



INFLUENCER MARKETING FOR RECRUITMENT

STEALTH BETA RESULTS

HARNESSING THE NETWORK EFFECT

Our team had a hypothesis: can we bring one of marketing's most successful tactics to recruitment? Here's what you need to know about the next great media channel: influencers/affiliates.

www.flockity.com/brands

Overview

Influencer/affiliate marketing is the most important customer acquisition channel for 20% of brand marketers. 54% rank it among their top three channels (PepperJam). Since most successful recruitment marketing tactics come from consumer marketing, it was a logical extension that influencer/affiliate marketing should be tested in the recruitment space, and Flockity was born.

The Premise

Flockity is influencer/affiliate marketing for jobs. It's designed to leverage the network effect of the average professional to promote jobs to their networks. Our influencers/affiliates share jobs from our customers.

Our customers pay \$2/click and Flockity shares the PPC with the affiliate. Flockity does a revenue share with the influencer, and the customer gets traffic to their jobs.

Each customer agreed to share their job feed in the Flockity platform. We gave each customer UTMs to track on their end. Each customer agreed to a 3-month trial of 250-500 clicks per month at a cost of \$2/click.

Companies in the beta

Because we were testing something that had not been tried exactly this way, we wanted to keep it small and controlled. We contacted our known industry "early adopters" in the recruitment marketing space and started recruiting influencers/affiliates. There were six brands covering a wide range of professional roles in industries that include:



Manufacturing



Travel



Healthcare



Telecommunications

What is Influencer Marketing?

Affiliate marketing is a marketing arrangement in which affiliates receive a commission for each visit, signup or sale they generate for a merchant. This arrangement allows businesses to outsource part of the sales process. It is a form of performance-based marketing where the commission acts as an incentive for the affiliate; this commission is usually a percentage of the price of the product being sold, but can also be a flat rate per referral.

How the beta worked

Customer Commitment

Each customer agreed to share their job feed in the Flockity platform. We gave each customer UTMs to track on their end. Each customer agreed to a 3-month trial of 250-500 clicks per month at a cost of \$2/click.

Influencer Commitment

The influencers/affiliates search the platform for open roles their network would like. They are then given a short link that they can publicly share on their social networks. The influencers/affiliates reached more than 115,000 eyeballs via their connections, followers, and networks.

Integrity

Our tech carefully weeds out bot clicks and our affiliates were all vetted and approved prior to sharing. We had to make sure they were people that our customers would be proud to have promoting their jobs.

Data behind the beta

We hosted more than 50,000 jobs. Over the last year, including our beta, and our public launch, we delivered traffic to thousands of jobs.



By January 3rd, all customers exhausted their clicks. In fact, customers missed more than 800 clicks to their jobs because they were out of credits. There is a demand for this type of job distribution.

*Jan clicks are projected in the chart.

Highlights

Flockity Influencer reach

115,000+

and growing

Flockity hosted jobs

6,000+

97%

NET NEW CANDIDATES VISITING THE CAREER SITE.

75%

APPLICATION COMPLETE RATE ON INFLUENCER CLICKS

Influencer/Affiliate Breakdown

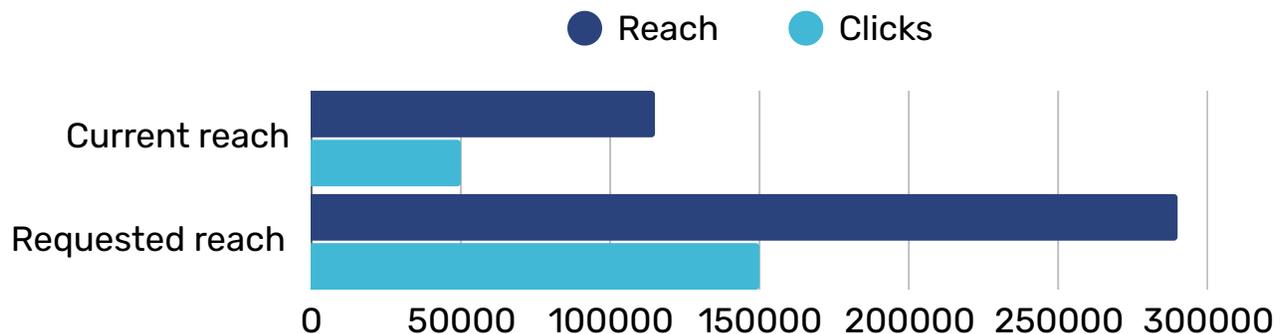
Women + Diverse



The influencers/affiliates we recruited were 74% female and 49% diverse. We were intentional on who we wanted to attract, because we know diversity is an issue across most trailblazing companies and having a diverse reach is important to us as an organization and our customers. We get asked all the time, “Who are the influencers?” Some are hyper-connected professionals in tech, customer service, non-profit, marketing, and hourly professions. Some are internet celebrities. We cannot disclose the names of our affiliates, but suffice it to say, we have checked them all out and we are tracking their behavior to ensure they are representing our customers’ jobs well. Flockity is designed to be a win-win-win.

Where are we headed?

Based on our affiliates’ performance, Flockity can generate more than 50,000 clicks per month. In addition, we have a number of influencers/affiliates waiting to be let into the beta that would triple our reach and accommodate 150,000 clicks per month based on the beta-period performance and projections.



Common Questions

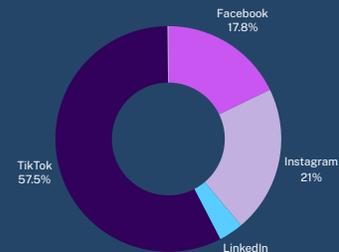
What jobs performed best?

All jobs were tested from tech, to customer service, call center, warehouse, healthcare, remote, in-office, etc. This is one of the requirements we had for selecting our initial beta customers, they had to have a lot of diversity in roles. We wanted to see what influencers/affiliates would gravitate to and to see what would generate the most clicks. All roles performed about the same in terms of shares. The most popular roles were obviously remote roles as they are incredibly popular with job seekers. Call center, sales, hourly, tech, all performed about the same.

The jobs that didn't perform as well: Nursing and Warehouse. No excuses, but our team had trouble recruiting nurses into the platform as influencers/affiliates (who isn't having trouble recruiting nurses?!). Warehouse jobs were also not frequently searched for by our affiliates. We will keep an eye on this job type as we know there is a lot of demand for this type of worker. Flockity is continuing to actively recruit healthcare and warehouse talent to be influencers/affiliates to see if this impacts the results, or if these aren't the best job types for Flockity.

Where are influencers sharing?

Most of our influencers/affiliates are sharing on Instagram, TikTok, LinkedIn, and Facebook. TikTok and Instagram clicks are generated from their link-sharing tool in their profile. The influencers/affiliates make a video or reel promoting a job to click in their link in bio. Other influencers/affiliates are sharing natively in LinkedIn and Facebook.



How are you ensuring they're not click baiting?

We vet every affiliate using the platform. Our vetting system is proprietary. But based on our work in the industry, you should know we are serious about protecting your employer brand! And, we have tech that is checking every click and validating every click to ensure it is a real human: not a bot, not colluded, not gamed in any way. If an influencer/affiliate attempts to game the system, they are removed immediately, and clicks are credited back to the customer. This won't work or last if it's sketchy.



WHERE PASSIVE CANDIDATES FLOCK



Flockity is accepting the next wave of brands looking to disrupt the status quo, and leverage the network effect to distribute their jobs.

Traffic

Our network has more than 600,000 followers, and will have nearly 300,000 with a flip of a switch.

Awareness

We've driven more net new site visitors to our beta customers than any other channel.

Diversity

Our influencers are 74% women and 49% diverse. We have the network you need to hit your diversity goals.

Get Started

Share your feed

Flockity will ingest your jobs



Purchase your credits

You can pay via credit card

(\$2/click)



Get passive talent

Affiliates share your jobs to friends

