

Recruiting Marketing

Are you losing the best candidates to a mis-firing sourcing strategy?

Think about it: the quality of the candidates that you hire is entirely dependent on the quality of the candidates who apply for your open jobs. You don't want to leave this to chance.

The number of channels to advertise your jobs has virtually exploded in the past few years - making the task of finding and engaging the perfect candidate both tricky and complex. And realize it or not, you're losing great talent because they're feeling that complexity too.

How can you find the best talent unless you master the latest recruiting marketing methods? What are the latest recruiting marketing methods? And how do you know what's working and what's not?

If you're overwhelmed, you are not alone. Many organizations are overwhelmed with the task of acquiring great talent while trying to make sense of all the choices in recruiting marketing. Every day new channels emerge, making it difficult to know which ones to leverage, and which ones will fall by the wayside. And obviously, traditional strategies simply won't work anymore.

Recruiting Marketing Means Applying Proven Marketing Best Practices to Attracting and Engaging the Best Candidates

With Success Factors' innovative yet simple approach to recruiting marketing, we bring all the latest sourcing and candidate engagement tools together onto one platform - from career site optimization to multi-channel job posting... social networks to mobile career sites...

referrals to campaigns. We make it easy to attract and nurture passive candidates with a talent community that creates a continually growing pipeline of higher-quality talent. And it's all branded with your unique brand and measured with our powerful analytics engine so you can apply resources where you'll get the biggest impact.

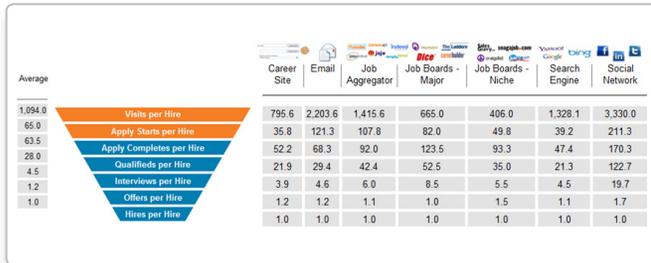
Simplify Your Sourcing With a Consolidated Platform

Are you juggling multiple sourcing systems and spreadsheets to track what's working? Replace them with a single efficient, integrated platform that magnifies your results, attracts new talent and eliminates your dependency on expensive and ineffective resources. You can stay ahead of the game by proactively building talent pipelines and filling jobs twice as fast as you currently do!

SuccessFactors Recruiting Marketing solution delivers a uniquely integrated approach that improves the entire candidate experience and builds connections to keep candidates engaged for future jobs that might be a fit.



Hasbro's optimized career site



Recruiting Marketing Analytics Dashboard

About SuccessFactors, an SAP Company

SuccessFactors, an SAP company, is the leading provider of cloud-based Business Execution Software, and delivers business alignment, team execution, people performance, and learning management solutions to organizations of all sizes across more than 60 industries. With approximately 15 million subscription seats globally, we strive to delight our customers by delivering innovative solutions, content and analytics, process expertise and best practices insights from serving our broad and diverse customer base. Today, we have more than 3,500 customers in more than 168 countries using our application suite in 35 languages.



Candidates experience a simpler, enhanced interaction through advanced branding and search tools, integrated social networking, and passive candidate capture solutions. A better experience means better engagement, better quality candidates and a better apply rate.

Core to our Recruiting Marketing solution is an advanced data analytics tool that offers unique insights into what activities are the most effective in finding and engaging candidates. Data is real-time so your sourcing decisions immediately become more intelligent, more strategic and more agile.

Finally, recruiters can focus on recruiting. Unique, time saving features include:

- Smart Job Publishing automatically distributes your jobs to the most effective boards and aggregators
- Search Engine Optimization (SEO) to drive more traffic directly to your career site from major search engines like Google, Yahoo and Bing
- Referral Marketing tools help your employee population market your jobs through their own online relationships, multiplying your impact and reach
- A Talent Community that captures passive candidates who may not be ready to apply so that you can build a relationship until the timing is right
- Advanced Analytics Dashboard to continuously monitor what sources are driving qualified traffic and hires

Flexible Solutions to Help You Recruit Better

Success Factors' Recruiting Marketing works seamlessly with SuccessFactors' Recruiting Management to create a complete Recruiting Execution solution that will improve

your ability to attract engage and select candidates. But, if you already have an Applicant Tracking System (ATS) in place, SuccessFactors Recruiting Marketing solution will plug right into it, to improve your sourcing strategy and your overall recruiting results.

Revolutionize your recruiting strategies with Success Factors – and simplify your route to better talent.

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