



INFLUENCER MARKETING FOR RECRUITMENT

ONE YEAR IN

A YEAR'S WORTH OF DATA + LESSONS LEARNED

Launching Flockity from stealth beta to general use has revealed some incredible insights on the newest way to attract talent to your organization.

www.flockity.com

Executive Summary

Flockity, a leading innovator in the Talent Acquisition space, has spent the past year pioneering the use of influencer marketing to attract top talent. By partnering with influencers across various social media platforms, Flockity has successfully tapped into a vast pool of passive job seekers – individuals who are not actively searching for new opportunities but are open to the right offer. This approach has proven to be a powerful tool, enabling Flockity to engage with potential candidates in a more authentic and personalized way, far beyond the reach of traditional recruitment methods.

Over the course of this year, Flockity has gathered extensive data on the effectiveness of influencer marketing in recruitment. This research piece delves into the impact of these strategies, analyzing key metrics such as influencer and candidate engagement rates, conversion rates, and the overall quality of traffic. The findings not only highlight what works in leveraging influencer marketing for recruitment but also offer valuable lessons learned, providing a roadmap for companies looking to refine their talent acquisition strategies in the digital age.

We are thrilled to share this research to push the industry forward. Enjoy the contents of this report and please don't hesitate to reach out with questions.

Key findings

- 1** People Believe People
- 2** Influencers Rule Awareness
- 3** Top performers: Salaried roles
- 4** Everyone wants remote
- 5** Seasonality doesn't apply

Recap: How Flockity Works

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 bought a bank of clicks to be leveraged in the platform by our influencers.

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 reach nearly one million 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 Year One

Over the course of our beta, we have been growing our influencer reach to ensure we can meet the growing customer appetite to try Influencer Marketing.



Over the beta, and through our general release we averaged over 1,000 clicks per month. In the last three months, we have seen the average clicks delivered increase by 60%.

Highlights

Increase in influencer reach

170X

and growing

Flockity hosted jobs

50,000+

98%

NET NEW CANDIDATES VISITING THE CAREER SITE.

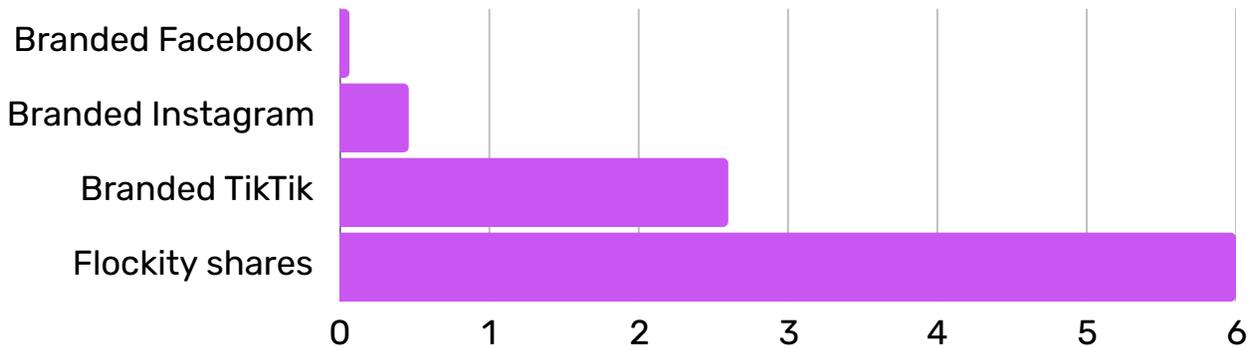
4%

APPLICATION COMPLETE RATE ON INFLUENCER CLICKS

1 People Believe People

In the world of social media marketing, the difference between branded posts and personal account posts is significant, particularly in terms of engagement. Branded posts, typically shared directly by companies on their official accounts, often struggle to achieve high engagement rates. For instance, the average engagement rate for brand posts on Facebook is just 0.063%, while Instagram sees a slightly better average of 0.46%. Even on TikTok, known for its dynamic and engaging content, branded posts average around 2.63% engagement. These figures highlight the challenge brands face in capturing and maintaining audience attention through traditional channels. In contrast, when branded messages are shared through an individual's personal account, the engagement rates tend to soar.

Comparing engagement rates



This phenomenon is rooted in the inherent trust and authenticity associated with personal accounts. People are more likely to engage with content that comes from someone they perceive as a peer or a trusted voice, rather than from a corporate entity. This is precisely why Flockity's influencer marketing strategy has been so effective. By leveraging influencers who share job opportunities and company messages on their personal accounts, Flockity has seen engagement rates exceeding 6%. This remarkable figure underscores the power of personal connection in driving user interaction.

The reason behind this stark difference is simple: **People believe people**. When a message is delivered by a familiar face or someone who resonates with the audience, it carries weight and credibility. Trust translates into higher engagement, as followers are more likely to like, share, and comment on content they view as genuine. For Flockity, this approach has not only enhanced engagement but improved the effectiveness of their campaigns, as potential candidates are more inclined to explore opportunities presented by someone they trust.

Influencers are an awareness gold mine

Influencer marketing has become an awareness gold mine for companies, particularly in the realm of job recruitment. By leveraging influencers who resonate with specific audiences, companies can tap into new pools of potential candidates that traditional recruiting methods might miss. For example, Flockity has harnessed the power of influencers to drive significant traffic to its customers' career websites. The result is remarkable: 98% of this traffic consists of net new visitors who have never interacted with the career site before. This demonstrates the unique ability of influencer marketing to reach and engage with a broader audience, driving awareness far beyond the company's existing reach.

This surge in new traffic translates to more opportunities for companies to connect with top talent, especially those who may not be actively searching for a new role but are nonetheless intrigued by the content shared by influencers they trust. Influencers create a personal connection with their followers, often turning passive job seekers into active candidates by presenting job opportunities in an engaging and relatable manner. The power of this connection is evident in the high volume of first-time visitors flocking to career websites through these channels.

Moreover, the effectiveness of influencer marketing in driving net new traffic showcases its potential to enhance employer branding. As these influencers share job opportunities or speak about company culture, they amplify the brand's visibility and credibility in the job market. This not only boosts awareness but also positions the company as an attractive place to work, ultimately leading to a more diverse and qualified candidate pool. The 98% net new traffic stat underscores the untapped potential of influencer marketing, making it an invaluable tool for companies looking to elevate their recruitment strategy.



98%

***Net new traffic delivered to
Flockity customers***

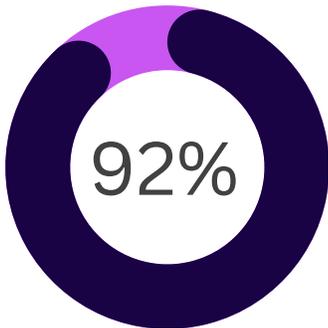
3 Professional jobs are top performers

The data around shares and clicks by job category in Flockity reveals that professional, salaried positions are most in demand. Sales, technology, and marketing are top performing categories, indicating that these positions are in high demand among job seekers and employers alike. These titles represent key strategic roles within organizations, often requiring specialized skills, experience, and a strong leadership presence. Flockity's success in driving traffic to these roles punctuates its ability to connect employers with high-caliber talent.

Titles like "Sales," "Account," and "Business" dominate, suggesting that Flockity is a go-to platform for those attracting revenue-generating and client-facing talent. These positions are vital to company success and offer career advancement, making them attractive to influencers and candidates alike.



Top 5 Job Categories



Clicks that went to the Top 10 Categories

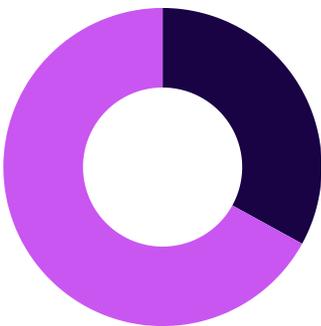
Moreover, the prominence of terms like "Customer," "Operations," and "Remote" reflects the evolving nature of work, where customer-centric roles and flexible working arrangements are increasingly valued. Flockity's ability to cater to these trends by featuring popular and in-demand job titles aligns with the current workforce dynamics, where adaptability and a focus on customer experience are crucial. By excelling in the placement of such roles, Flockity proves its effectiveness in helping companies meet their strategic hiring goals while also appealing to the aspirations of today's job seekers.

4 Everyone Wants Remote

Remote work has become one of the most sought-after job categories, especially in the wake of recent global changes. For instance, studies reveal that nearly 70% of the global workforce telecommutes at least one day a week. This trend aligns with what we are seeing at Flockity. Remote jobs are consistently among the top-performing job families. In fact, **only 1% of the jobs shared via Flockity influencers were remote, yet clicks from remote jobs made up 33% of all Flockity clicks.** The level of interest in remote jobs far outweighs the availability, which suggests that too few employers are prioritizing flexibility in their open jobs despite its potential for talent attraction.

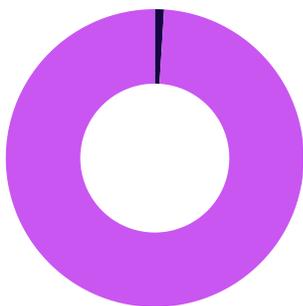
● Remote

● Non-remote



● Remote jobs

● Non-remote

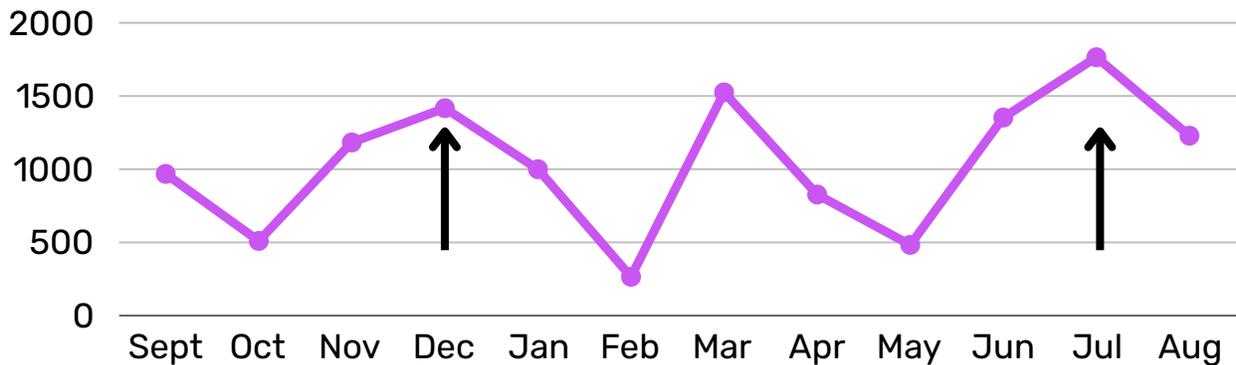


From a workforce perspective, remote work has been shown to offer significant advantages including increased productivity, improved work-life balance, and cost savings. Research shows that employees working remotely can save up to \$7,000 per year on commuting, food, and clothing expenses. Moreover, companies that support remote work can save approximately \$11,000 per employee annually by reducing overhead costs associated with physical office spaces. This economic incentive, coupled with the high demand for these jobs, makes offering remote opportunities a no-brainer for attracting top talent – especially in sectors like IT, marketing, and finance, where remote job postings are particularly prevalent.

Influencers in the job market have also recognized the growing appeal of remote work, and they frequently highlight the benefits for their Gen Z- and millennial-heavy audiences. Multiple generations of workers are strong proponents of remote and hybrid work models, with 75% of Gen X and 56% of millennials expressing a preference for flexible working conditions. As a result, influencers play a pivotal role in driving traffic to platforms like Flockity, allowing employers to capitalize on the demand for remote work opportunities.

Flockity Seasonality Fills Traffic Gaps

Seasonality at Flockity differs significantly from traditional recruiting patterns, offering a unique advantage for organizations looking to attract talent year-round. Traditionally, December is a slower month for recruitment, as companies and candidates alike wind down for the holidays. However, Flockity experienced a notable increase in clicks delivered during December, defying the typical seasonal slump. This surge suggests that passive job seekers, who might not be actively looking but are open to new opportunities, are more likely to engage with job content during quieter times, making Flockity an invaluable tool for tapping into this hidden talent pool even during the holiday season.



Similarly, while January often sees a spike in recruiting activity as companies kick off the new year, Flockity not only performed well during this period but also saw sustained and even increasing engagement throughout the summer months. Traditionally, the recruitment industry sees a decline in activity during the summer, as both candidates and hiring managers are often on vacation. However, Flockity's innovative approach and use of influencer marketing seem to maintain a steady flow of job seeker interest, resulting in higher clicks and applications during a time when other channels might see a downturn.

This consistent performance across atypical recruiting seasons highlights Flockity's ability to reach a broader audience and maintain engagement regardless of the time of year. By leveraging influencers who continuously generate content that resonates with their followers, Flockity keeps job opportunities top of mind for potential candidates, even when traditional channels go quiet. This ability to defy seasonality makes Flockity an essential component of any comprehensive recruitment strategy, ensuring a continuous pipeline of quality candidates throughout the year.

Where we are headed

Flockity's year-long journey into influencer marketing for job recruitment has revealed valuable insights and demonstrated the power of this innovative approach. Unlike traditional recruitment methods, which often struggle to maintain candidate engagement during off-peak times, Flockity has shown that influencer marketing can generate consistent interest throughout the year, even during periods traditionally marked by low recruitment activity. This success is largely attributed to the trust and connection that influencers build with their audiences, enabling Flockity to reach passive job seekers who might otherwise remain out of reach.

The significant impact of influencer marketing on driving net new traffic to career websites further highlights its effectiveness. With 98% of the traffic driven by Flockity's campaigns consisting of first-time visitors, it's clear that influencer marketing is not just about maintaining visibility but about expanding the reach to untapped talent pools. This ability to continuously attract fresh candidates, particularly in high-demand professional and remote roles, underscores the strategic value of influencer marketing in today's competitive job market.

As companies look to refine their talent acquisition strategies, Flockity's approach provides a compelling blueprint. By embracing the power of influencers and adapting to the changing dynamics of work culture — such as the rise of remote work and the shift in recruiting seasonality — Flockity has positioned itself as a leader in modern recruitment practices. The lessons learned from this year of innovation demonstrate that influencer marketing is not just a trend but a powerful tool that can redefine how organizations connect with talent in the digital age.

Story time

A financial services company offering cloud-based software for automated business payments and financial operations was focused on increasing brand awareness with passive talent for their corporate roles.

Goal: Build brand awareness and drive traffic to corporate roles

- Client generated 940 clicks in their first month.
- In the first two weeks, they had a VP-level candidate from Flockity scheduled for an on-site interview.
- This customer's jobs are a favorite amongst all of our influencers.
- Influencers are receiving feedback from their followers that this customer's brand is resonating.



INFLUENCER MARKETING MEETS RECRUITMENT MARKETING



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 750,000 followers, and will have nearly 300,000 more 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

