 - b. Use Case: Candidate Sourcing
3. **Onboarding & New Hire** –
 - a. Use Case: Onboarding/Welcome New Hires





Use VideoJobs® to Attract Talent

- Boost SEO on search engines like Google by 53x
- Easy to view on a mobile device
- Easy to share and easy to apply to
- Track the success of your VideoJob®
- 60% of applicants (on average) come from the social share feature



Digi-Me's patented video provides our clients exclusive trackable technology for your VideoJob® ads!



Apply call to action.

Exclusive Tracking: 60% applicants from social sharing!

Meta title, meta keywords, meta descriptions and more to boost SEO rankings! 24/7 access in our user-friendly CMS.



Total Views

9,192



Total Applies

2,222



View/Apply Conversion

24.17%

Top 5 Referring Sources

Source	Views	Applies
api.l5srv.net	2124	514
www.careerboutique.com	1250	439
www.jobcase.com	1086	245
JCPromotion	917	132
houston.craigslist.org	492	167

Top 5 Custom Source Tags

Source	Views	Applies
JCPromotion	7600	1614
DigiMeCraigslist	655	218
digimetwitter	100	0
Digi-Craigslist	62	15
Digi-Me-Los-Angeles	30	11

Views/Applies By Device Type

Device Type Views

Mobile Desktop Tablet



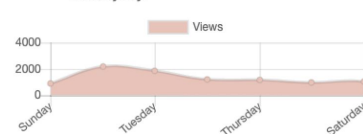
Device Type Applies

Mobile Desktop Tablet

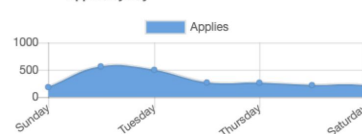


Views/Applies By Day

Views by Day

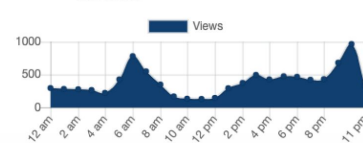


Applies by Day

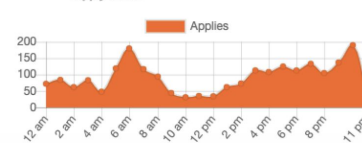


Views/Applies By Time

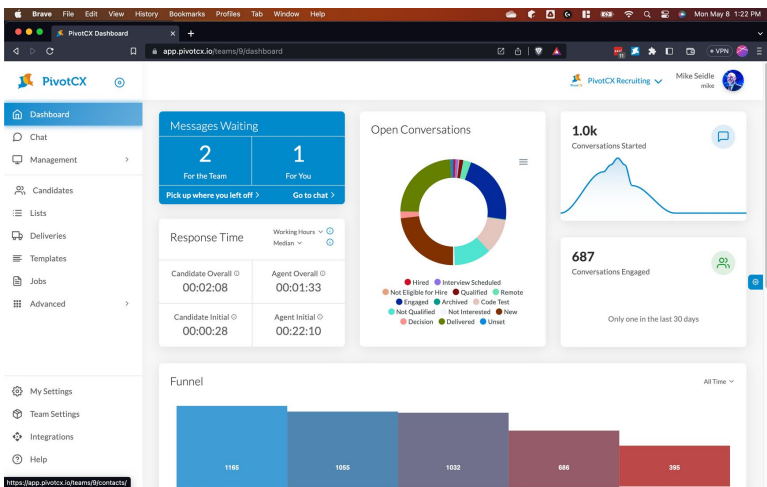
View Times



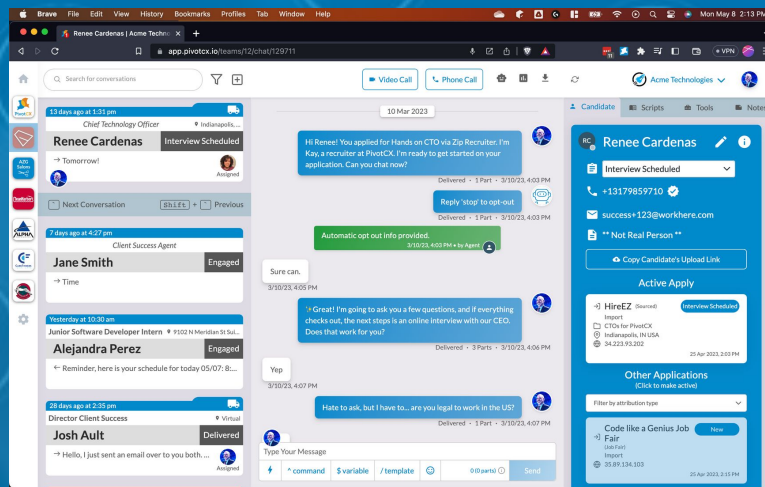
Apply Times



PRODUCT

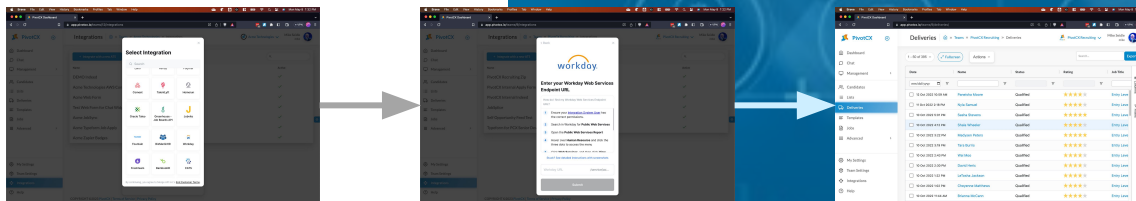


Dashboard



Communication Center

Operates Stand Alone as well connect to your customer's ATS, CRM or HRIS in minutes.

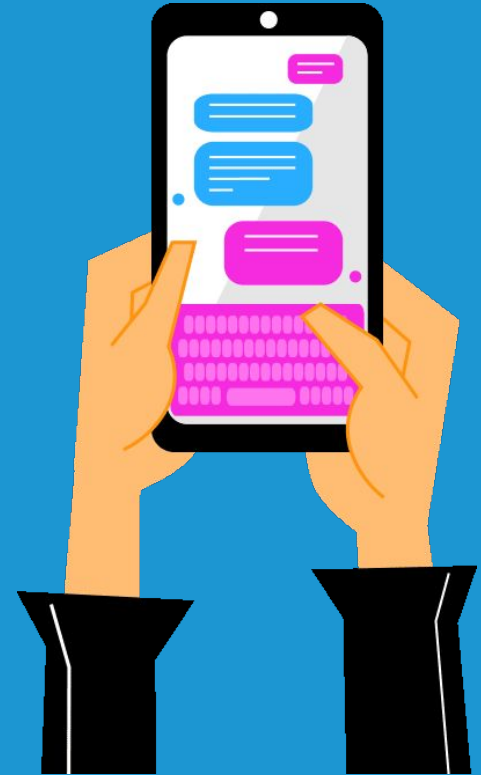


Communicate Quickly & Hire Faster!

Integrate your ATS, job boards, HRIS, CRM, and social platforms with SMS, Voice, Video, Chat, and Email.

Easily re-engage past applicants via Texting and schedule interviews blazingly fast.

Personalized conversations with candidates and managers at scale and speed.



It's no longer a "War for Talent."



It's a "Race for Skills."

Q & A

Thank You For Your Time!

Hosted by Lindsay Stanton



& David Bernstein



Text winning to +13174554585

Want to Learn More?