PageUp◆ Recruitment Marketing

A complete, easy-to-use solution to attract and engage candidates

PageUp Recruitment Marketing delivers the most authentic, personalized candidate experience. With PageUp you will attract more candidates, build talent pools, grow relationships through personalized journeys, and convert applicants for better recruiting results. Gain efficiency with automation and AI to allow your team to accomplish more with less time and resources. Showcase your employer value proposition, accelerate your hiring and improve quality of hire for your organization by leveraging the power of PageUp Recruitment Marketing.

Why PageUp Recruitment Marketing?

Ease-of-use
Self service career website
No coding skills

ROI through data
Behavioral and data-driven
analytics out of the box

Build relationships
Increased engagement
through authentic content

Automation
Automated nurture campaigns

Customer first
All inclusive support model, rapid
implementation and co-innovation

Easy integration
Proven 2-way integrations
with your preferred ATS

PageUp Recruitment Marketing:
Your always-on engagement solution

Recruitment marketing is a defining element of your Talent Acquisition strategy. Well-executed recruitment marketing leverages technology to attract and engage top prospects, regardless of whether they are active or passive in their job search. By building and nurturing relationships, you will have pools of available talent on hand for when you're ready to hire.

With PageUp Recruitment Marketing you have access to intelligent career sites, a robust content management system, authentic employee stories, and automated candidate communications that drive more applicants into your recruiting funnel. With our rapid implementation methodology you enjoy faster time-to-value and results that will provide measurable ROI. These results include:

- Improved career site conversions
- Reduced sourcing spend
- Improved time-to-hire
- High-quality applicants
- Personalized candidate experience

Intelligent Career Site & CMS

Employee Connections

Candidate Marketing Automation

Text Engage

PageUp
Recruitment Marketing

Candidate Relationship Management

Internal Mobility

Reporting & Analytics

Behavioral Data & Insights

"PageUp is so easy to use, the purposeful partnership and full integration with our ATS made it easy to implement."

Director of Talent Acquisition, Global Hospitality Organization

PageUp Recruitment Marketing

Hire the best talent by attracting & converting the best candidates

Candidate Marketing Automation

Seamlessly leverage the talent pools built through PageUp's intelligent career site. Automated candidate communication workflows let you build relationships and deliver personalized candidate experiences without lifting a finger.

Employee Connections

PageUp brings the voice of your employees to the forefront to tell authentic stories to candidates who want a deeper understanding of life at your organization. Identify and create authentic employee-generated content at scale. PageUp empowers your employee brand ambassadors to share their stories and engage directly with candidates to build powerful, authentic relationships. Sharing your EVP has never been easier or more human than with PageUp Employee Connections.

Internal Mobility

Your best recruiting strategy is employee retention. Organizations can improve retention by focusing on internal mobility. PageUp Internal Mobility provides a fully customizable internal career site designed and developed for the talent you know best, your employees. Providing a transparent and unique internal mobility marketplace helps your existing talent grow in their careers and improves employee retention. Internal mobility is a highly effective sourcing channel for pre-vetted, culturally-aligned candidates. PageUp helps you leverage internal mobility to fill critical roles while also building employee loyalty and trust.

Intelligent Career Site & CMS

PageUp delivers an SEO-optimized intelligent career site that is intuitive and easy to use. With PageUp you can build and maintain dynamic career sites, landing pages and microsites without having to rely on external support. Our CMS allows you to deliver the right content to the right candidates to create a personalized career site journey. With our powerful analytics and career site heat-map you can see what content is resonating and what can be improved for a more engaging experience.

Candidate Relationship Management

Turn traffic into high-quality applicants with sophisticated Candidate Relationship Management (CRM) functionality including recruiter workflows, skills matching, candidate engagement scoring and insights.

Capitalize on your investment in inbound sourcing and use SMART recommendations for candidate matching and increased visibility of pipeline health. Ensure recruiters are guided daily on where to best spend their time and recruiting efforts. The power of combining inbound and outbound sourcing strategies in your CRM delivers recruiting success.

Text Engage

Meet candidates where they are by communicating through the channel they prefer. PageUp's Text Engage functionality helps recruiters connect with hard to reach candidates. With higher open and response rates than traditional channels, text is a powerful tool for recruiters today. Text Engage helps recruiters broaden talent pools and can easily fill your CRM with candidates who express an interest or, even better, begin the application process directly via automated text messaging.

Customer first

Support and services that deliver satisfaction and results

PageUp offers something unique in the HR Tech industry: our all-inclusive support model. Our commitment to world-class support means you're free from unexpected fees, frustration, and long response times. From day one you will benefit from PageUp's rapid implementation that delivers real results, faster. Combined with our Customer Success and Support teams, you will have dedicated PageUp resources available to solve your challenges and keep your recruitment marketing efforts running smoothly.

Proven success with PageUp Recruitment Marketing Suite

Reduce cost & improve scalability

70%

Reduction in cost per hire when using PageUp

Increase conversion rates

37%

Vistior to completed application (industry standard 9–12%)

Reduce sourcing spend

50%

Reduction in sourcing spend when using PageUp

Increase in applications

26%

Increase in applications when using PageUp

About PageUp

PageUp Talent Management software enhances HR processes with technology that HR professionals, people leaders and employees love to use. From Recruitment Marketing – including sophisticated content management, marketing automation and candidate relationship management tools – through to Recruitment Management, Onboarding, Learning, Performance, and Succession – all underpinned by Analytics.

For more information on PageUp, or to schedule a demo, visit our website at **pageuppeople.com**.