



Meet MrWork



92% of recruiters use **social media** to find high quality candidates

92% of candidates would consider leaving their job if a company with an excellent **corporate reputation** offered them another role

87% of recruiters use **LinkedIn** to source talent, 55% use **Facebook** and 47% use **Twitter**

VISION

“Social Media create a free flow of information. This creates a level playing field between talent and employers.”

MISSION

**“Reduce time to hire to 0
by connecting companies to all
relevant talent.”**



SOLUTION OFFERING

Revolutionising global talent acquisition through the power of social media

- MrWork’s solutions cover the entire flow: target audience mapping, brand advertisement, automated job advertising and active lead generation
- Through previous job campaign experience, MrWork is able to optimise the candidate profiling and targeting of every new job campaign

Brand activation

- By leading the target audience through a candidate journey on social media channels, MrWork is able to build talent pools and guide people from “awareness” and “consideration” to finally “conversion”

Jobs

- Automated Jobs advertising allows its customers to generate more applications/traffic, lowering the cost-per-hire and increasing the quality of hired people

Leads

- MrWork’s new solution, Leads, will help its customers to actively interact with candidate leads to obtain personal information through, for example, direct messaging (WhatsApp)



- MrWork’s Brand Activation solution allows customers to connect with all relevant talent, enhance their employer brand and improve the quality of the applicants
- By leading the audience through a candidate journey on social media channels, Google and company websites, MrWork’s software is able to build talent pools with people who are interested in specific job openings

Candidate journeys

- Companies can set their strategy and build content storylines to create a custom candidate journey on social media and Google

Talent pools

- Companies can track the number of people are in the various stages of the candidate journey

Retargeting

- The solution also targets people who, outside of the original target campaign audience, interact with the customer’s website
- These people feed into the MrWork solution and are targeted with advertisements

KPIs measured for success

- Throughout the candidate journey, MrWork’s solution keeps track of all relevant conversion, traffic and reach metrics



Brand

- Campaign Managers**
40,000 people
The target group of Campaign Managers are people between 20-30 years old in the city Rotterdam.
2 campaigns **active**
- IT Specialists**
100,000 people
The target group of IT Specialists are people between 20-50 years old in the city Den Haag.
4 campaigns
- UX Designers**
20,000 people
The target group of UX Designers are people between 18-25 years old in the city Amsterdam.
- Front-end Developers**
80,000 people
The target group of Front-end Developers are people between 30-50 in the city Brussel.
3 campaigns **inactive**

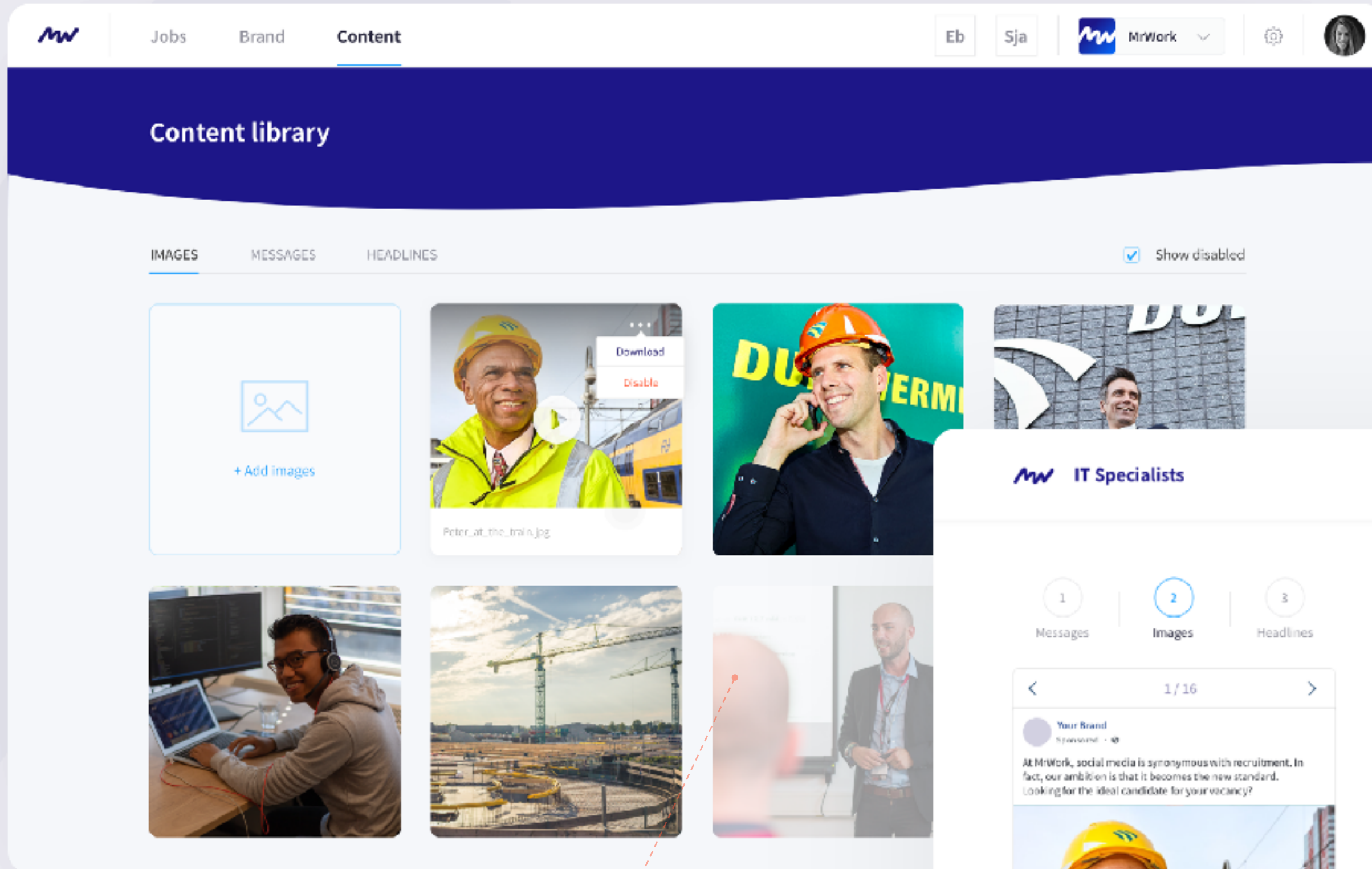
Define audiences and start Brand Activation campaigns automatically

Analyse campaign results per campaign, phase or advertisements

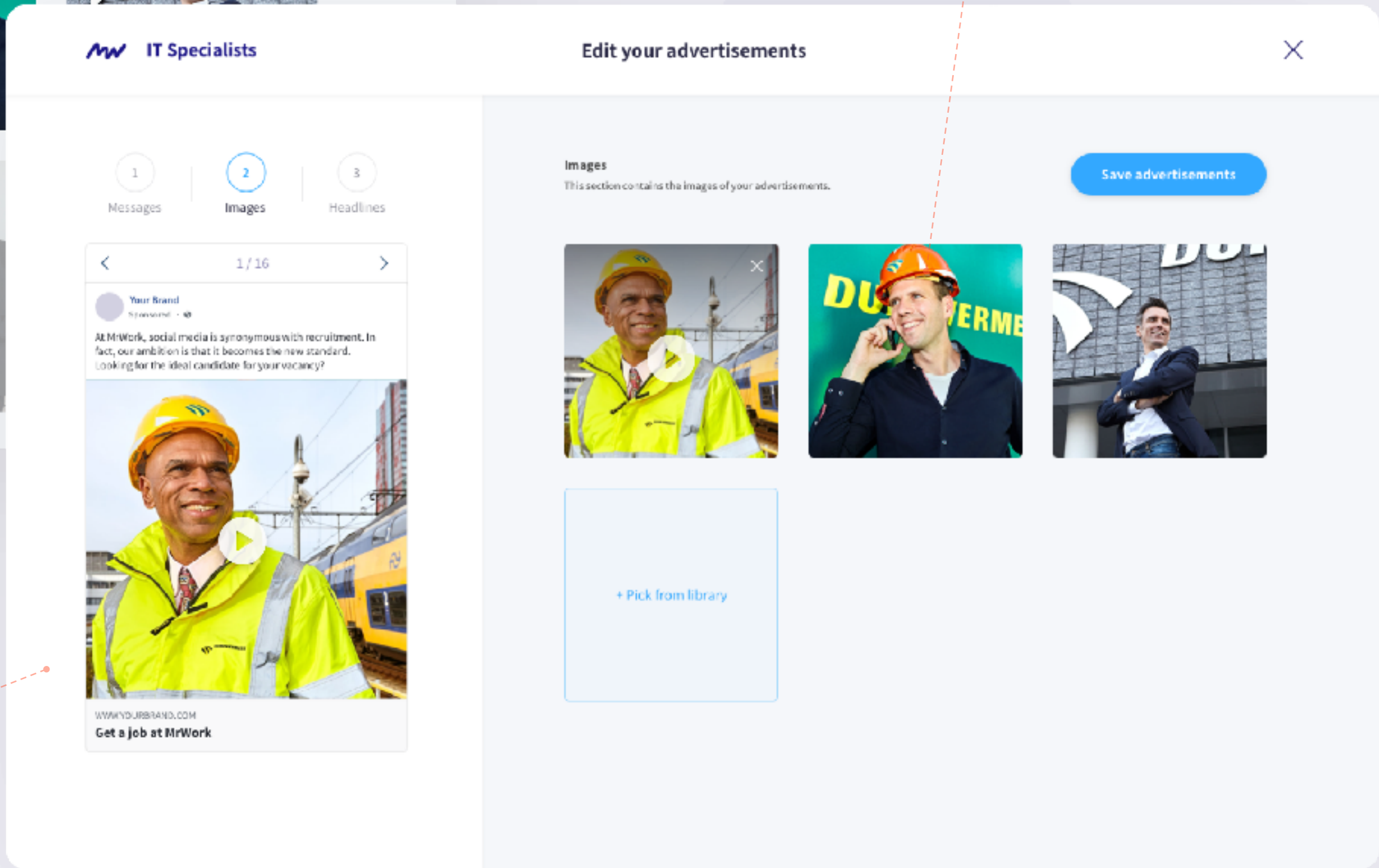
IT Specialists

- Awareness - Video James**
100,000 people
Website trigger: go to website
Impressions: 360, Spend: 360, GA Conversion: 360
- Consideration - Testimonial Gerrit**
40,000 - 60,000 people
Website trigger: go to website
Impressions, Spend, GA Conversion

Manage audiences and Brand Activation campaigns to control online presence and monthly costs



Easy builder for advertisements and creatives



Manage content per audiences

Automatically create A/B tests from content library

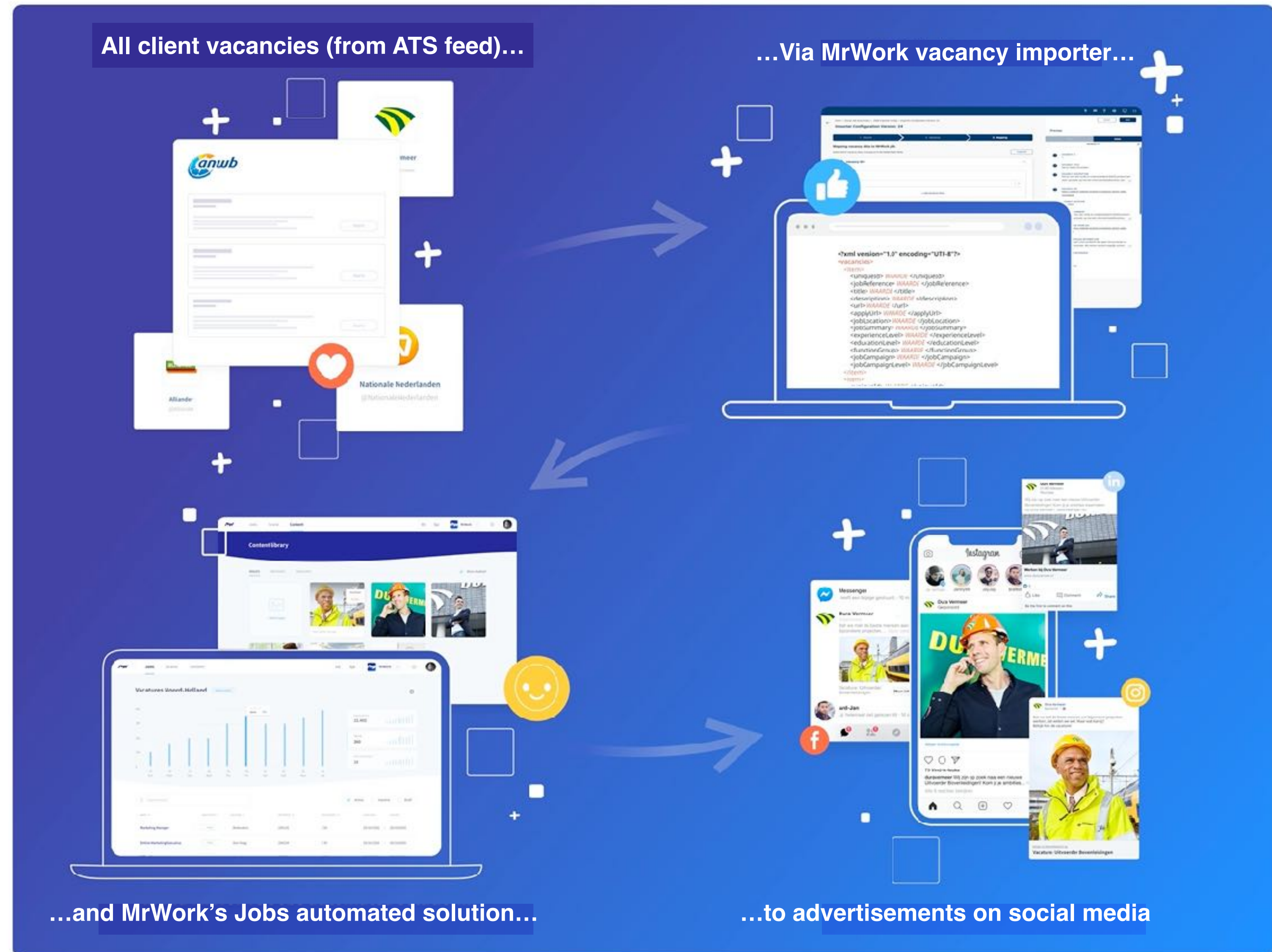
- MrWork's Jobs solution allow customers to target all relevant passive and active candidates with their job positions on social media and Google
- Automated Jobs advertising allows its customers to generate more applicants, lowering the cost-per-hire and increasing the quality of hired people

Automation

- All jobs are imported from the ATS system or website and made available in MrWork's dashboard
- With a few clicks, targeted, paid advertising is launched across all social media channels
- Paid campaigns are launched directly after activating the campaign

A/B testing on content library

- Full creative control and automated A/B testing with the MrWork content library
- A central place to store all the company's content, which is automatically made compatible for all social media channels



All vacancies Benelux Start new Job campaign

Type keyword

TITLE LOCATION REFERENCE STATUS WEBSITE

Add campaign manually

Marketing Manager	Rotterdam	0349081	Active
Online Marketing Executive	Den Haag	0378621	Active
Office Manager	Utrecht	0246742	Active
Vliegende Keep	Amsterdam	0847381	Active
Accounts Manager	Groningen	0569821	Active
Accounts Manager	Groningen	0569821	Active
Accounts Manager	Groningen	0569821	Active
Accounts Manager	Groningen	0569821	Active

Analyse campaign results per business unit, vacancy or advertisements

Take control and manage online presence or configure fully automated online advertisements

Campaigns are synced with online vacancies in order to have up to date advertisements online

Fully automate your social advertisements with your ATS or website

All vacancies Benelux Managed

Jobs Brand Content

Eb Sja MrWork

Start Campaign

Jan 20, 2020 Spend 350

Impressions 15.400

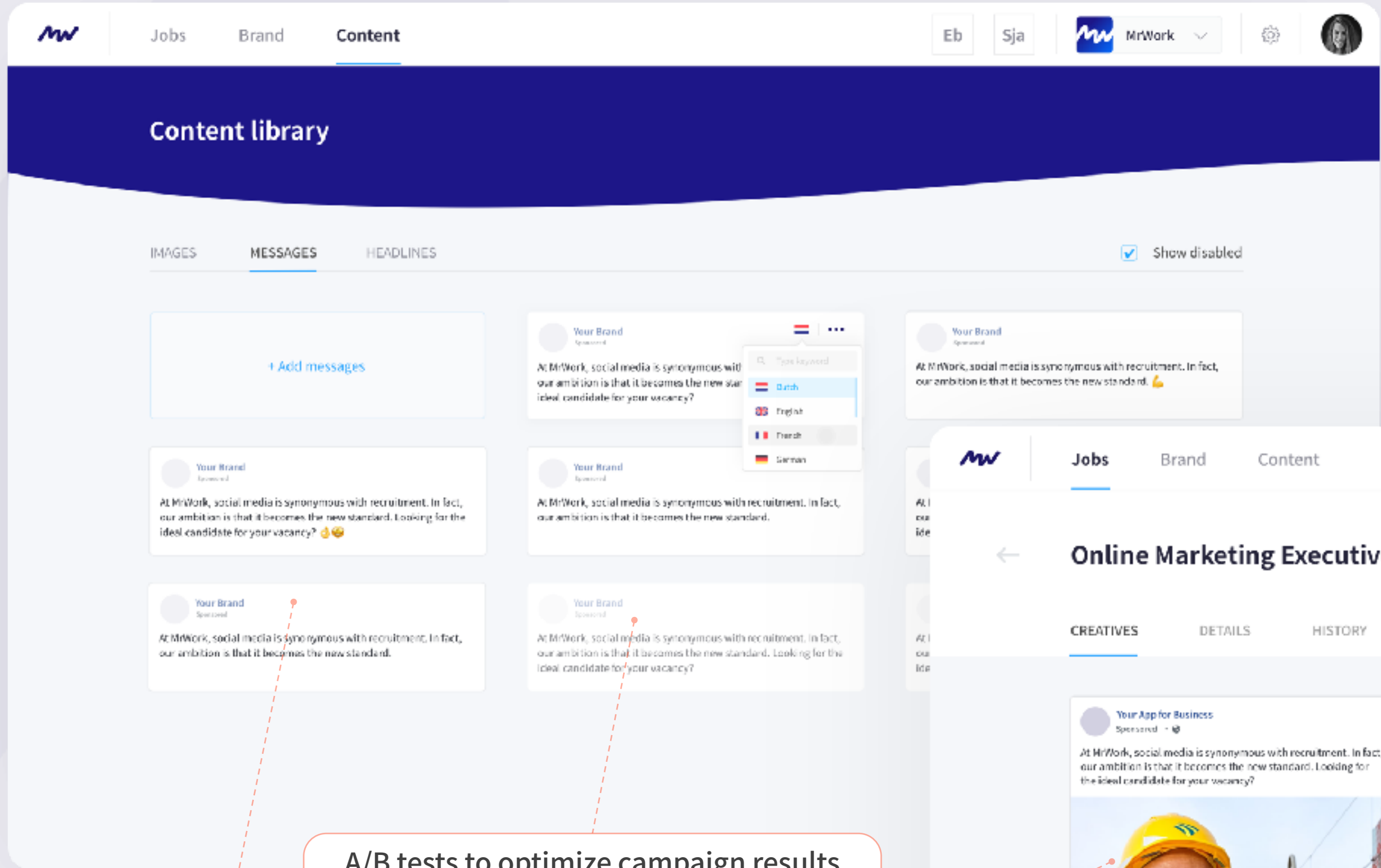
Spend 360

GA Conversion 16

Type keyword

Active Inactive Draft

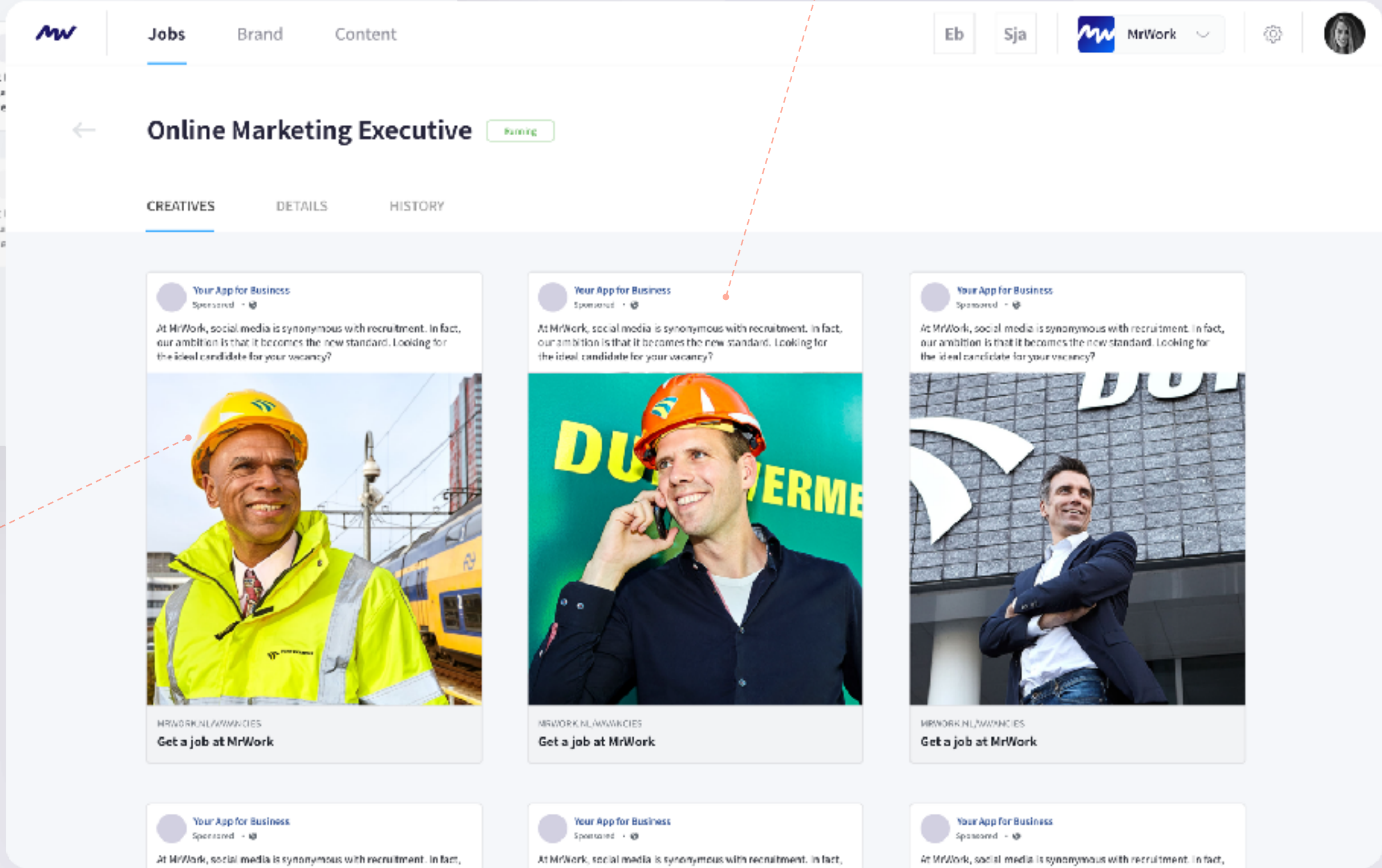
NAME	RUN STATUS	LOCATION	REFERENCE	DAILY BUDGET	START DATE	END DATE
<input checked="" type="checkbox"/> Marketing Manager	Active	Rotterdam	234135	€ 50	10/10/2020	20/10/2020
<input checked="" type="checkbox"/> Online Marketing Executive	Active	Den Haag	234234	€ 30	10/10/2020	20/10/2020
<input checked="" type="checkbox"/> Office Manager	Active	Utrecht	524231	€ 100	10/10/2020	20/10/2020

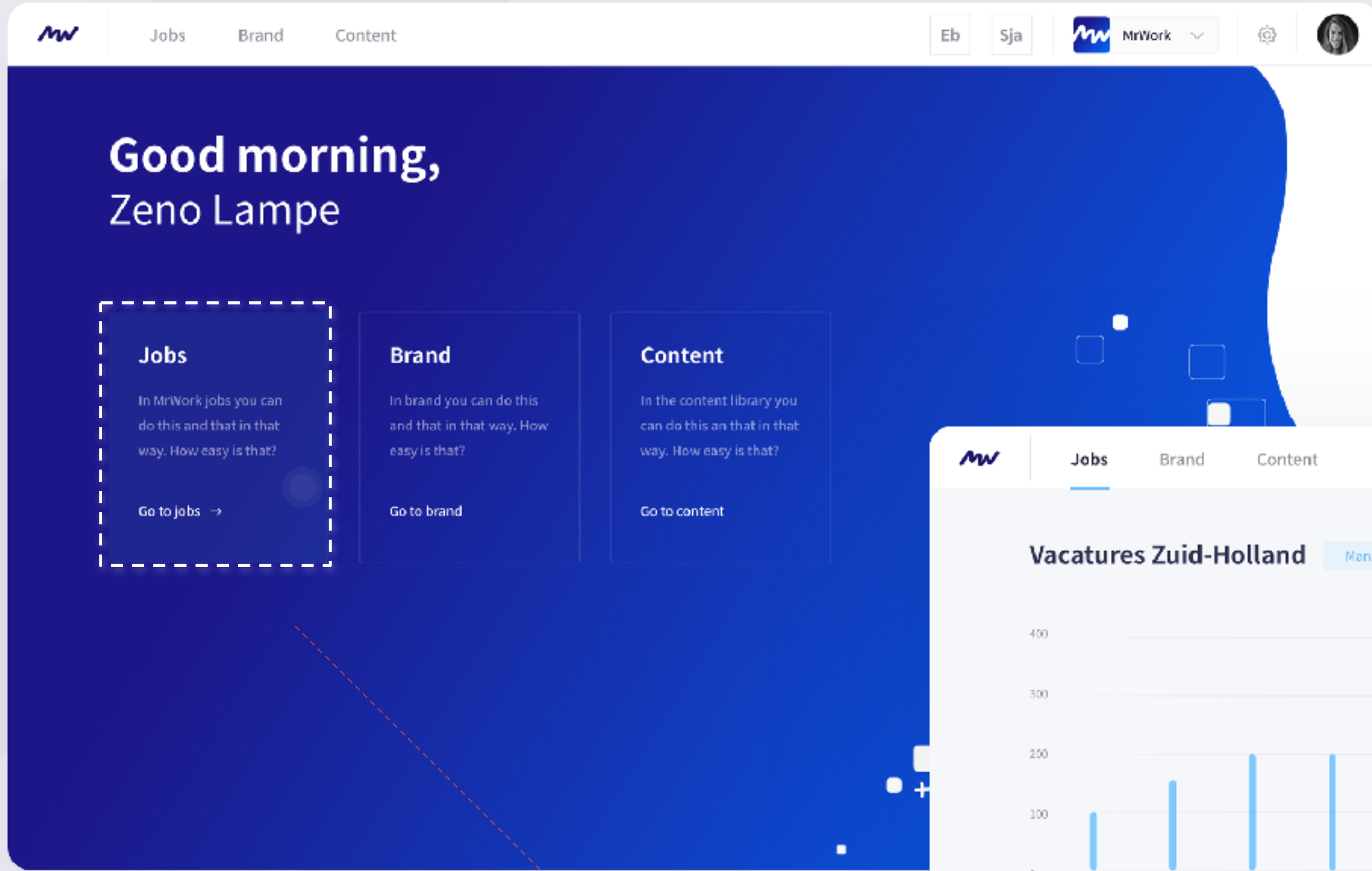


Automated creation of enough content variations to make sure you keep your audience attracted

A/B tests to optimize campaign results are automatically created from the content library templates

Configure images and templates for advertisements messages per audience

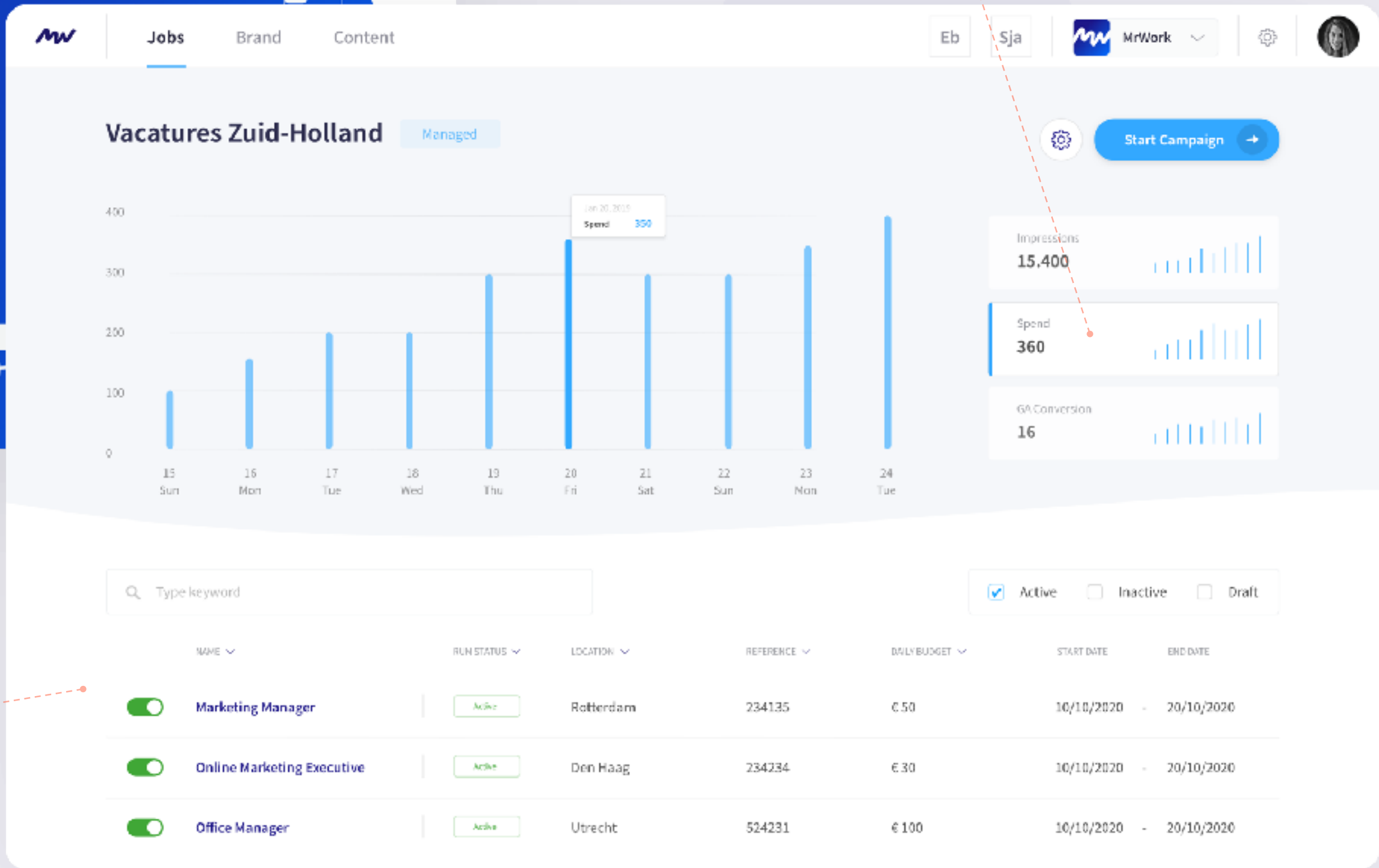




Text of something on the screen

Text of something on the screen

Text of something on the screen



The screenshot shows a recruitment website interface. At the top, there are navigation tabs for 'Jobs', 'Brand', and 'Content'. Below this, the main heading is 'Online Marketing Executive' with a 'Recruiting' status. Underneath, there are three tabs: 'CREATIVES', 'DETAILS', and 'HISTORY'. The 'CREATIVES' tab is active, displaying several job listings. Each listing features a 'Your App for Business' header, a small image of a person in a hard hat, and a call to action 'Get a job at MrWork'. The text below the images reads: 'At MrWork, social media is synonymous with recruitment. In fact, our ambition is that it becomes the new standard. Looking for the ideal candidate for your vacancy?'

Text of something on the screen

Text of something on the screen

Text of something on the screen

The screenshot shows a modal window titled 'Start new Job campaign' with a close button (X) in the top right corner. At the top of the modal is a search bar with the placeholder text 'Type keyword'. Below the search bar is a table with columns for 'TITLE', 'LOCATION', 'REFERENCE', 'STATUS', and 'WEBSITE'. The table contains several rows of job listings, each with an 'Active' status and a right-pointing arrow icon.

TITLE	LOCATION	REFERENCE	STATUS	WEBSITE
Add campaign manually				
Marketing Manager	Rotterdam	0349081	Active	➔
Online Marketing Executive	Den Haag	0378621	Active	➔
Office Manager	Utrecht	0246742	Active	➔
Vliegende Keep	Amsterdam	0847381	Active	➔
Accounts Manager	Groningen	0569821	Active	➔
Accounts Manager	Groningen	0569821	Active	➔
Accounts Manager	Groningen	0569821	Active	➔
Accounts Manager	Groningen	0569821	Active	➔

Interactive applications

- Move from an application model to an interaction model with MrWork Leads

Messaging via WhatsApp/ Messenger

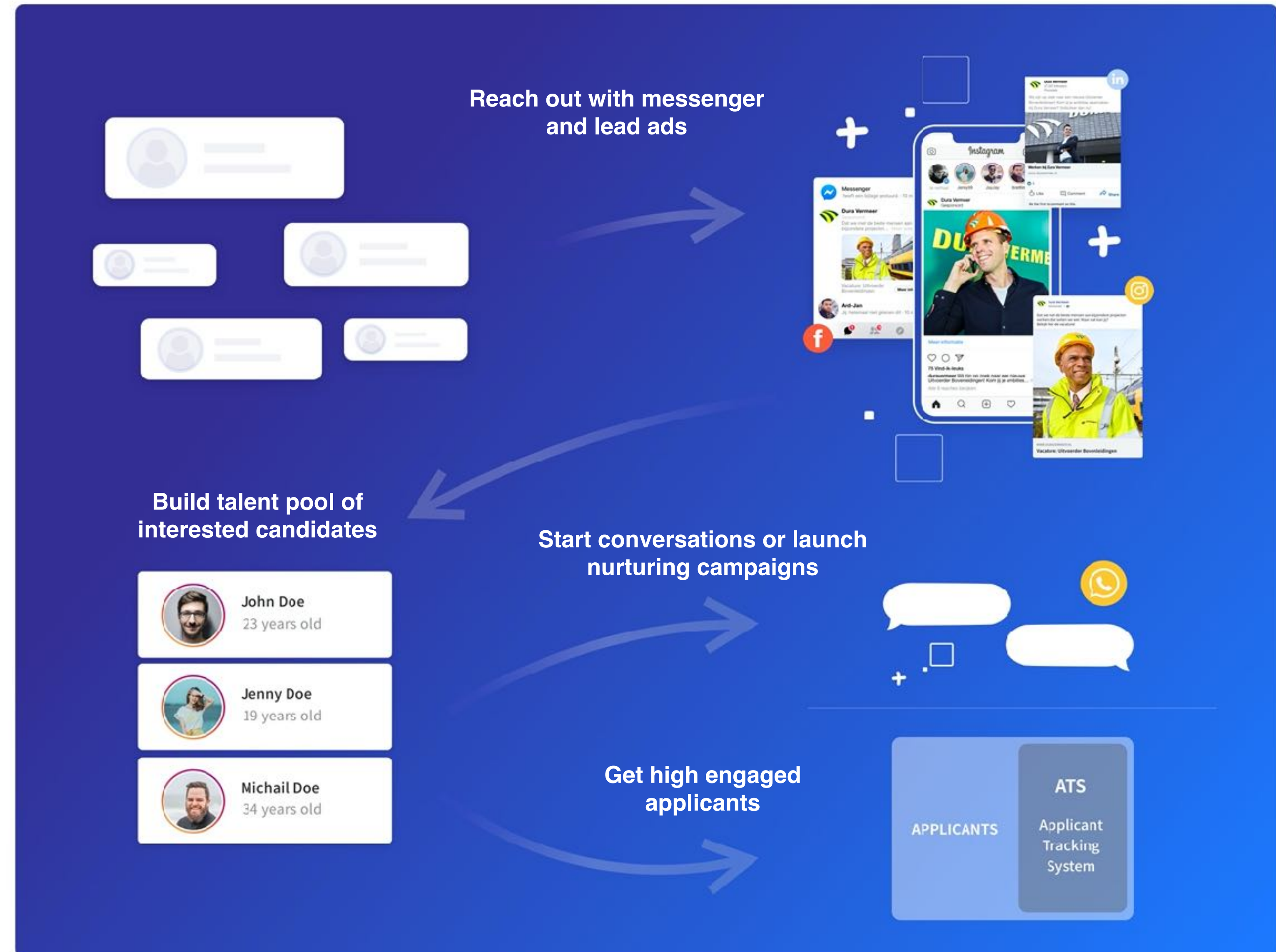
- Generate leads by enabling customers to set up that focus on starting WhatsApp and Messenger conversations with the applicant

Identify your target audience faster

- Build a talent pool of interested candidates that are no longer anonymous

Launch conversation and nurturing campaigns

- Make the profiles of these people available in the MrWork dashboard to start conversations or launch nurturing campaigns



MrWork Jobs

Start fully automated job campaigns on Facebook, Instagram and LinkedIn with a few clicks.

The screenshot shows the 'Jobs' tab in the MrWork interface. A sidebar on the left lists users: Ebc, Sja, and Jm. The main area features a search bar and a filter menu with options: Pending, Active, Stopped, and Reported. Below this is a table of campaigns:

STATUS	JOB TITLE	BUDGET	IMPRESSIONS	REACH	ENGAGEMENT	SPEND
	Online Consultant Rotterdam (102334)	edit	64.245	9.031	154	\$ 900,-
	HR Manager Rotterdam (102334)	edit	32.201	10.031	234	\$ 600,-
	HR Manager Rotterdam (102334)	edit	Link to campaign statistics			
	HR Manager Rotterdam (102334)	edit	Link to campaign statistics			

At the bottom, there are social media icons for Facebook and LinkedIn, and a section titled 'Images of Facebook | 4 of 60 total' with an 'Add New Image' button and two image thumbnails.

The screenshot shows the 'Content Library' tab. It has a similar sidebar and filter menu as the Jobs tab. Below the filters is a table of content items:

STATUS	JOB TITLE	BUDGET	IMPRESSIONS	REACH	ENGAGEMENT	SPEND
	Online Consultant Rotterdam (102334)	edit	64.245	9.031	154	\$ 900,-
	HR Manager Rotterdam (102334)	edit	32.201	10.031	234	\$ 600,-
	HR Manager Rotterdam (102334)	edit	Link to campaign statistics			
	HR Manager Rotterdam (102334)	edit	Link to campaign statistics			

At the bottom, there are social media icons for Facebook and LinkedIn, and a section titled 'Images of Facebook | 4 of 60 total' with an 'Add New Image' button and two image thumbnails.

The screenshot shows the 'COMMUNICATIONS CENTER' interface. It features a personalized message: 'Hi Zeno, How is your day?' with a calendar icon and the date '14 | 03 | 2019'. Below the message is a red button with a right-pointing arrow and the text 'Een event waar je bij wilt zijn.' The interface includes a sidebar with user roles (Ebc, Jm, Sja) and navigation options (TALK, SETTINGS, LOG OUT). The background is blue with white geometric shapes.

The screenshot shows a gallery of images. There are two image thumbnails. The first one is labeled 'Used 17 times' and the second one is labeled 'Used 15 times'. There is an 'Add New Image' button at the top right.

MrWork Jobs

+ **Reach all relevant talent**

Through Social Media you reach both the active and passive candidates

+ **Become top of mind as an employer**

By consistently showing your jobs in the social timelines of all relevant talent

+ **Big data for optimal campaigns**

Profit from data analysis of 1000's of campaigns that came before

+ **Save massive amounts of time**

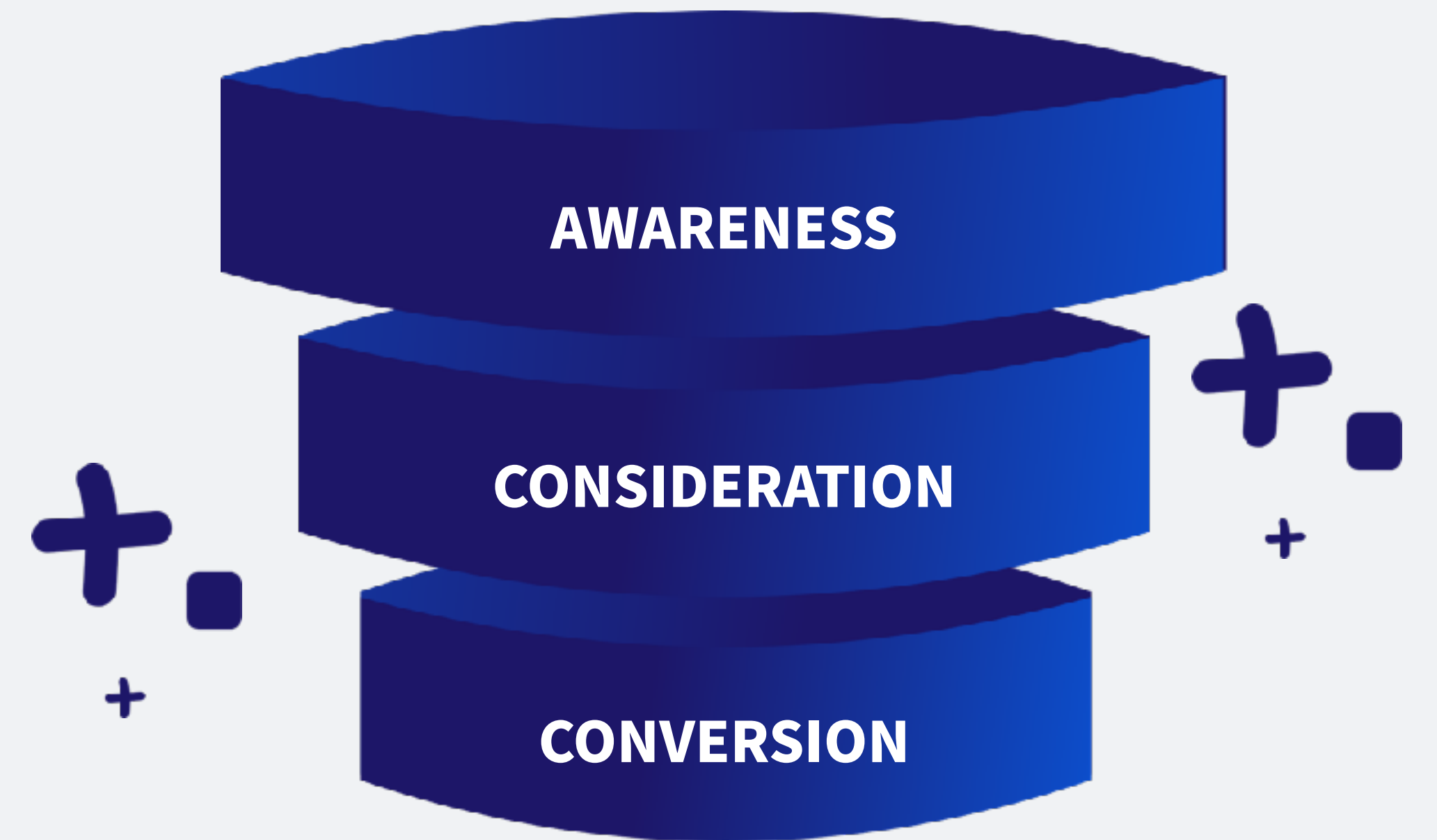
Activate a campaign within 30 seconds that is subsequently auto-optimized

MrWork Brand activation

Build up your talent pipeline by activating your candidate journey with campaigns across Social Media and Google channels.

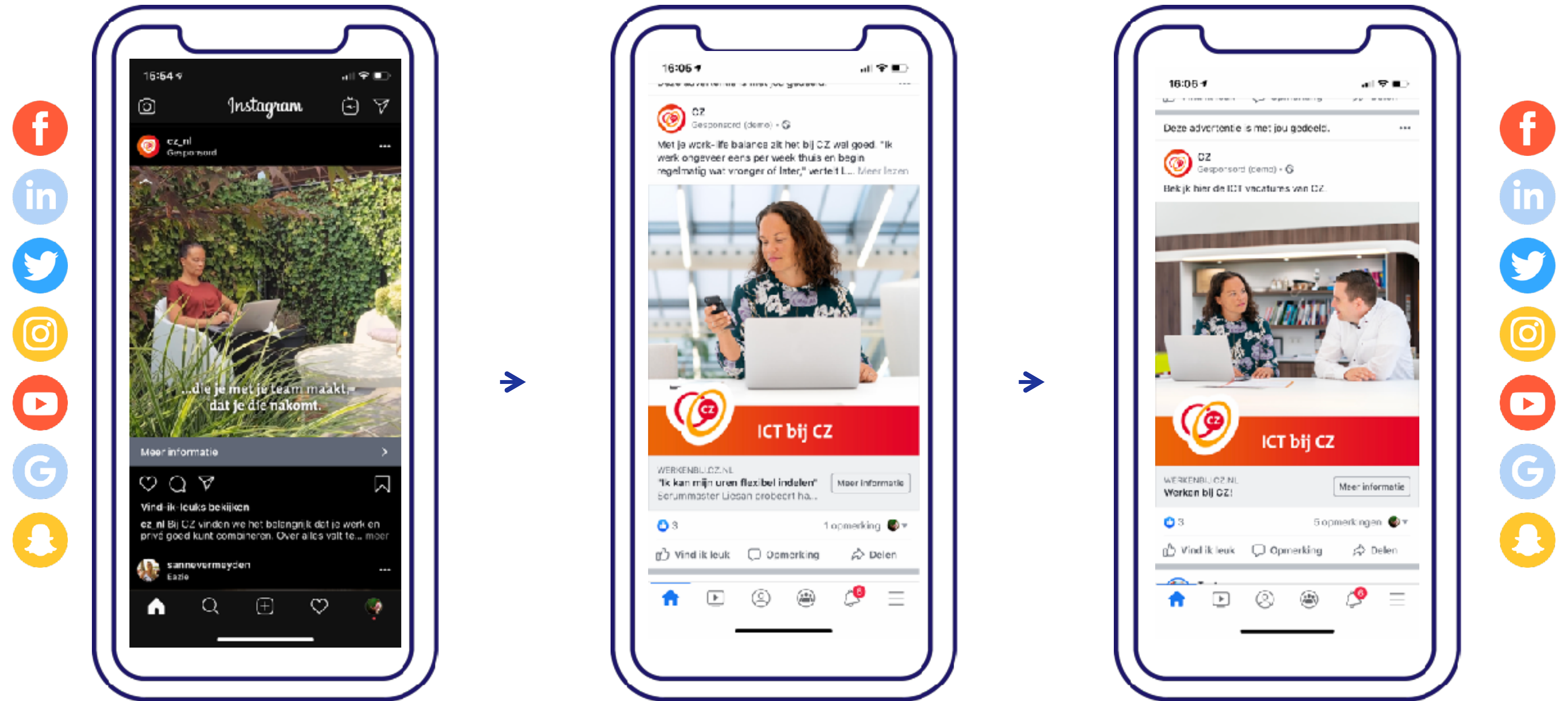
Create talent pools of relevant candidates who visit your website and are interested in your company as an employer.

Convert people on various levels, to get the best talent interested in your company and generate relevant applications.



Example journey

Your audience is targeted across all Social Media networks and Google. Relevant traffic is generated. Website traffic that you already generate outside of the campaigns is also pulled into the journey by intelligent retargeting campaigns.



Awareness

Consideration

Conversion

Example talent pools

People who interact with your campaigns or visit your website, are included in your talent pools. They will be nurtured by serving them the right content at the right time within their journey.

50.000 people
1-3 interactions

20.000 people
3-6 interactions

5.000 people
6+ interactions

MrWork Brand activation

+ Hire people that are a better fit

People that apply through employer branding campaigns stay longer at your company and do better work

+ Reduce recruitment costs

By building your recruitment pipeline you will be able to fill all roles yourself, without the need of external recruitment agencies

+ Build talent pools

MrWork builds talent pools of people with various levels of interest in your company that you can nurture towards application.

+ Fill even the scarcest of roles

By structurally engaging your target audiences, you will be able to generate applications for even the scarcest of roles

MrWork method

+ Tech and Team

Throughout the partnership, our team of specialists is there to give you insights and help you reach your goals along the way

+ 2-month learning loop

Recruitment is a marathon, not a sprint. Every 2 months we analyze your results and the effectiveness of our partnership.

+ Real-time data insights

MrWork combines all your Social and website data in your custom built dashboard

+ Strategic retargeting

Strategic retargeting of all website traffic and Social Media audiences makes for maximum exposure of your whole target audiences.

STRATEGY

Set the candidate journey



INSIGHTS & RESULTS

Generate leanings to adjust campaigns

CAMPAIGNING

Generate leads and applications

Method

SELECTED CUSTOMER CASE STUDIES

SUCCESSFUL TRACK RECORD OF HELPING COMPANIES WITH THE TIGHTENING LABOUR MARKET BY INCLUDING SOCIAL MEDIA IN THEIR RECRUITMENT STRATEGY

Creating a strong employer brand to target the right talent on social media



Challenge

- After the crisis, Dura Vermeer, was unable to attract talent for its job openings that required a specific skillset leading to an increasing amount of open job applications

Solution

- Together with MrWork, Dura Vermeer created a clear story around the company's brand and leadership
- By specific people targeting and measuring, analysing and optimising all social media metrics, Dura Vermeer was able to get outstanding results

Result



+105%
Solicitations



+40%
Website visitors



+631%
Social media engagement



Developing the ultimate candidate journey to attract the right target group



Challenge

- A tightening job market crippled Sogeti for years when it wanted to attract the right talent. Furthermore, Sogeti struggled to reach the right target audience with customized content

Solution

- Together with MrWork, Sogeti created a social media strategy focused on corporate branding and reaching the right talent at the right time
- Through Facebook, Instagram, LinkedIn and Google, Sogeti is able to extend its talent pool and reduce its time-to-hire

Result



60
Solicitations/month through social campaigns



+31%
Website interaction



