

2021

THE POWER OF YOUR CRM

ATTRACTING AND ENGAGING TALENT



Research Methodology

Quantitative Research: 450 responses for TA and HR decision makers

- **Job Titles:** HR and Talent Acquisition Director Level and Above
- **Company Sizes:** SMB (250-999ees)=18%; Midmarket (1000-4999ees) =22%; Mid-Market (5K-999K)=28% Enterprise (10,000ees+) = 32%

Qualitative Interviews with TA and HR leaders.

AGENDA



01

Current State



02

Key Trends



03

Key Recommendations



01

Current State

The Workforce...



157 million workers



82 million hourly workers



1 in 3 employees are looking for another job



61% of employees are working from home



THREE THINGS



1

Companies increasing their spend on all things TA Tech



2

Tech Landscape becoming more complex



3

TA Tech providers innovating rapidly

IT IS A GREAT TIME TO BE IN TA TECH

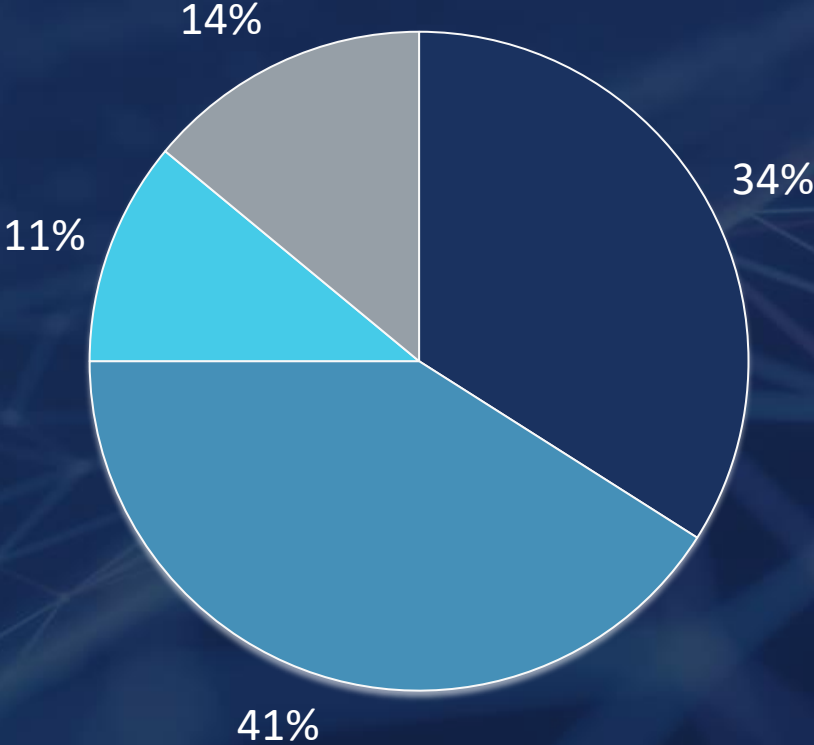
- ✓ **62% of companies are increasing their TA tech investment this year**
- ✓ **44% of companies invested in new solutions during the pandemic**
- ✓ **Recruitment marketing and CRM are priorities**



Poll #1: Have you increased your investment in recruitment marketing over the past year?

- Increased
- Decreased
- Remained the same
- Don't know

COMPANIES INCREASING RM INVESTMENT



1 in 3 companies are increasing their investment.

- Increased
- Remained the Same
- Decreased
- Don't know



TALENT ACQUISITION PLATFORM

Candidate Relationship Management

Applicant Tracking System

Onboarding System

Internal Mobility

ECOSYSTEM

Background Screening

Digital Interviewing

Employee Referrals

AI Matching

Conversational AI

Assessments

Analytics

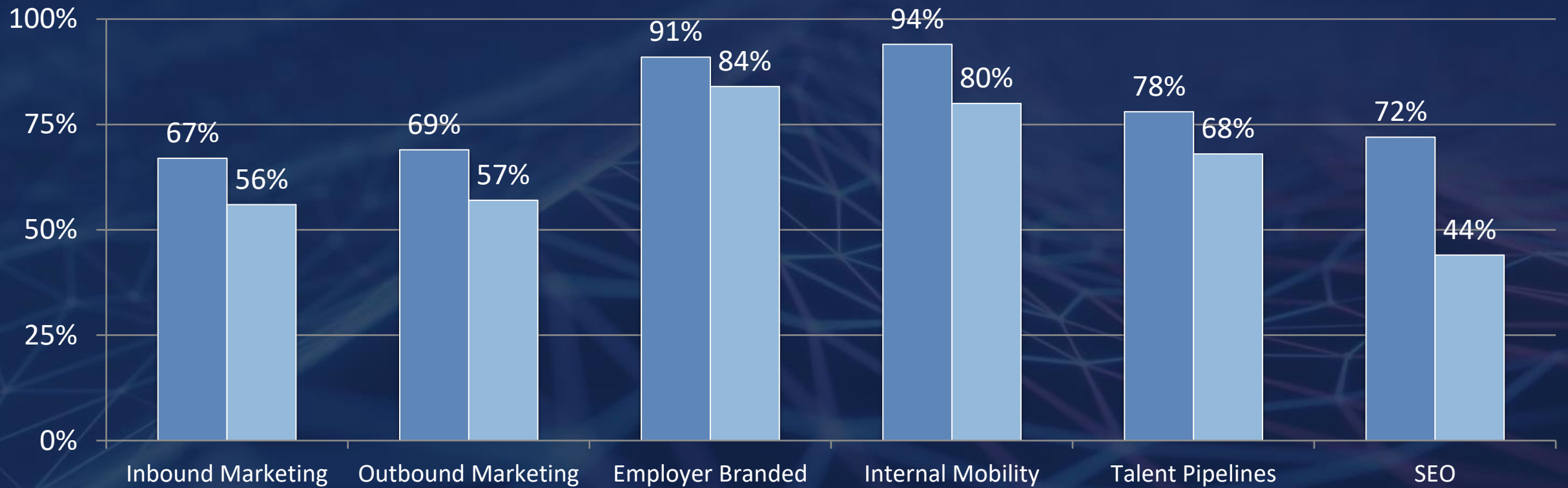
Sourcing

INTEGRATION

DATA MANAGEMENT

AUTOMATION

RECRUITMENT MARKETING ACTIVITIES

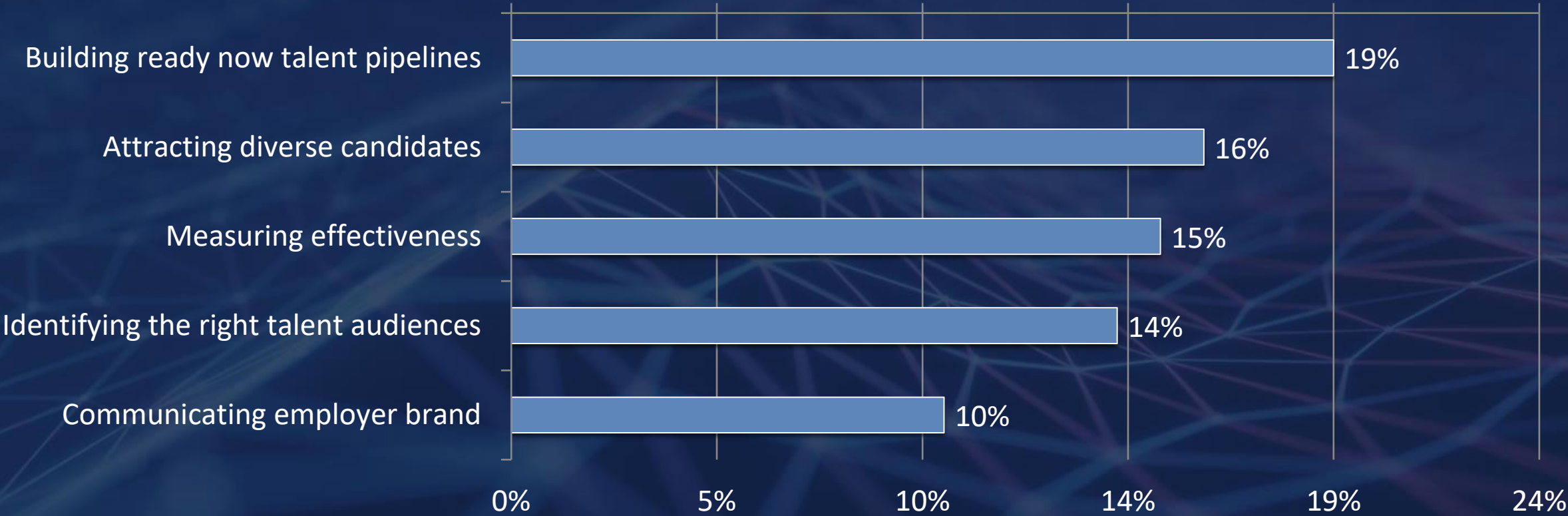


■ High Performing Organizations

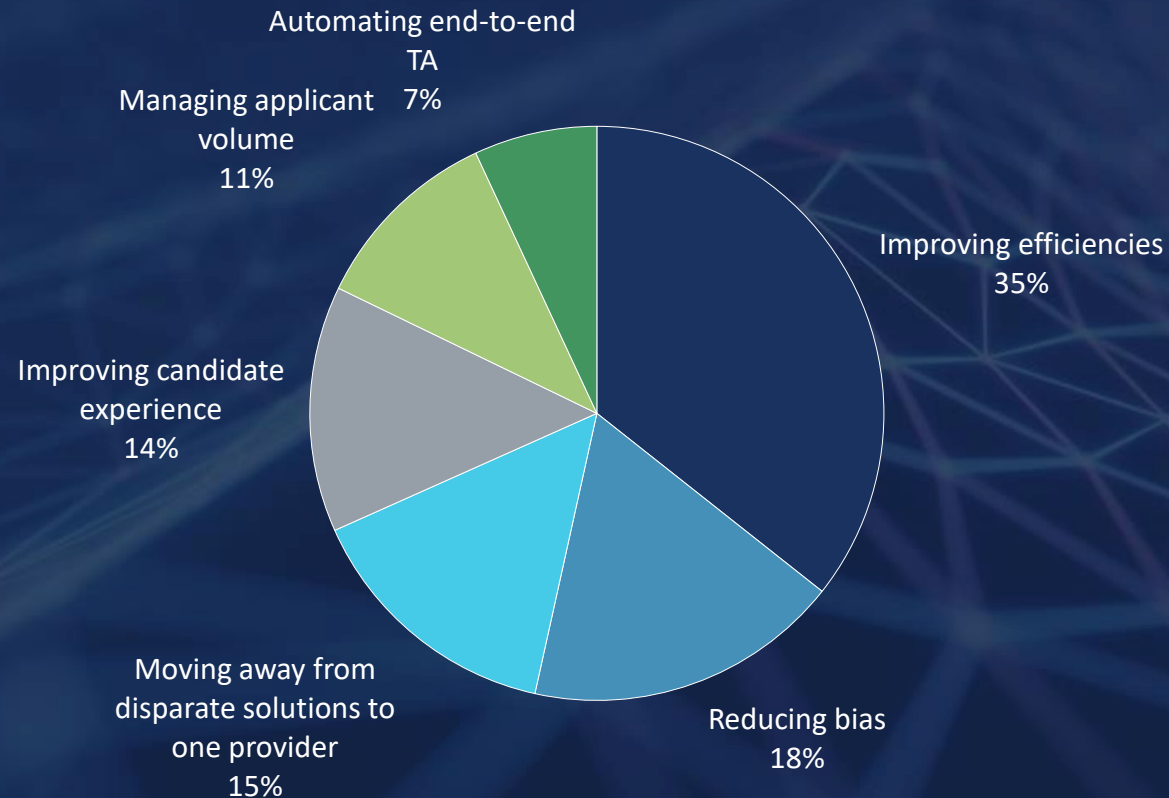
■ All Other Organizations



WHERE DO COMPANIES NEED HELP?

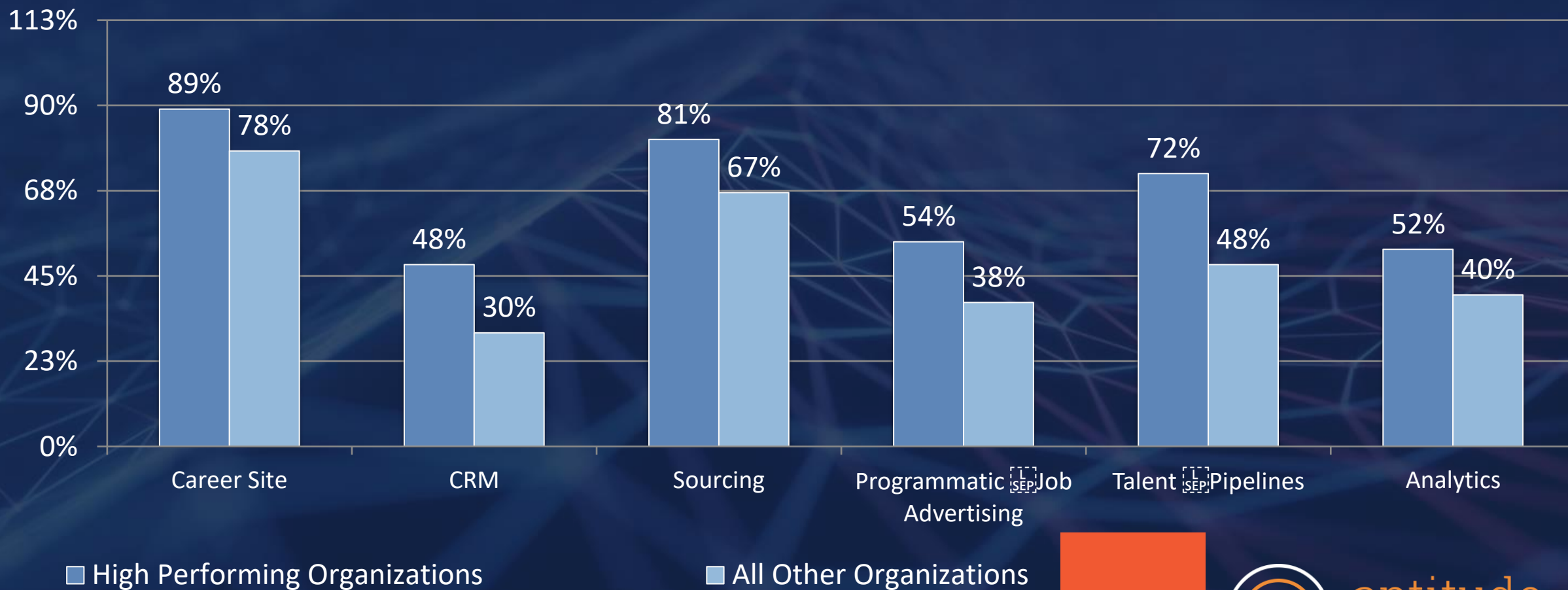


WHAT IS DRIVING TA TECH DECISIONS TODAY?



- ✓ **Efficiency (saving recruiters' time and improving time to fill) is the number one driver**
- ✓ **DEI is playing a bigger role in TA Tech decisions with over 30% of companies having a dedicated budget for D&I**

TECHNOLOGY INVESTMENTS



**Only 2% of companies
use all the functionality
in their Recruitment
Marketing Platform CRM**

COMPANIES NEED HELP



Lack of Resources:

Sixty percent (60%) of companies do not have enough resources on their talent acquisition team to support recruitment marketing efforts



Lack of Dedicated Role:

Sixty-seven percent (67%) of companies do not have a dedicated role for recruitment marketing



Lack of Data:

Only 57% of companies use data to drive decisions in recruitment marketing



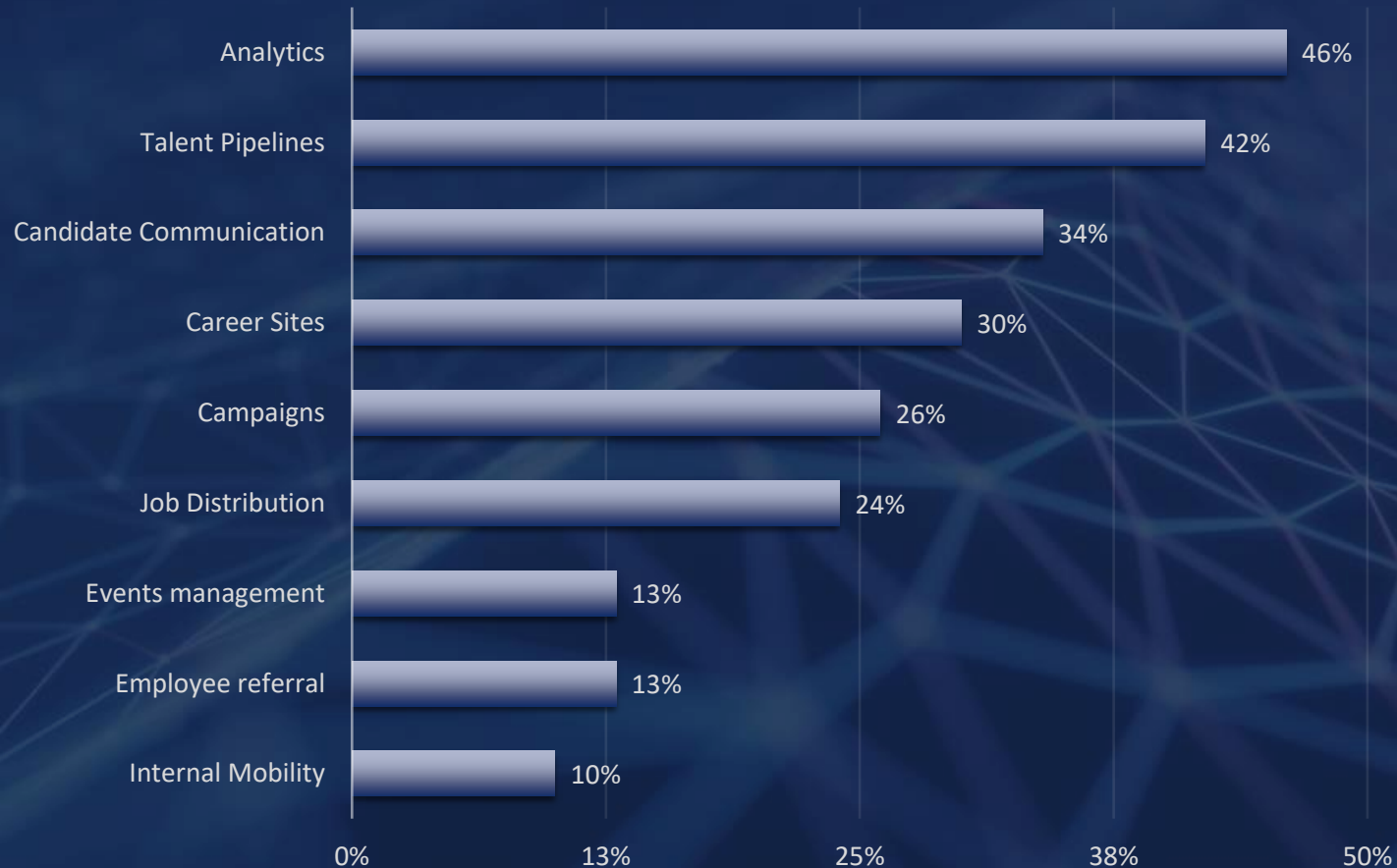
02

Key Trends

POLL #2: WHAT TECHNOLOGY ARE YOU INVESTING IN? (SELECT ALL THAT APPLY)

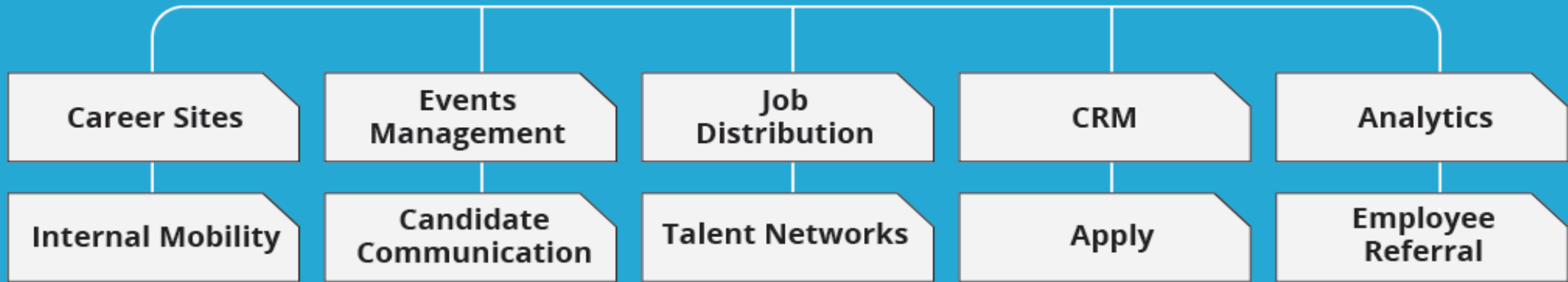
- Career Sites
- CRM
- Programmatic Job Advertising
- Employer Branding
- Talent Pipelines
- Analytics

RECRUITMENT MARKETING/CRM IS NOT ONE SIZE FITS ALL



- ✓ **61% of companies spend more on their CRM than on their ATS**
- ✓ **74% of enterprise companies use or plan to use recruitment marketing or CRM capabilities this year**
- ✓ **Only 16% have a dedicated Recruitment Marketing role**

Core



AI / AUTOMATION

Advanced



CRM TRENDS



- ✓ Identifying Talent Audiences
- ✓ Using Data to Drive Decisions
- ✓ Personalizing Communication
- ✓ Look at Your Career Site



TALENT AUDIENCES



TALENT

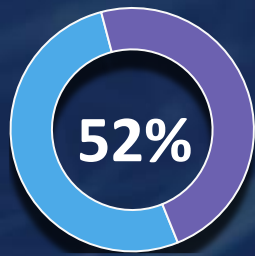


- Recent Graduates
- Contingent Workers
- Veterans/Military Hires
- Employee Referrals
- Diverse Hires
- Alumni
- High-Volume Hires
- Internal Hires

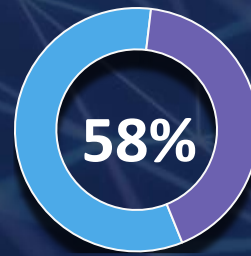


TARGET TALENT AUDIENCES

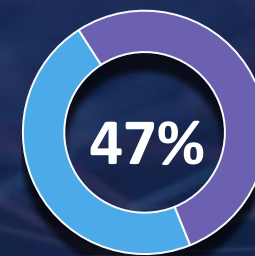
Percentage of Companies That Target Talent Audiences



Total Organizations



High-Performing
Companies



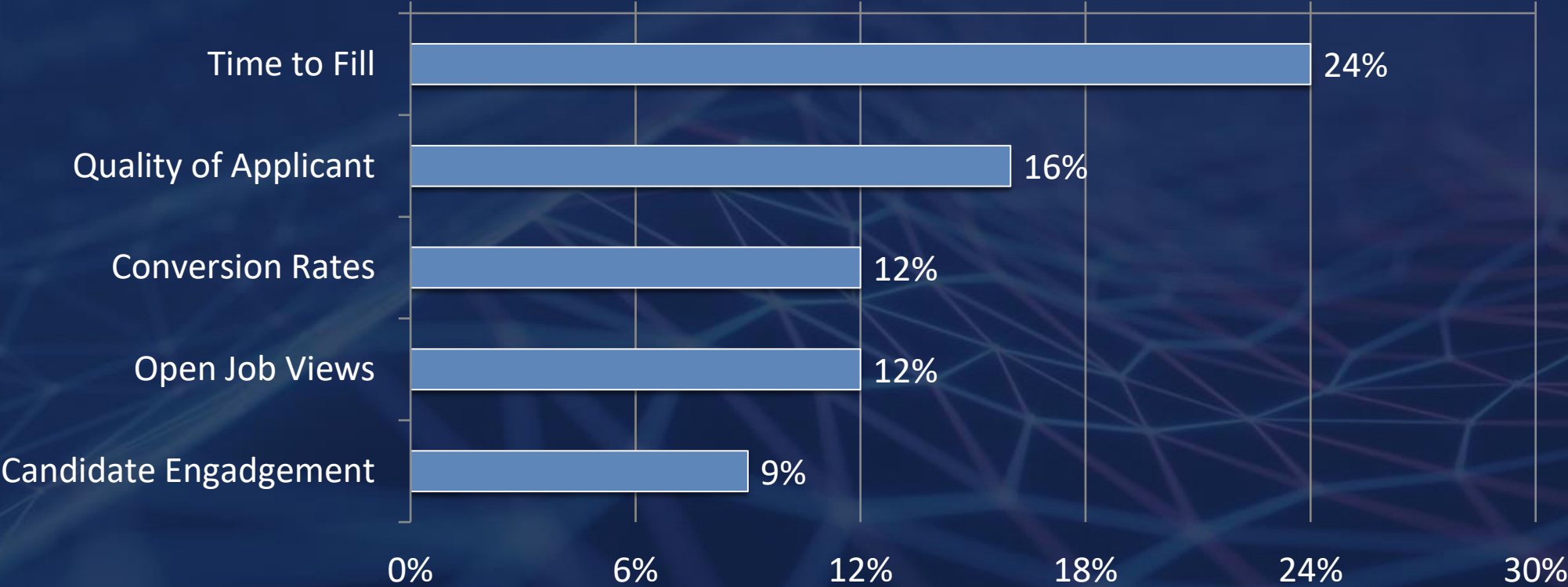
of All Others



DATA TO DRIVE DECISIONS



RECRUITMENT MARKETING METRICS



TALENT ANALYTICS: REDEFINING SUCCESS



GOALS

What are the objectives and how do they align with business?



METRICS

What are the KPI'S that align with business objectives?



INSIGHTS

What is the meaning behind the data?



ACTIONS

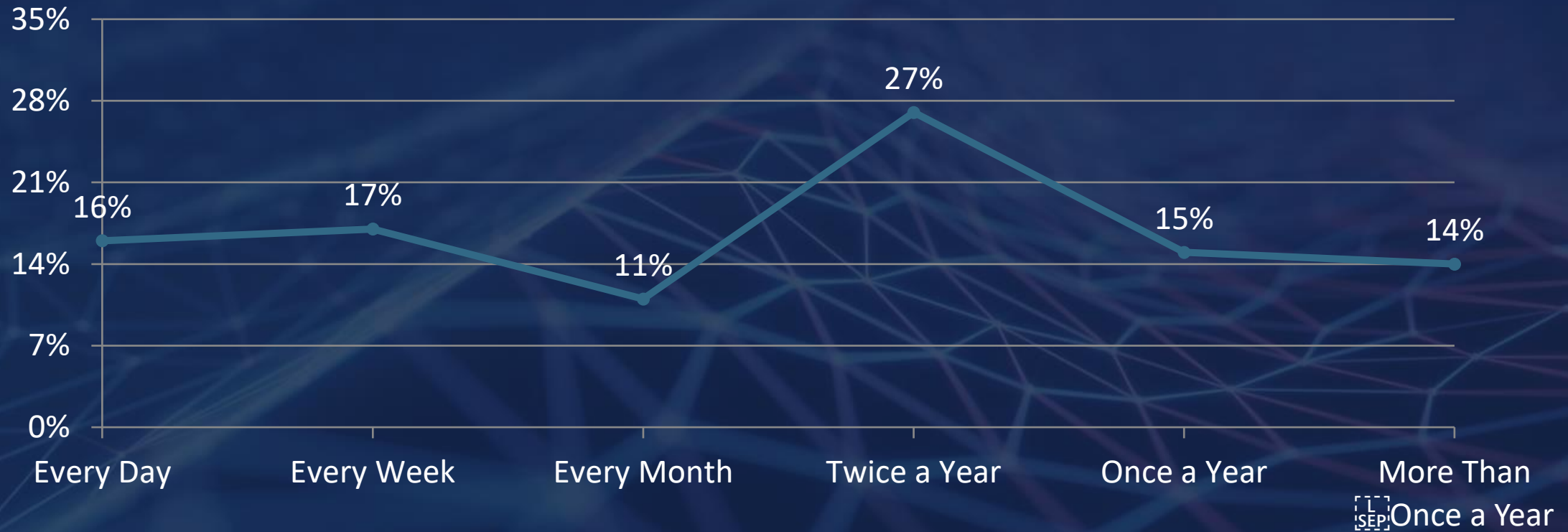
What actions can you take to drive improvements and business?



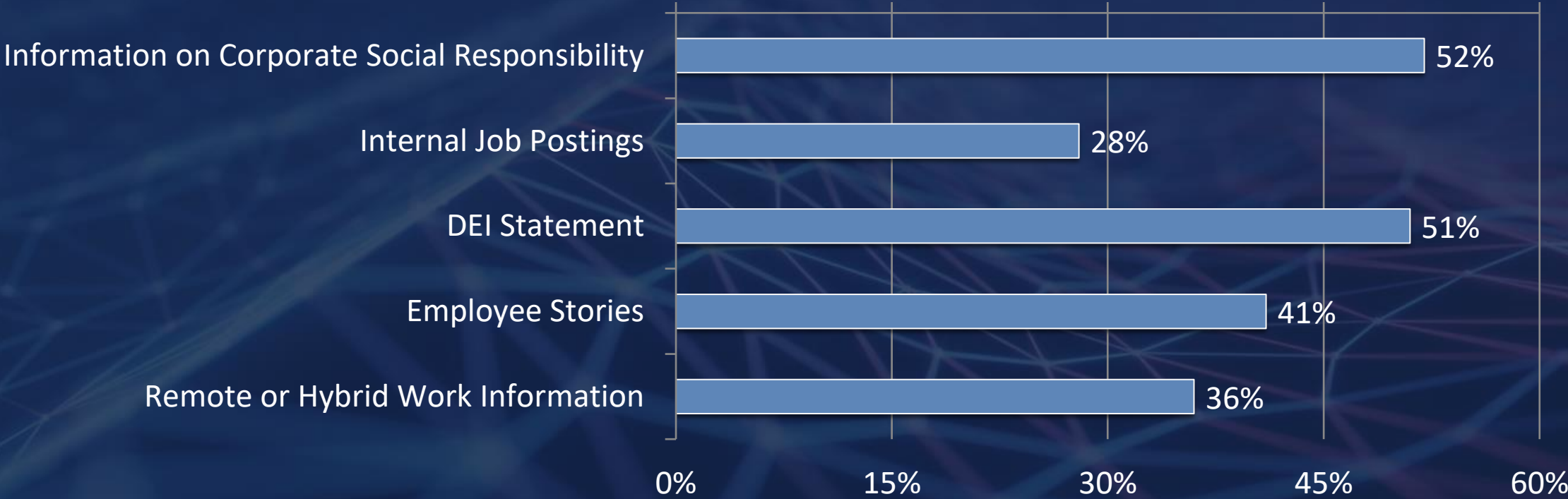
COMMUNICATION



CANDIDATE COMMUNICATION



CONTENT ON CAREER SITE





03

Key

Recommendations

KEY RECOMMENDATIONS

- Define Your Goals
- Understand Talent Audiences
- Measure Success
- Invest in The Right Partner Technology

Thank You

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