

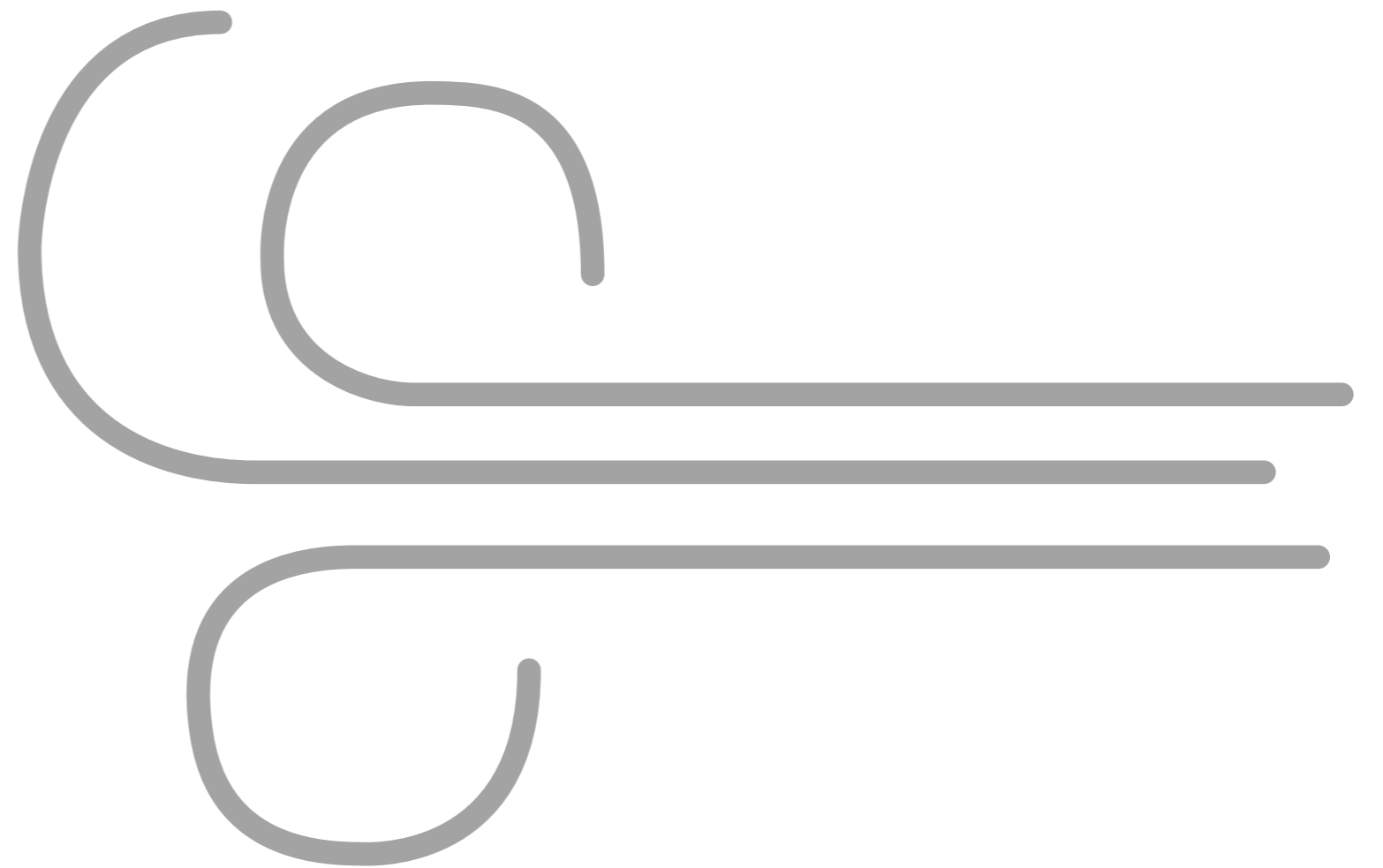


How and why the recruitment
sector is using mobile marketing

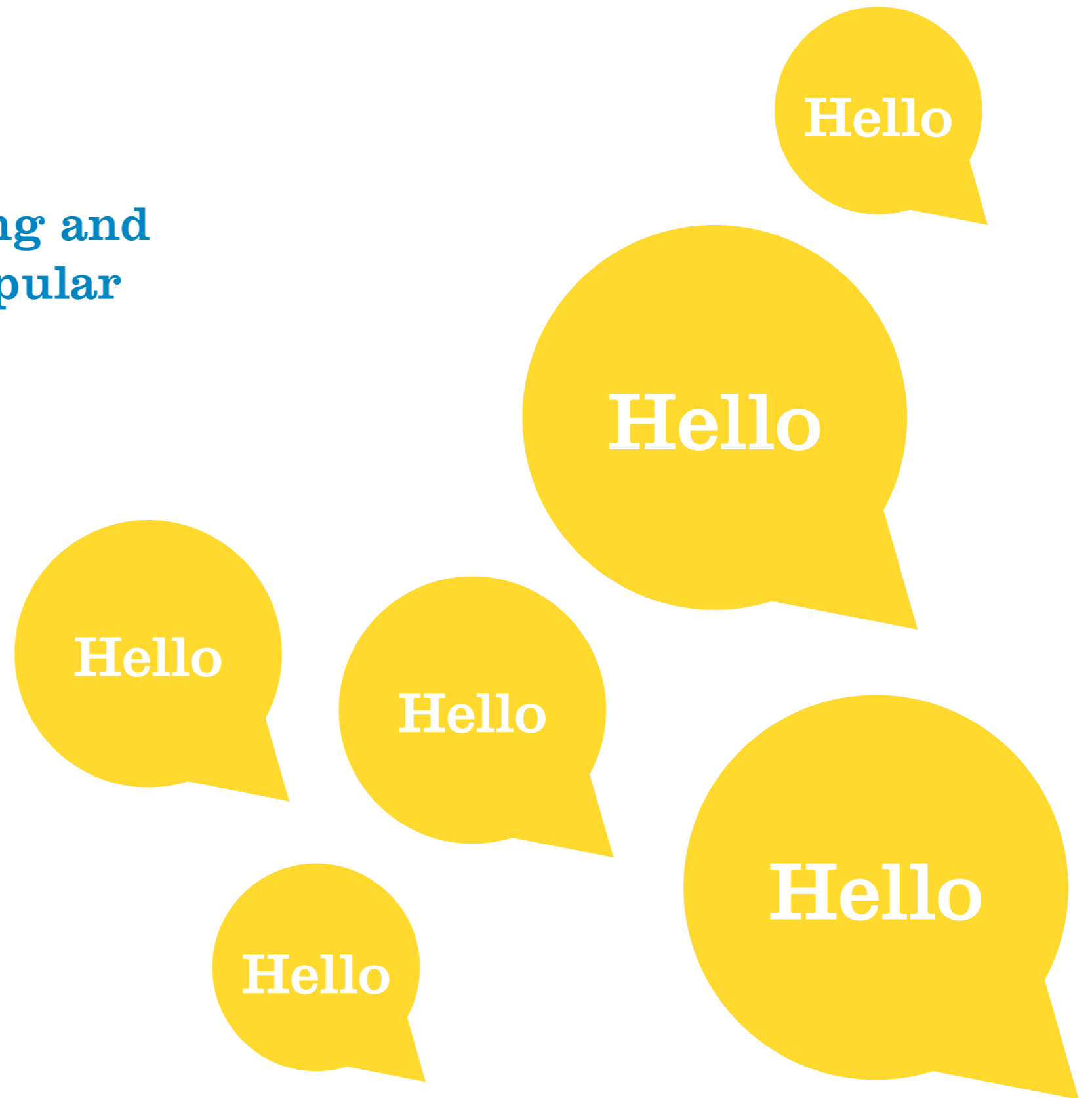
The recruitment industry is a fast paced,
dog eat dog competitive world.



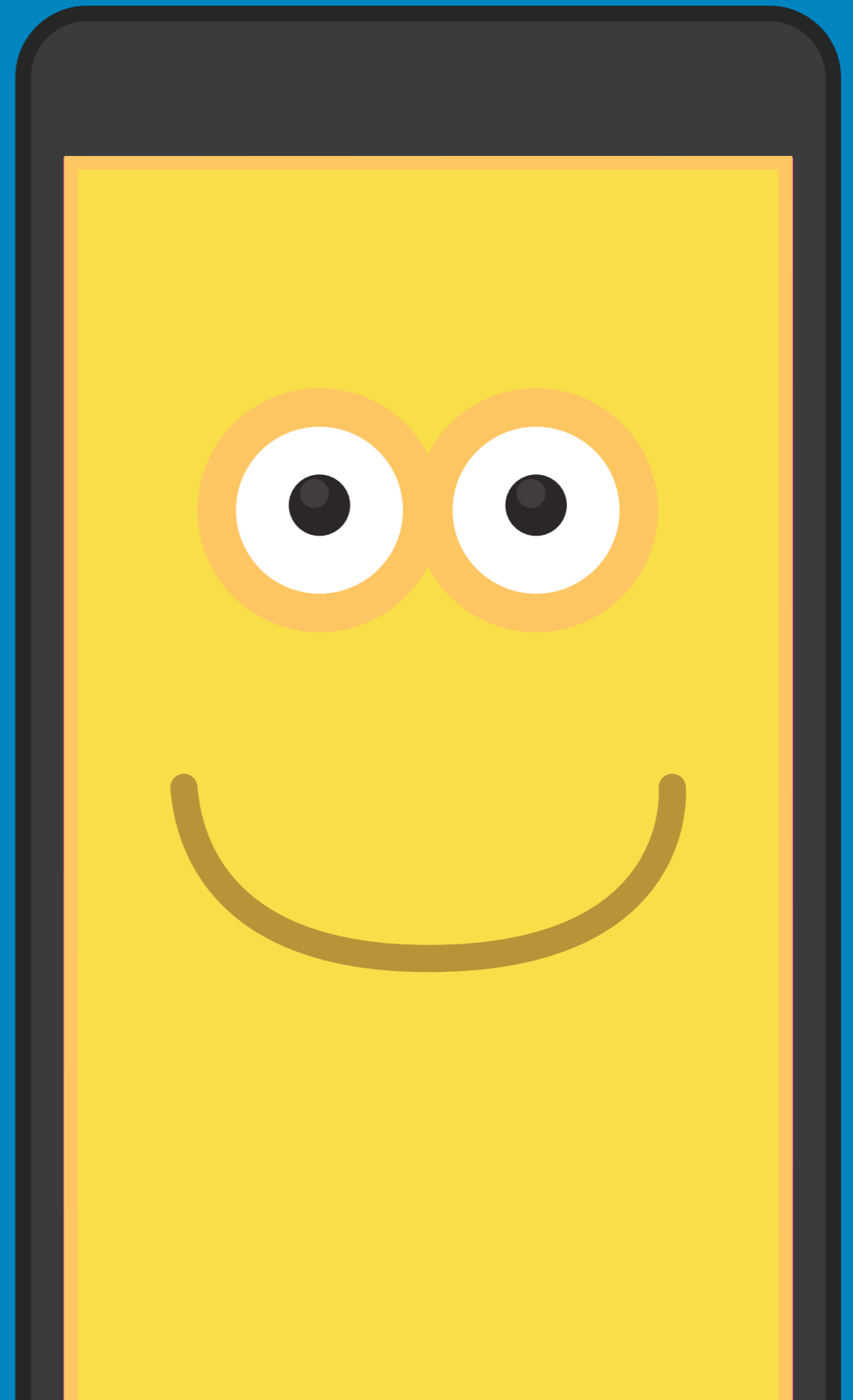
To be a recruiter or even a recruitment agency requires speed, quick decision making and for you to keep ahead of the numerous competitors out there.



And this is why mobile marketing and text messaging is proving so popular for recruiters.

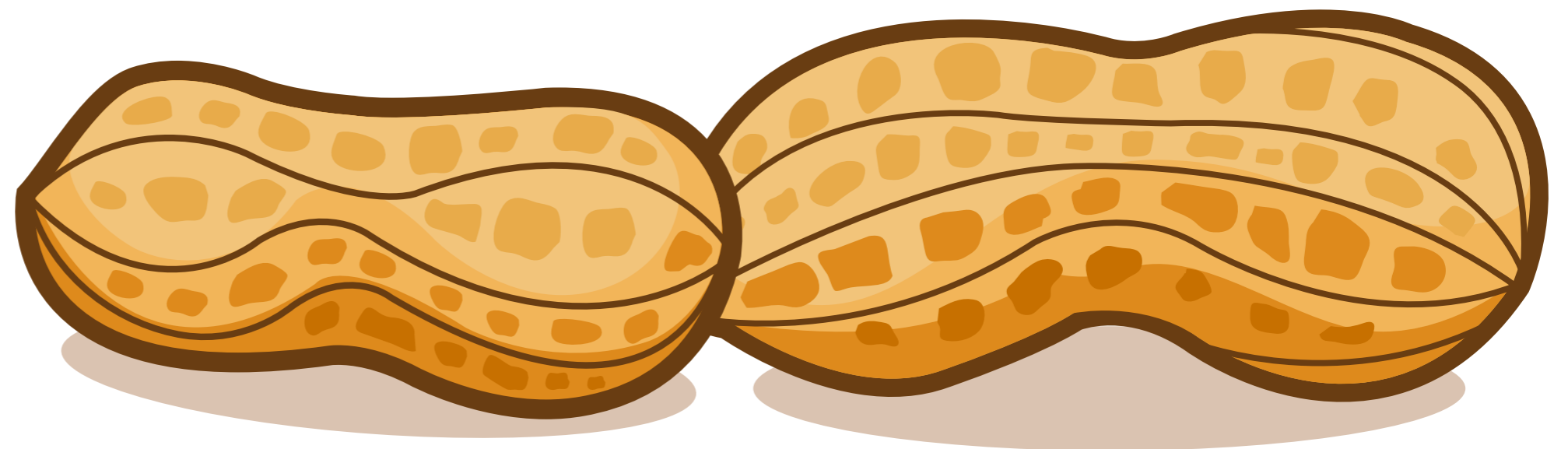


The mighty
text message is...



Cost effective

Sending out big bulk job offers
by text costs peanuts.



Time efficient

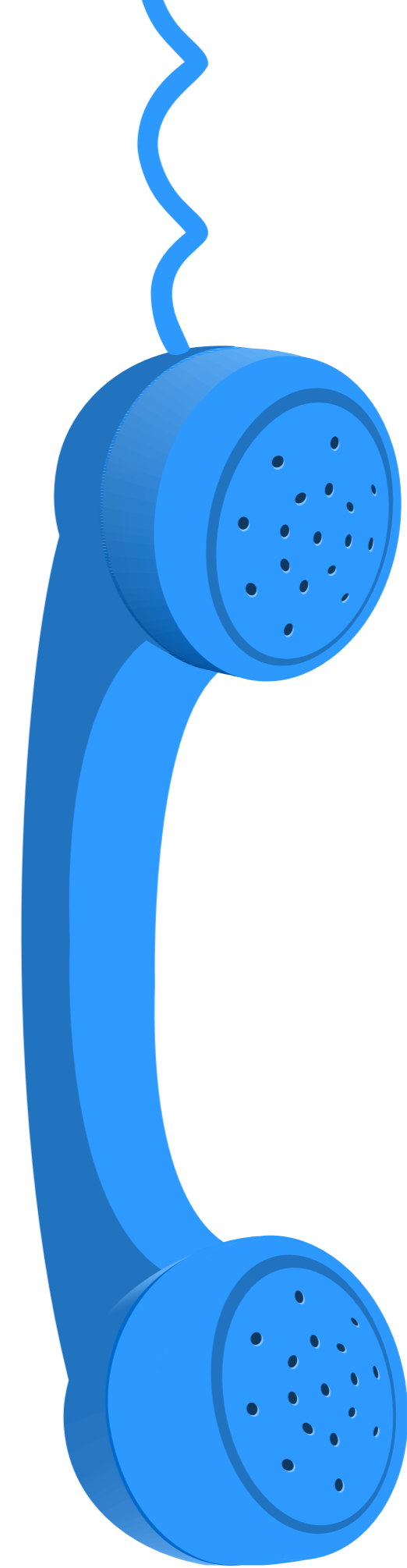
Just write your message and with one press of 'send' you could reach 100's of thousands potential applicants.



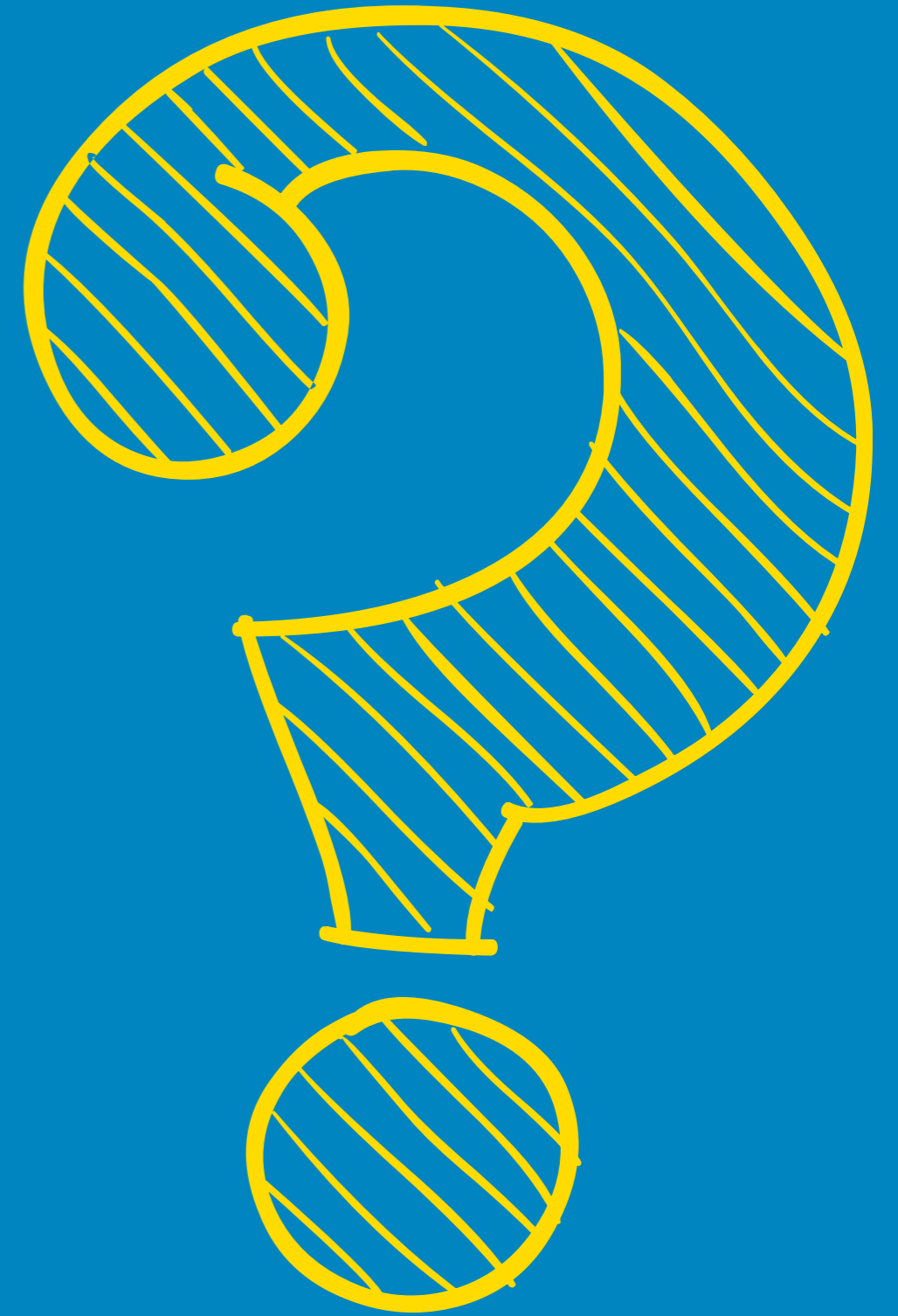
SEND

Discreet and convenient

Potential candidates that are already in existing jobs will appreciate you not ringing them whilst they are at work.

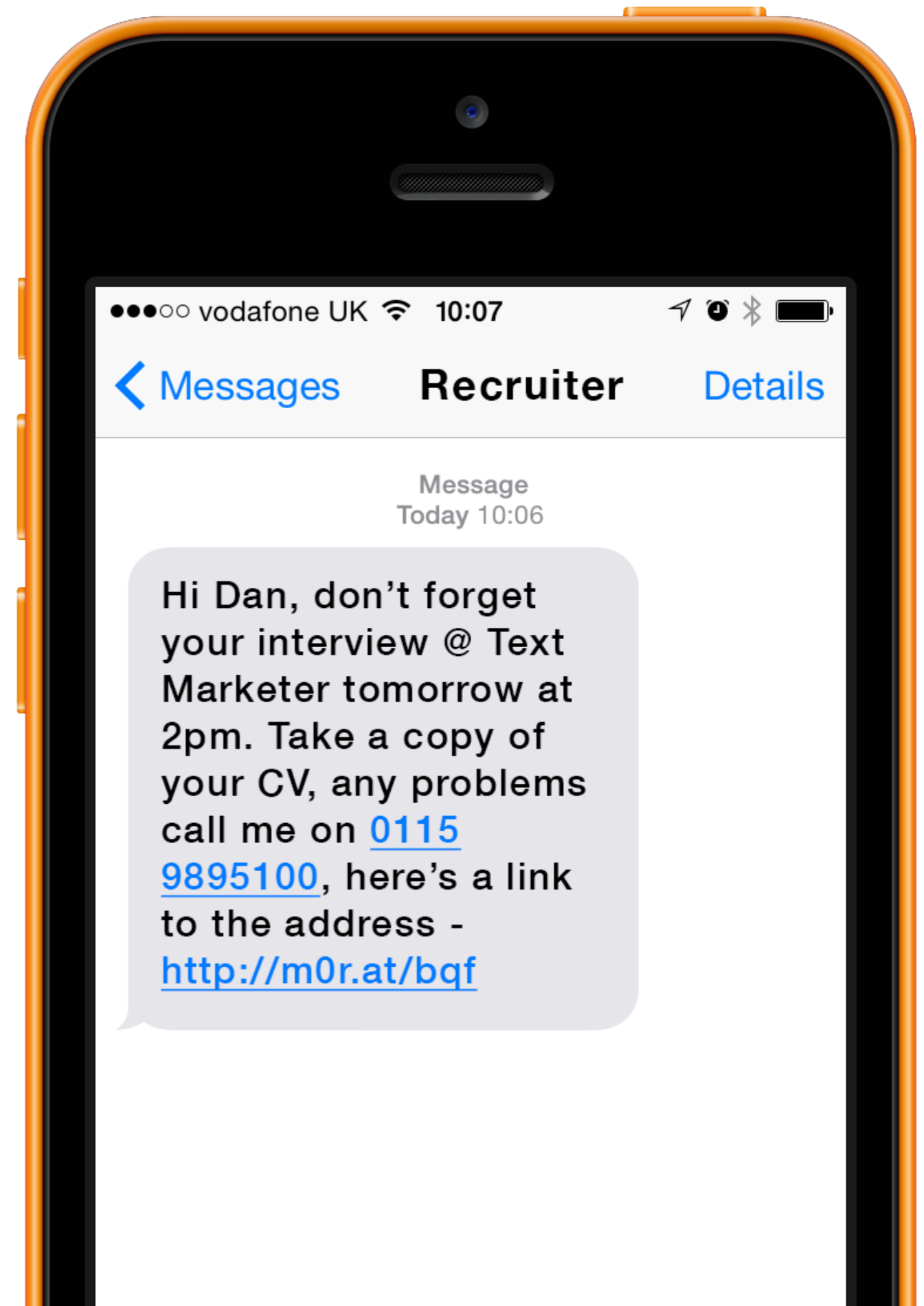


So that's the why...
Now for the how



Get to that interview...

SMS reminders are a great way to make sure your candidate gets to the interview you've scheduled on time.



Discreet headhunting...

SMS cuts straight through all the noise on a person's phone. No app is required to be pre-loaded and notifications are not needed to be switched on.



Urgent shift or work placements...

You have shifts to fill tomorrow for a huge client.

You have 200 potential candidates and 10 shifts to cover.

You could email them, you could ring them all. Or you could SMS them all in 30 seconds...



Get replies...

“Hi, we have full day shifts at St James’ tomorrow. Hourly rate is £20, text back YES if wanted. First come first served”



Yes



Yes



Yes

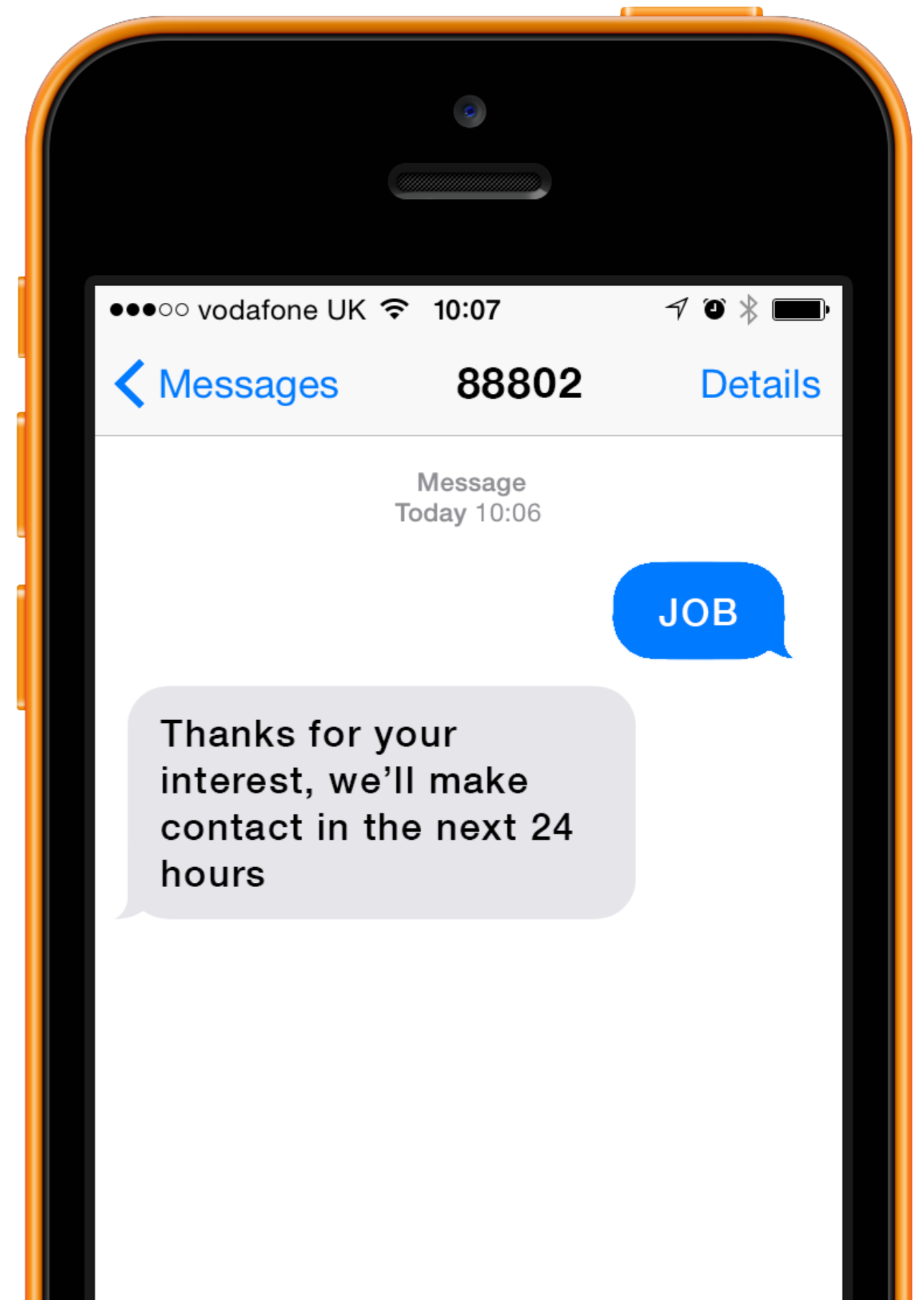


Yes

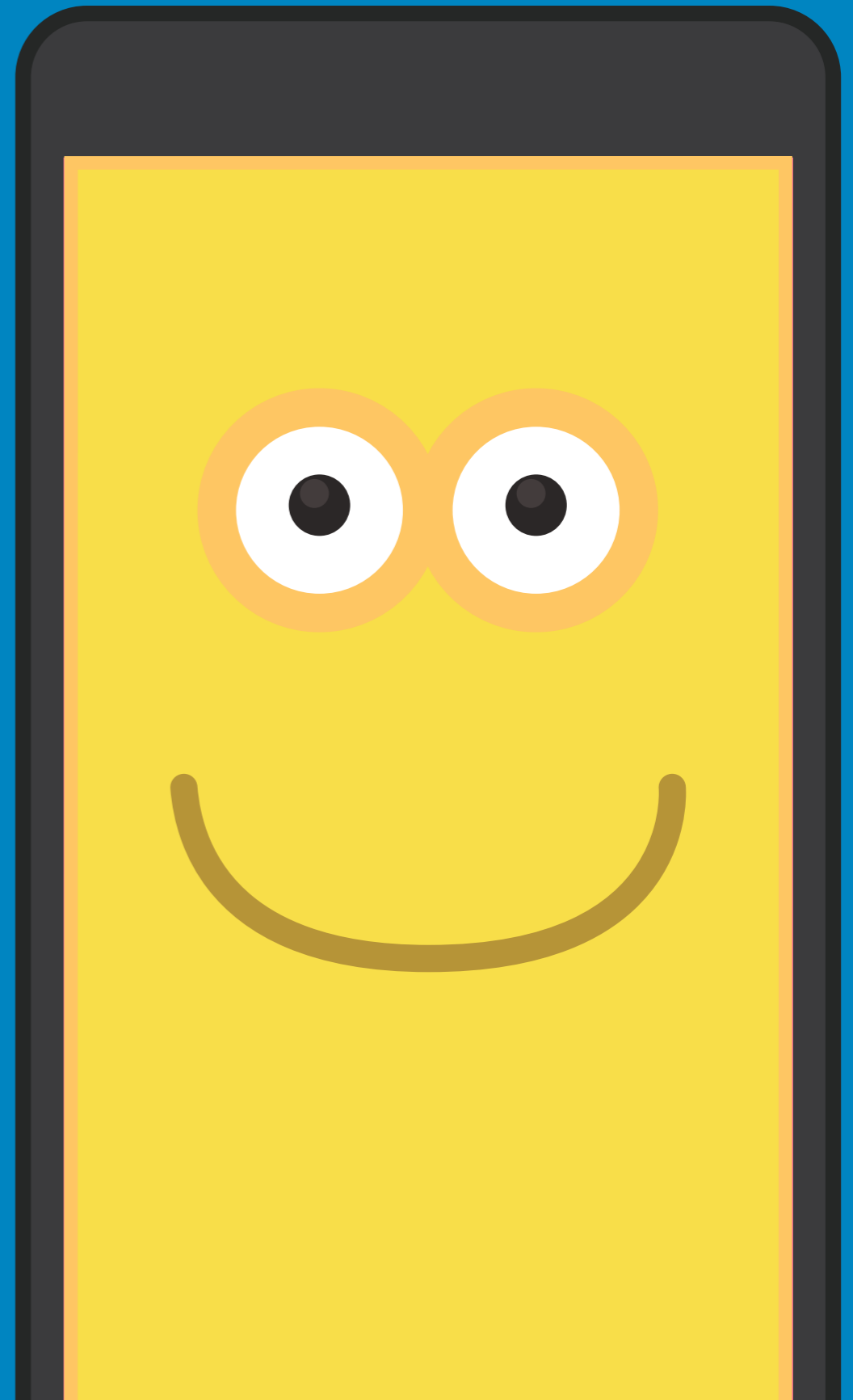
Advertise...

Jobs!

Text JOB to 88802 and we will let you know of any or all of our jobs you are interested in



So now you can see why mobile marketing is not only popular with recruiters and recruitment agencies but also the candidates themselves.



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Website www.textmarketer.co.uk

Blog <http://www.textmarketer.co.uk/blog/>

Telephone **0117 205 0202**

Email info@textmarketer.co.uk