



A Guide to Marketing and Promotion of Your Recruitment App

Overview of the App

Before considering all the channels to market your app, let's look at what is happening in the candidate market within the employment services sector.



Over 90% of job searches start from a mobile device and this is certain to increase.



Across our existing client base, candidate traffic to our apps is ten times greater than Web traffic.



Push notifications to promote specific job requirements have significantly greater effect than email or text messaging.



Candidates want to engage with their chosen recruitment agency by using mobile technology to create a more personal experience.

Objectives of the App



The principal objective of the app is to increase candidate engagement and to enhance the candidate experience via your business.



To be utilised as a tool to generate more candidate flow into your business in what is a highly candidate driven market.



To increase the brand and profile of your company in the candidate marketplace.



To use the app as a way of encouraging existing candidates to refer and recommend your company to new candidates via your referral scheme.



To make your clients aware that your company has an innovative and cutting-edge app to improve the service your offer to both your candidates and clients.

Promotion of the App

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Launch to your existing Candidate Database

We recommend an initial publication launch of your app to your entire existing candidate database via an email campaign.

Suggested Launch Content:

Dear [Candidate first name]

We are delighted to announce the launch of our new app which is completely free of charge, and we would be very grateful if you could download this at your earliest convenience. Just go to your app store and search on [name of your app]. This initiative is one part of our ongoing plans to work more closely with all of our candidates to make us your preferred choice when seeking employment.

The app will allow you to select your specific job preferences so you can receive job alerts via push notifications precisely in line with your job search. You can also view all of our vacancies directly via the app and send in your availability for permanent – interim or temporary assignments.

There are many other features in the app which will enable us to work more closely with you and improve the service we provide within the job market.

Kind regards

Your Company

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Promote your App on email signatures

Promoting your app on your email signature is a very effective method of making both candidates and clients aware of your app. We will provide you with both Apple and Google logos with direct links to the app store.

Suggested Email Signature:

Kind Regards

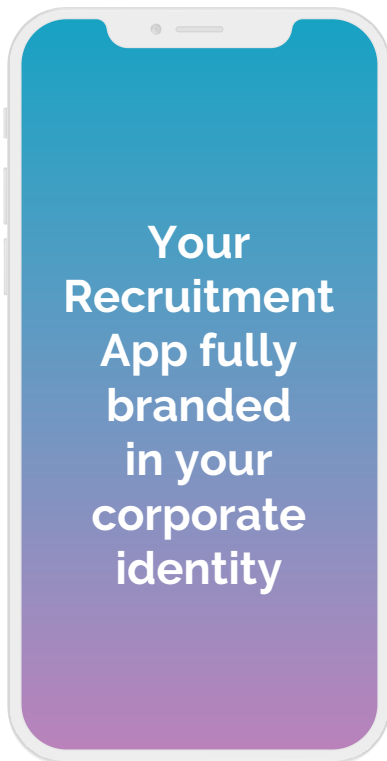
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Download our free jobs app now



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Promote your App on your Website



It's useful to have an image of your app on your home page, and also the job board section of your website. We can also provide you with a QR code for instant scanning to download the app.

Download our free Jobs App and get easy and instant access to our range of jobs. Keep your job search in one place and receive live up-to date alerts of specific roles you are interested in.



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General Promotion of the App

- ✓ Include downloading the app as part of every new candidate registration.
- ✓ Promote details of the app on candidate registration forms.
- ✓ Include details of the app on paper payslips or e-payslips.
- ✓ Include details of the app on business cards and any other marketing material.
- ✓ Promote the app on any external job board adverts.
- ✓ The candidate availability feature within the app is very popular and this is worth special mention in any promotional activity.

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Blogs and Newsletters

It's worth a reminder that you can share and promote your blogs and newsletters by using the powerful push notification feature within the app. In the push notification process, it's very straightforward to simply include a link within the message which will automatically open on your news or blog page.

Important Points:

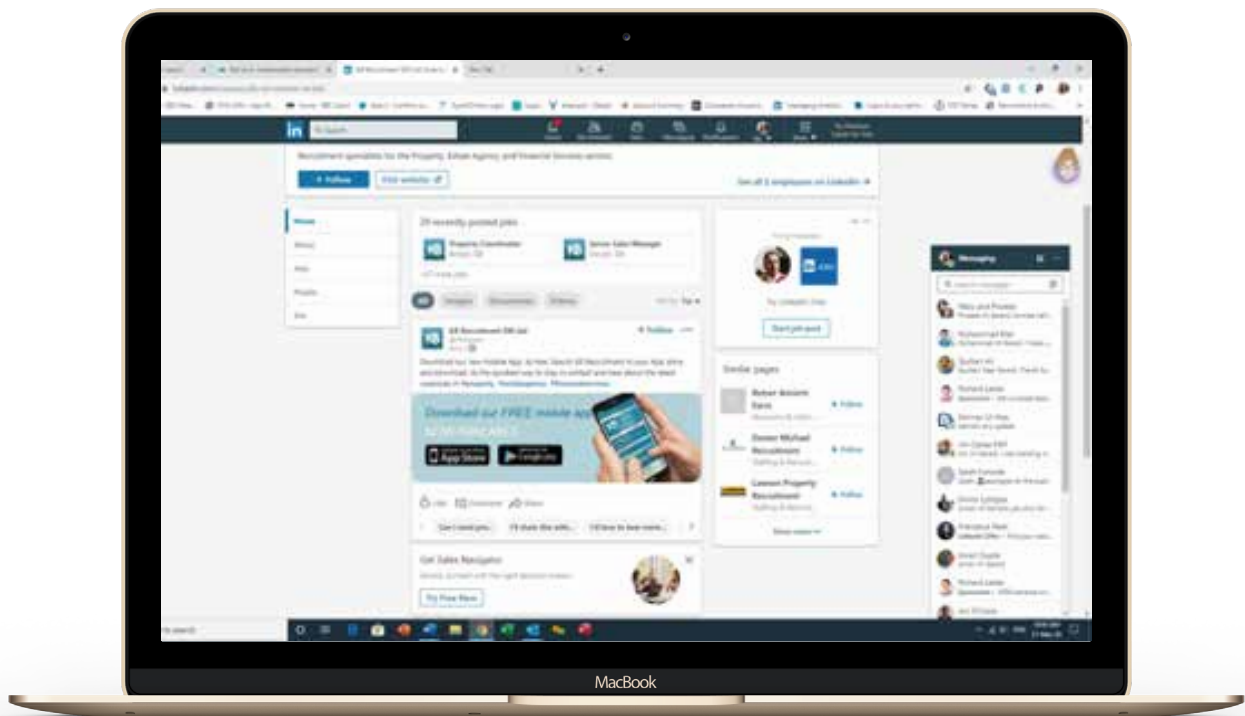
- Within the push message feature, it's possible to send newsletters or blogs to "individual groups" or to "send to all". This means that you have the facility to generalise or send to specific groups if the subject may be relevant only to specific people with a skill set or market position.
- In terms of sending newsletters or blogs generally – it's important to have some degree of regularity and factor in some planning – once every 2 or 3 months is ideal

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Social Media Promotion

Social media plays a significant role in the promotion of your app. It is vital therefore, that your app is promoted on every social media platform you utilise.

We recommend you “pin” an image of your app on each page as shown in an example below.



Key Points of Social Media Promotion

- ✓ The app links to any social media platform of your choice.
- ✓ Your app users can access any job vacancies, newsletters or articles posted on a social media platform.
- ✓ You can send a push notification with a direct link to any social media platform.

One of the key objectives via social media is to use these platforms to increase the number of downloads of your app. This is effectively a “free of charge way” to promote your job vacancies and your brand - In essence, this can reduce your “cost per candidate attraction” which is a vital element within the recruitment process.

We recommend you run periodic promotions via push notifications and social media posts – the objective being to increase the net number of your app users.

Suggested Promotions



A campaign via push notification or social media post to request candidates to “share” your app.



A campaign via push notification or social media post to request candidates to “like” your app.



A campaign via push notification or social media post to request candidates to “comment” on your app.

All of the above activities will increase your app download rate and create an opportunity to spread the word about your app and your business with the express aim of generating increased relevant candidate flow into your organisation.

It would be appropriate to run the above campaigns every quarter throughout the year once again, in order to create consistency in the approach to the marketing and promotion of your app.

In today's candidate driven market most, if not all recruitment companies are offering incentive schemes for successful employee referrals. Incentives vary and range from Cash – Gift Vouchers – iPads – even short weekend breaks. In every way it's a small price for recruiters to reward a successful referral.

A quality referred candidate will always be placed into a role more quickly than those sourced through traditional recruitment processes. Speed of hire creates a significant advantage over competitors and elevates any recruiter in the eyes of the client for future business.

Quite simply its cheaper! Any referral represents the lowest unit cost per candidate attraction.

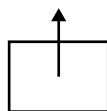
All the market data tells us that referred candidates stay in their new role longer than many of those placed through the traditional recruitment process. So where does an app feature in this and how can it be best utilised. We all see referral schemes or the "recommend a friend" button on website home pages but this cannot compare with the effectiveness of a referral facility via your own app. The candidate referral facility within the app is easily accessible and available at all times. The scheme can be promoted via a push notification, or it's entirely possible to promote this via an automated pre-set push notification once a month for example. You could vary incentives each month to create fresh thinking and initiatives.

“Running a structured series of recommend a friend promotions will automatically lead to an increase in the number of candidate downloads of your app”

Suggested Promotions

- ✓ **Set up a candidate referral incentive via the app for colleagues, friends and family.**
- ✓ **Promote this via push notification, website and social media posts. Create a structured sequence of push message broadcasts throughout the year – once each quarter is ideal.**

This feature represents one of the most powerful ways in which you can market your app. On the majority of the pages within the app at the top right hand of the page you will see the “Social Share Icon” shown below.



When a candidate clicks on this icon, the app will automatically display a list of applications through which the candidate can share a direct download link of your app. This could be any of the following that are most likely to exist of the candidate’s mobile device including:



**LinkedIn
contacts**



**WhatsApp groups
and contacts**



**Email
Contacts**



**Facebook
Contacts**

A starting point could be for you and your team to “Social Share” the app but more importantly, the key here is to ask your candidates to “Social Share” the app. If you can engage your candidate base to engage with this feature of the app it’s entirely possible to secure multiple app downloads. Typically, a candidate with over a thousand contacts could create that number of downloads in one share – this is how powerful this feature is.

Suggested Promotions

- ✓ **Promote the social share function via periodic push notifications.**
- ✓ **Create a post on all social media platforms to promote the social share function.**
- ✓ **Include the social media share request in the message when sending job alerts via push notification.**

Should you be considering any upgrades to any marketing or printed brochure material, we will provide you with a unique QR code which will enable candidates to download the app via a QR Code scanner or the camera on their phone.



“Clients become Candidates and Candidates become Clients”

Within the app there is an optional facility for your clients to submit a vacancy requirement into your business. This feature can be designed specifically in line with the business areas in which you recruit. This facility is becoming increasingly popular with clients because it is sector specific and clients can submit any requirement via their mobile device when they are on the move. Its precise, user friendly and convenient. This is about engaging with clients who may become candidates in the future.

Suggested Content:

Dear [Client Name]

We have recently developed and launched our bespoke mobile app. The purpose of the app is to enable us to engage more closely with our existing candidates and also, to reach out to a wider candidate audience to enhance the way in which we deliver to our clients.

Within the app, there is a facility for you to be able to submit vacancy requirements to us through your mobile device. It's instant, easy and quick. There is also an optional feature for you whereby you can receive industry specific newsletters. Just go to your app store and search on [name of your app]. This is part of our commitment to constantly improve the service we offer, and we would be pleased to hear from you if you require any further information.

Kind regards

Your Company

Summary

One of the key factors in ensuring your app is successful, centres around creating a structured marketing plan along the lines outlined in this document. The most important aspect is to ensure that some kind of activity happens each month.

It could be just one promotion:



**Newsletter or
Blog**



Refer a friend



Social share



**Like our app on
social media**

Our Support



We provide support and initiatives to help you promote your app in the candidate market.



We have an ongoing development programme of new app features which in turn will support your marketing of the app.



We welcome any suggestions from you to introduce new features to your app.

"Recruiters that design and build apps for Recruiters"