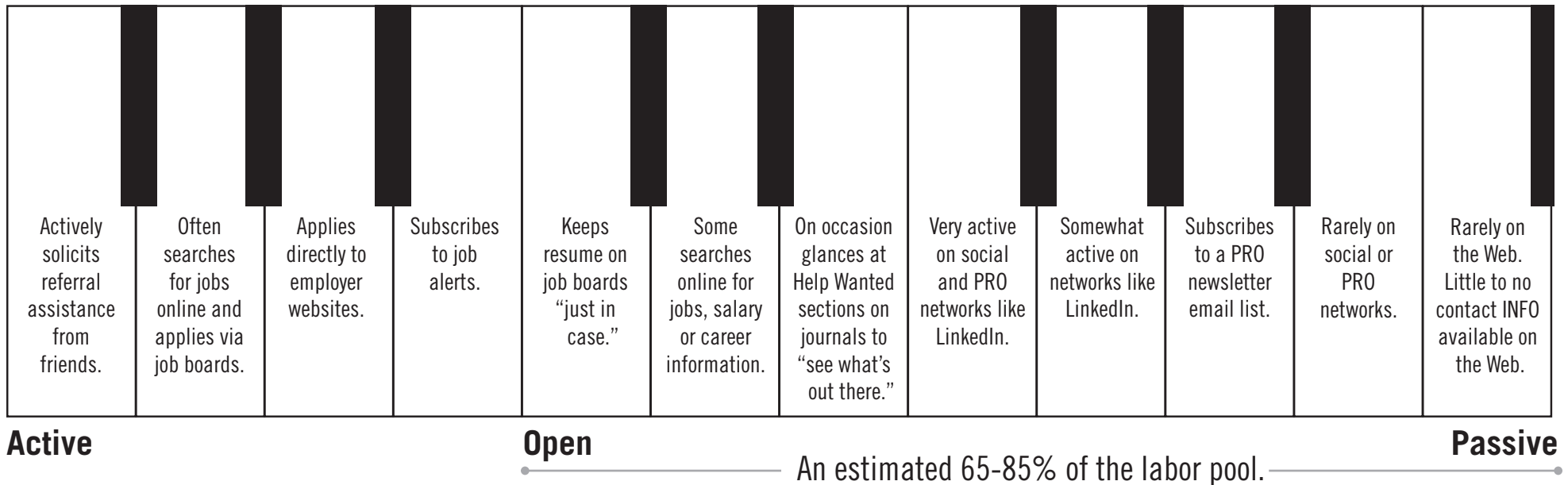


The Recruitment Readiness Piano

Job Search and Related Online Behaviors



Career/Employment Status Influence

Unemployed
 Not Engaged at Work
 Unhappy at Work
 Recent Grads
 Shift Worker
 Entry Level
 High School Grads
 1-5 Years of Experience

Employed
 Engaged at Work
 Happy at Work
 Highly Experienced
 Specialized Professional
 Senior Level/Exempt
 College/Post Grads
 10+ Years of Experience

Sourcing and Recruitment Marketing Methods

Company Career Pages (Website)
 SEO Posting Packages (Indeed, etc.)
 Major and Niche Job Boards
 Print and Online Journals
 Other Print
 Resume Databases

Online Candidate Sourcing
 CEUs/Events
 Professional/ Social Networks
 Pay-Per-Click (SEM, LinkedIn Ads, Facebook Ads, etc.)
 E-Mail Marketing
 Employee Referral Programs
 Print and Online Journals

Direct Mail
 Employee Referral Programs
 Retained Search
 Contingency Search