

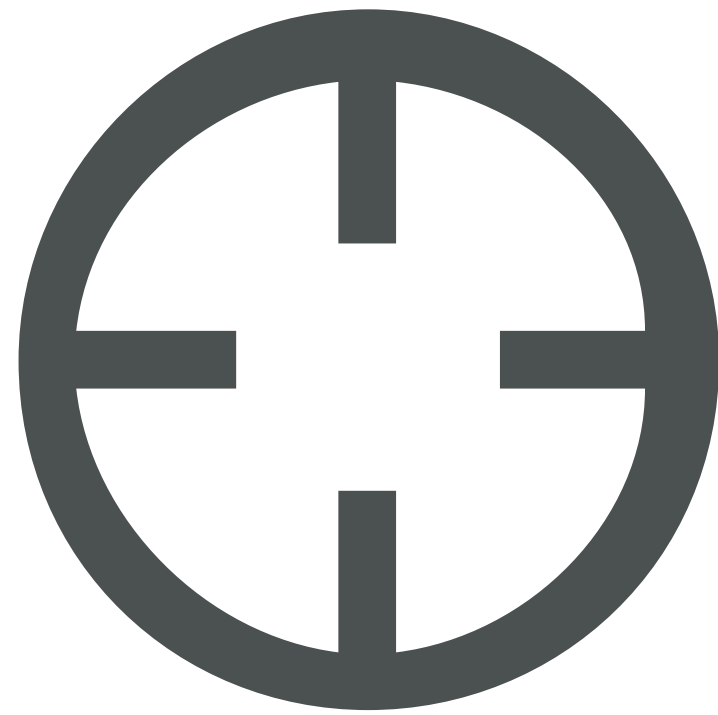


TARGETING PASSIVE CANDIDATES

How, Why and If It's Better

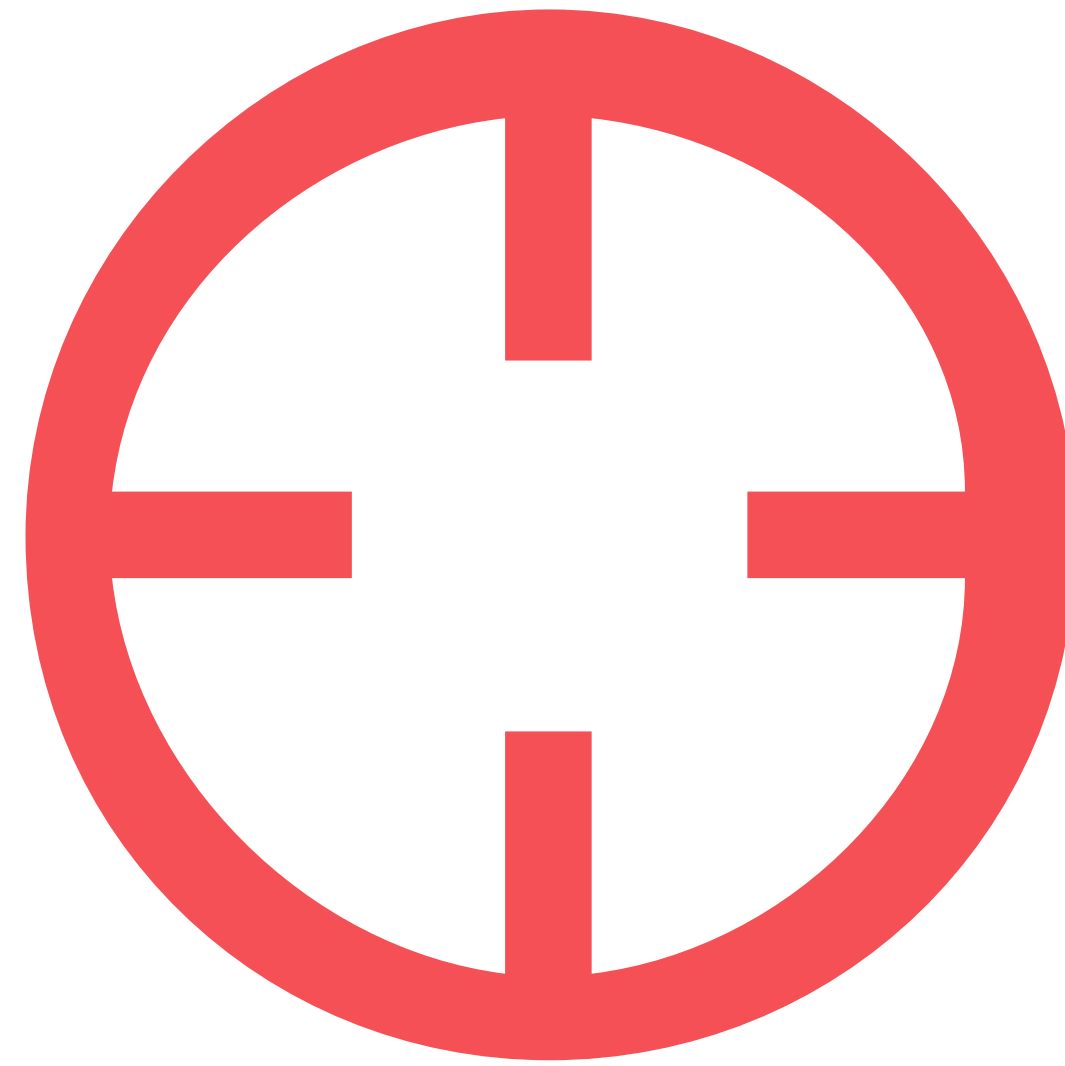
Maren Hogan - Red Branch Media

Explicit Availability



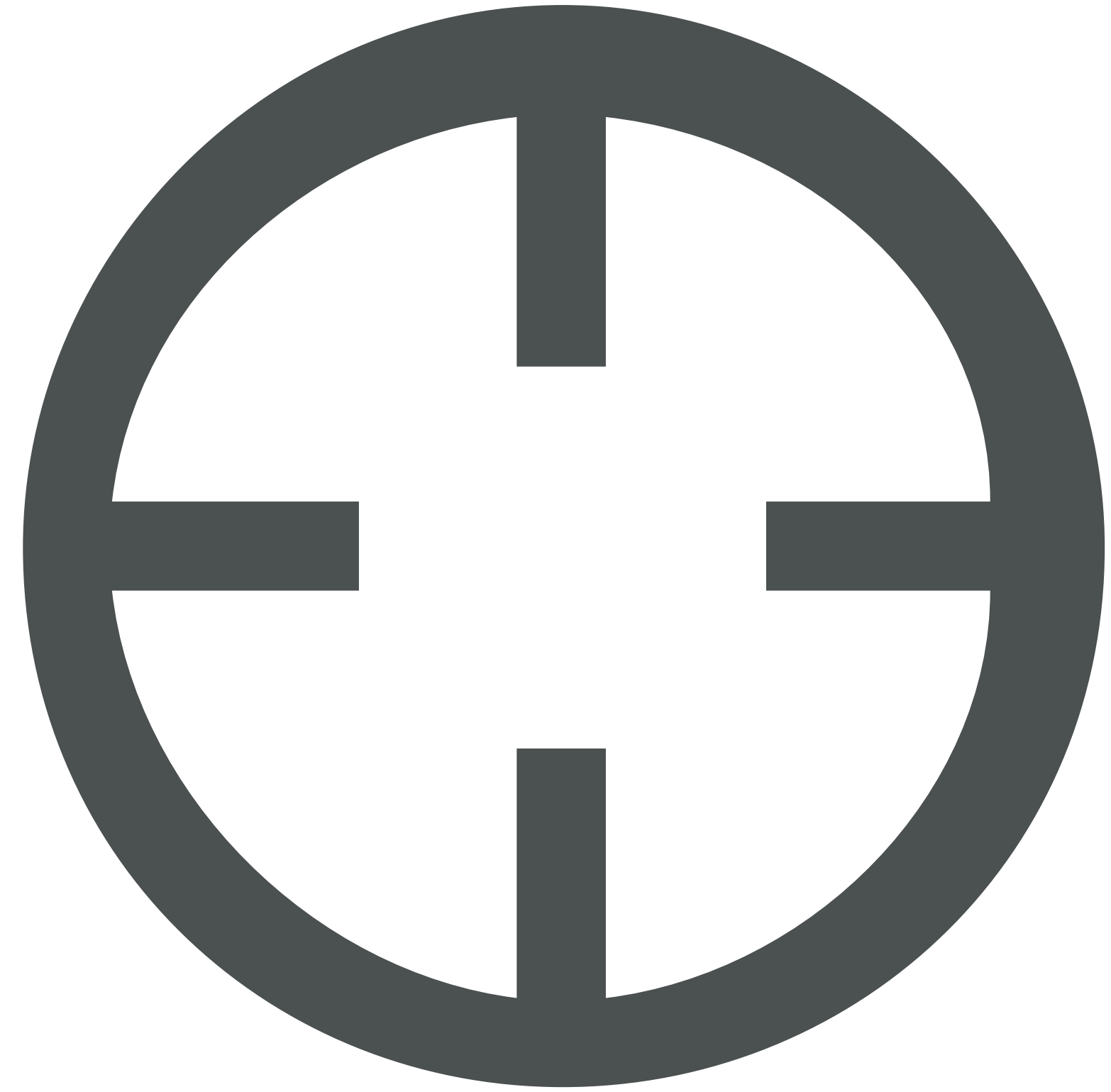
15%

“Call me, maybe.”



21%

“I’m looking 24/7!”



44%

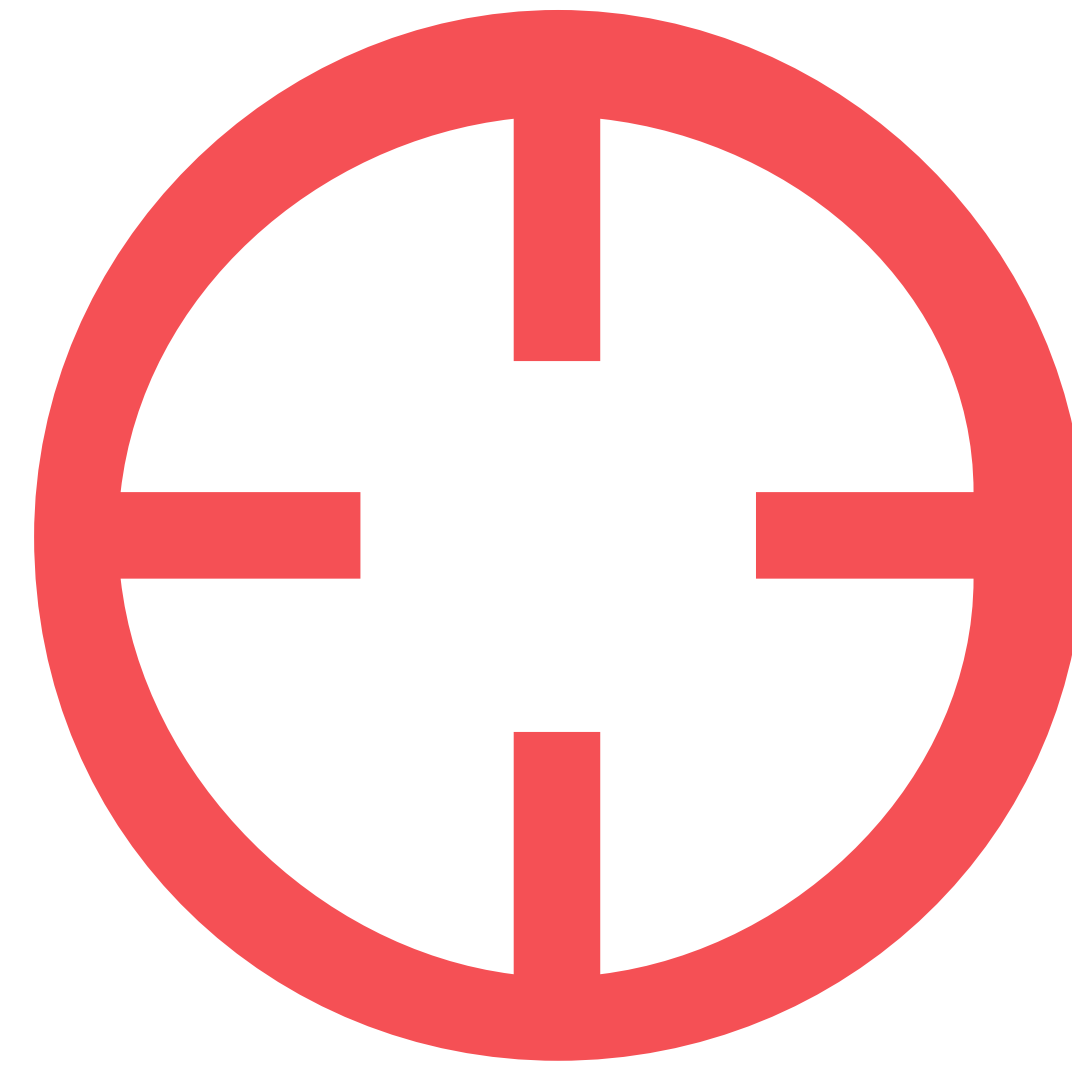
“I’m open to talking!”



Explicit Availability

...

But you can't do much
with these guys...



20%

“I love my job, thanks.”

**76% of full-time employees
are constantly looking**





Say pactive with me.

PACTIVE

A man in a white shirt and plaid scarf stands next to a white BMW car. The car's front features, including the headlight and kidney grille, are visible. A red text box is overlaid on the right side of the image.

Market your job like BMW



**Pay attention to what
they don't say.**

The proof is in the posting





WHAT

do you see? An Opportunity?

Salesforce.com Just Laid Off A Bunch Of Radian6 Employees



Julie Bort



Oct. 24, 2012, 1:44 PM

6,198



FACEBOOK



LINKEDIN



TWITTER



EMAIL



PRINT

Salesforce.com has laid off employees from Radian6 today.

Salesforce.com acquired Radian6 for \$326 million last year.

Salesforce.com PR confirmed reports circulating on Twitter and the web of the layoffs, telling Business Insider in an emailed statement:

"With the integration of Radian6 and Buddy Media, the Salesforce Marketing Cloud is rebalancing its resources to support its growth, including moving from a hub to a distributed model for certain customer-facing roles, consolidating marketing and dramatically increasing investments in R&D. Fewer than 100 people were impacted globally."



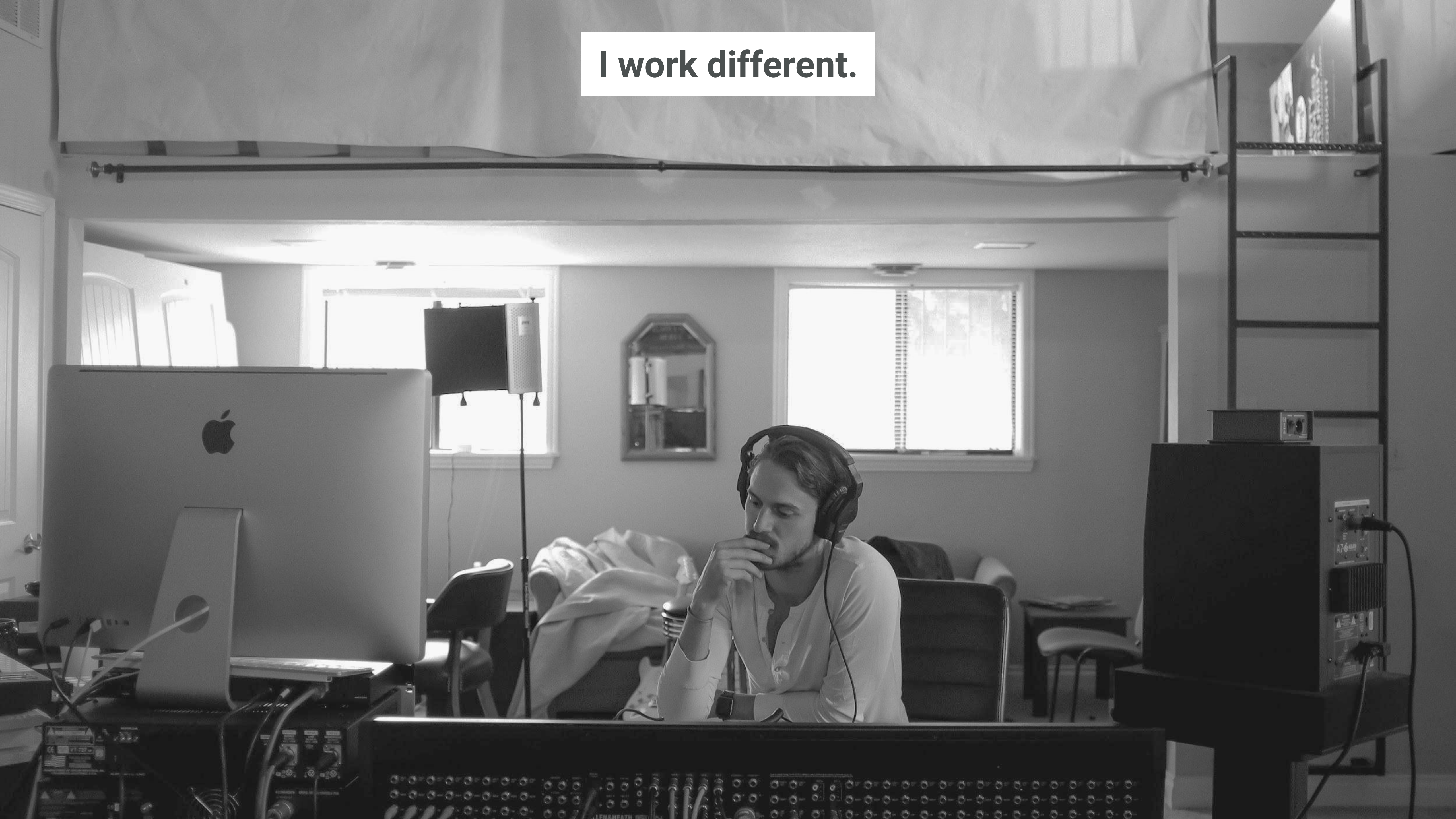
Salesforce CEO Marc Benioff Flickr/Dell's Official Flickr Page

Ad closed by Google

Use social listening stations



I work different.



Sing to me.






**Just this once.
Be Different**

**They tailor their resume.
Tailor your approach**



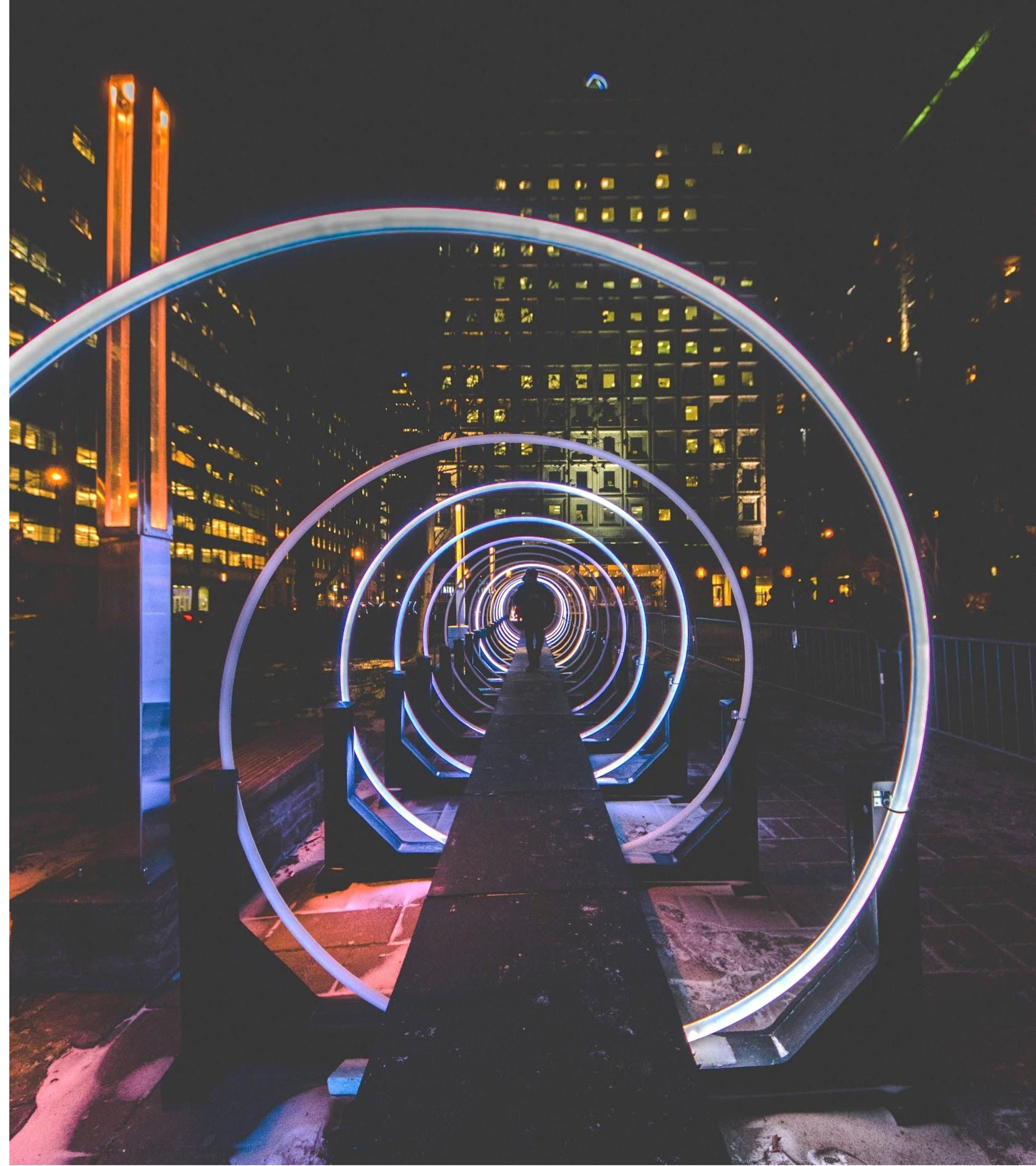


Let's get tactical.

The background of the image is a close-up of a wet, textured surface, possibly a car windshield or a piece of plastic. It is covered in numerous small, glistening water droplets of various sizes. A horizontal color gradient is visible, starting with a deep red on the left side and transitioning through dark blue and teal to a lighter, almost white-blue on the right side. The lighting creates highlights on the droplets, giving them a three-dimensional appearance.

**Vague is
irritating.**

**Pactive
Recruiting
is not a
short game**





**Jobs are not
forever.
No one wants
them to be.**



A project-based economy is better for many in the long run



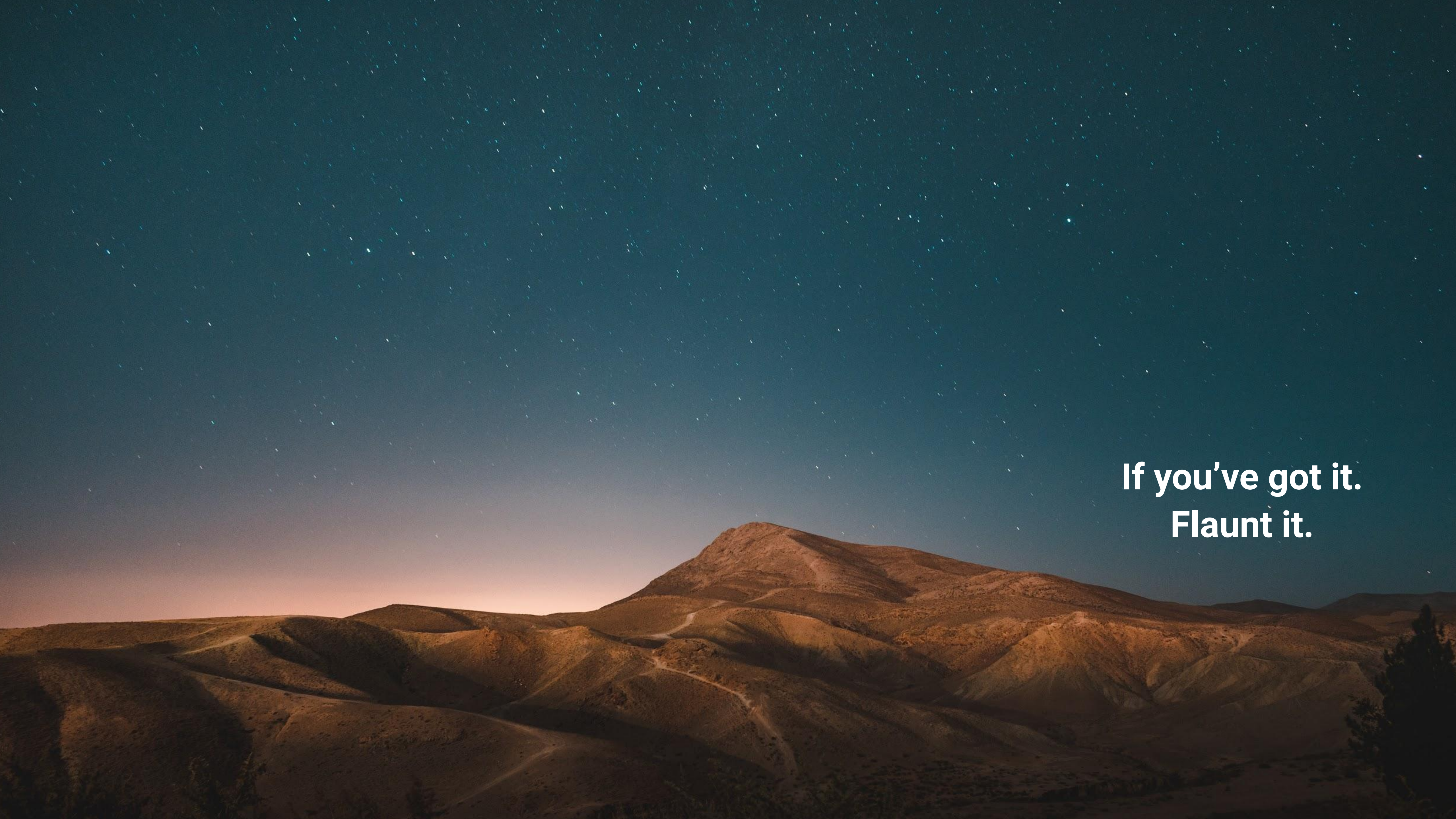
Meet their professional needs.

Spark interest.



They are totally talking about you



A wide-angle photograph of a desert landscape at night. The foreground and middle ground consist of rolling, arid hills with visible erosion patterns. A prominent, rounded hill rises in the center. The sky is a deep, dark blue, densely populated with stars of varying brightness. A faint, warm orange glow is visible along the horizon, suggesting the recent setting or rising of the sun or moon. The overall mood is serene and majestic.

**If you've got it.
Flaunt it.**

**GOOD
NEWS
IS COMING**

**Tell your story.
Use the news**



EVERYONE NEEDS HELP. CALL US:

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