

# JOB SEEKERS RESEARCH BRANDS BY:



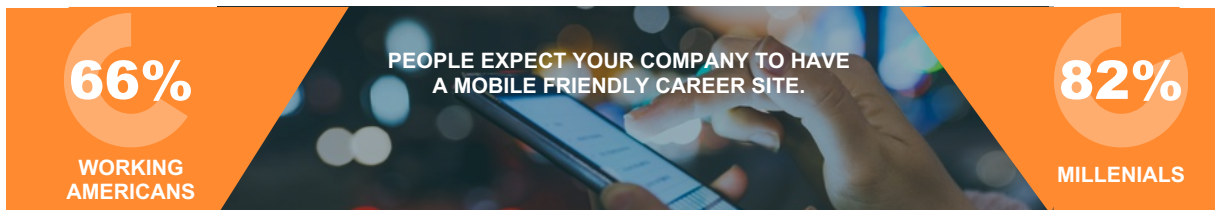
## YOUR BRAND MATTERS TO JOB SEEKERS

Your candidates are approaching their job search as they would product research. They seek information about your brand, your culture, your organizational philosophy. They read employee reviews and other consumer generated content, including testimonials and client feedback. Ultimately, the decision to 'buy now' by applying to your organization is reliant on the information they find during this phase.

PEOPLE WANT THEIR COMPANY TO BE RECOGNIZABLE TO OTHERS IN THEIR FAMILY OR FRIEND GROUPS

47%  
WORKING AMERICANS

59%  
MILLENNIALS



Of seekers, 56% cite **LinkedIn** and 54% regard **Facebook** as the ideal places to begin. **GlassDoor**, the employee feedback site logs in at 34%.

### MOBILE FRIENDLY ISN'T OPTIONAL

If you don't have a site that renders well in the mobile experience, you are no longer relevant. You won't appear in searches, and your site won't convert. The expectation is a device-agnostic experience.

Source: Icmis inc

[mlivemediagroup.com](http://mlivemediagroup.com)



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