



Why **MOBILE?**
Because that's where your clients and candidates are!



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Fast **FACTS**
Mobile. It's the crack cocaine of the professional world!

By the end of this year there will be
more mobile devices
than people on the planet!

84% of people can't go **A DAY**
without their smart phone

20% of Americans check their
phone EVERY 10 MINUTES

For **28%** of Americans, a mobile device is
their **primary way** of accessing the Web

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And in **STAFFING?**
Is mobile really a big deal???



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Staffing APPS

Job Search Apps

- Indeed
- Monster Job Search
- CareerBuilder Jobs
- Craigslist Pro

Job Seeker Tools

- Pocket Resume
- Interview Buzz

HR TOOLS


- TimeStation
- DOL timesheet app
- Kenexa 2X

Company Specific Apps

- Adecco
- Medical Staffing Solutions
- Frontline Source Group
- Aquent
- Kelly Talent Project

Mobile / Social Recruiting

- SocializedHR
- JobVite
- JobSpeak
- HireVue
- LinkedIn
- SearchOnTheGo



The dark side of **APPS**

Get our your checkbook!



Beyond Apps

OPTIONS FOR MOBILE MARKETING



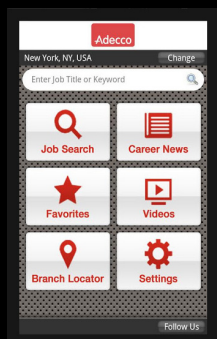
Mobile alternatives

- Native applications
- Web applications
- Responsive websites
- Mobile themes
- Separate mobile sites



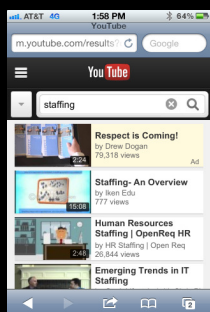
1. Native Apps

- Best interface
- Fastest
- Ideal for:
 - Interactive features
 - Complex calculations
 - Reporting
 - Mobile processing required
 - No web connection



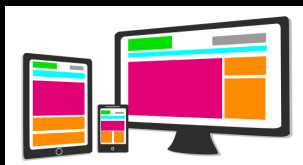
2. Web Apps

- Less costly
 - One version
 - Faster development
 - Free distribution
- No App to download
- Ideal for:
 - Content delivery



3. Responsive website

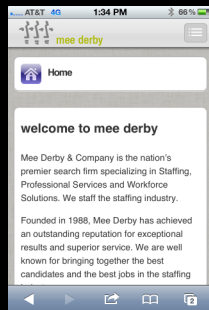
- When you don't need an app
- One version for all devices
- Ideal for:
 - Your company site!





4. Mobile theme

- Less costly than responsive
- One version of content
- Control over what shows
- Design may be limited
- Ideal for:
 - WordPress and other CMS based sites



5. Separate mobile site

- Least desirable option
- 2 sites to manage
- Ideal when:
 - You have an old site that can't be easily updated



What's best for **YOU**?

Responsive

- New site
- You want device independence
- All content all places
- Sufficient budget

Mobile Theme

- CMS based site
- One version of content
- You want control over pages
- Low cost desired

Separate Mobile

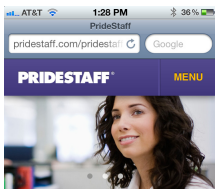
- Existing, non-mobile friendly site
- You don't want to build a new site
- You want different content for mobile
- Low cost desired



Mobile **IN THE REAL WORLD**

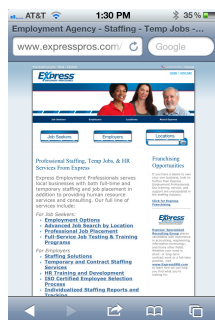


1. Mobile websites (or not)

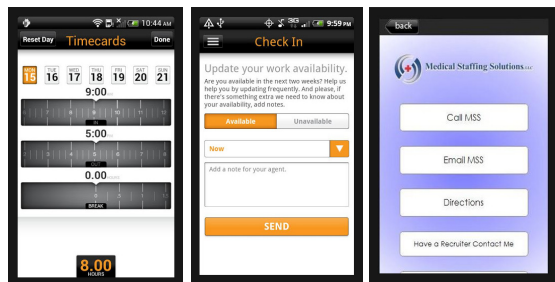


**AS A MATTER OF FACT IT IS
ROCKET SCIENCE.**

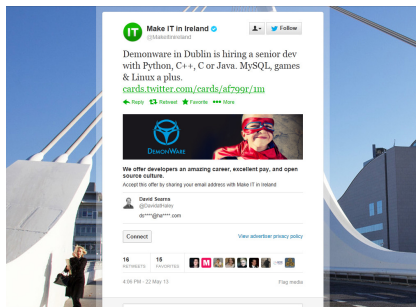
Placing the right people into just
the right jobs doesn't happen by
chance. It's a science.



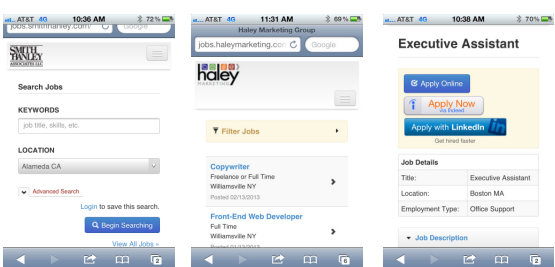
2. Mobile service




3. Recruiting

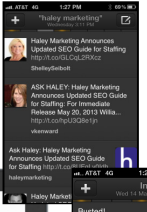
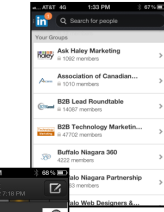
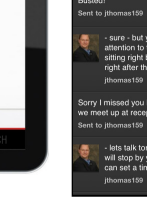



3. Recruiting




4. Sales










**Getting Started
AS EASY AS 1-2-3**



Getting STARTED

1. Analytics
2. Trends
3. Strategy



Mobile **CONSIDERATIONS**

1. Design
2. Content
3. Mobile SEO



Beyond websites and Apps **OTHER WAYS TO GO MOBILE**



Creating mobile **ENGAGEMENT**

- SMS
- Social
- Staffing Software





Any questions?

QUESTIONS:
1.888.696.2900
dsearns@haleymarketing.com
 @DavidatHaley @haleymarketing
www.facebook.com/HaleyMarketing/

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Coming Next:
 Online Branding and Reputation Management
 Thursday, June 13 at 2 p.m. EDT

Reserve your seat: www.lunchwithhaley.com
