

# HOT AS CELL!

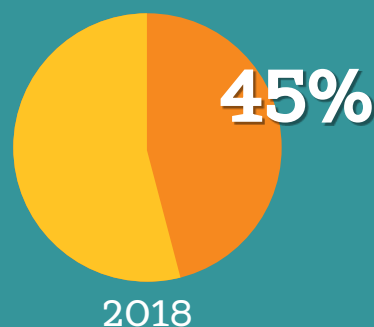
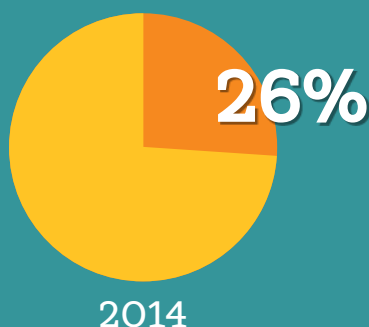
Ready 4 Mobile Domination?



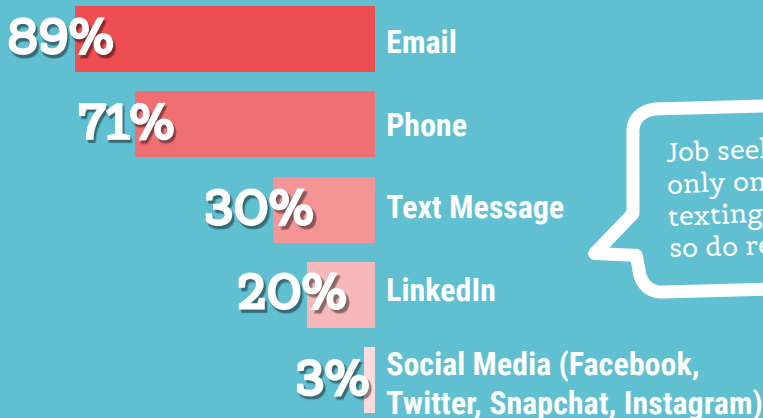
## TEXTING RISES TO THE OCCASION

Almost half of all job seekers have texted with a recruiter!

3 out of 4 recruiters are already communicating via text.

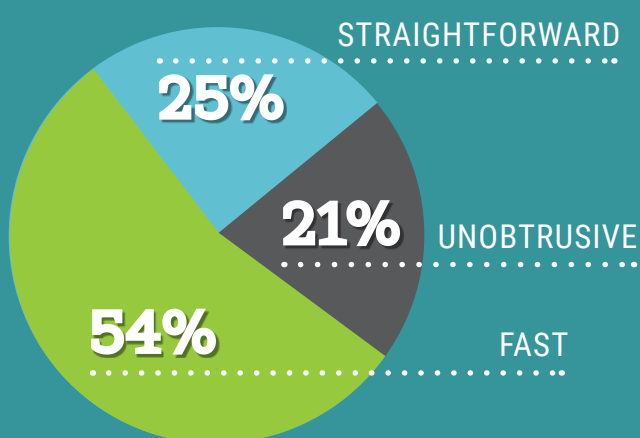


Job seekers prefer to communicate with recruiters via:



Job seekers aren't the only ones who prefer texting to LinkedIn, so do recruiters!

Job seekers prefer to text because it's...



When it comes to communicating with candidates, recruiters prefer texting (53%) to LinkedIn (38%).

87% of job seekers are more inclined to apply to a job if the apply process is simple—like replying to a text message.

## CAN'T STOP, WON'T STOP

61%

of job seekers search for jobs on their phones one or more times a day and most are on their phones all day long. They are not going to miss a message about a job!



## HOW JOB SEEKERS APPLY TO JOBS TODAY:

We're tethered to our phones, but 3 out of 4 job seekers still use multiple devices to apply for jobs.



And when they find a job they like, they:



Only 1/3 of job seekers customize their resume to the job they're applying for!

## OMG, THAT'S SO BASIC



Mobile has been embraced by every generation over the years, some more than others... *obvi*

## Likelihood to apply to a job from a smartphone:

