

Human Resources, Compensation And Benefits

4 Ways Digital Marketing Is Disrupting Human Resources

The Human Resources industry needs drastic digital marketing changes more than ever. HR is becoming progressively more important in aspects of retaining and attracting employees and digital marketing is providing a new way of recruiting and engaging those employees.

Here are ways in which digital marketing is disrupting the human resources industry.



RECRUITING EMPLOYEES

Recruiting new employees is now centered around how well you can market your company and brand. Your website is a way for candidates to evaluate your company and can determine someone's decision to work for you. Today's new hires want to have an easy application process, seamless emails, and digital interaction.



EMPLOYEE EXPERIENCE

Delivering a satisfying digital employee experience and establishing a digital culture to engage employees is one of the most essential aspects of retaining employees. Provide an experience with the latest digital technologies and make it easy to engage with other company departments.

**“YOU CAN'T TEACH
EMPLOYEES TO SMILE.
THEY HAVE TO SMILE
BEFORE YOU HIRE
THEM.”**

ARTE NATHAN

With two decades of experience listening to clients, Deck 7 helps their customers pay more attention to the quality of the content that represents them in the world, and helps companies create digital customer experiences across multiple platforms to reinforce brand awareness.

Deck 7 offers custom website and mobile application development that ensures an optimized experience for your prospects. Through a consultative approach with your team, Deck 7 will help develop your online presence across desktop and mobile devices that include a mobile optimized website and mobile apps that run across a variety of screen sizes and operating systems.



WEB



EMAIL



SOCIAL



VOICE



DISPLAY



MOBILE



SEARCH

DECK⁷

With an audience of over 95 million and 31 proprietary online publications across 16 industries, Deck 7 data engineers capture data and signals to provide marketers with insights about current and potential recruits. Deck 7 has the contacts you need to find the right employee!

95 + million audiences **31** online publications
16 industries

Crafting and supporting a solid social media marketing strategy requires expertise, attention to detail and on-going hard work. Deck 7 creates data-driven social media marketing strategies for our clients that engage prospects and encourage conversations from your target audience.

3



HUMAN RESOURCES CONTENT

HR and digital marketing have a lot more in common than you may think. By leveraging digital marketing tools, HR departments can vastly improve their recruitment strategies through an evolved process.

4



SOCIAL MEDIA FOR THE WIN

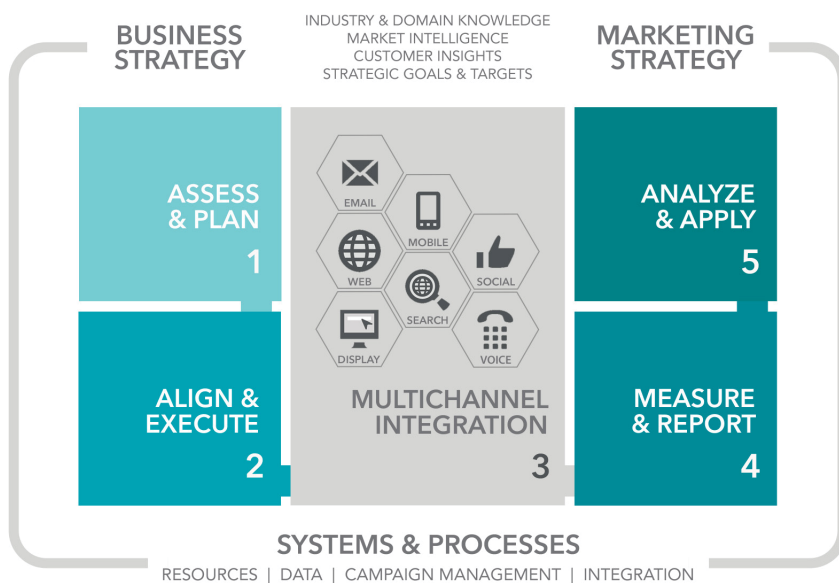
Platforms such as LinkedIn allows for companies to boast their work portfolios, environment, and achievements. New employees found through LinkedIn are 40% less likely to leave the company within the first 6 months. It is essential to have social media presence and to display the right content.

Deck 7

Framework for Digital™

Deck 7's Framework for Digital™ helps marketers align their marketing strategy with their business strategy and leverage Deck 7's systems and processes to achieve their marketing objectives through a 5-step multi-channel approach.

DECK⁷ FRAMEWORK FOR DIGITAL™



content

Email, newsletters, news and press releases, live and on-demand webinars, whitepapers, conferences and trade shows, infographics, blogs, podcasts, and video

Deck 7's experience in managing content and data across multiple inbound and outbound channels helps drive success for marketers at brands, agencies, publishers, and platform aggregators across the world.

data

Business card, firmographic, demographic, geographic, NAICS/SIC, social media profile, content consumption, intent data, and install base data

who we are

Deck 7 is a digital marketing and media company that provides brand awareness and lead generation services worldwide.

The Deck 7 team consists of over 300+ marketing specialists, data science experts, and martech engineers that execute and orchestrate over 2,800 campaigns each year.

what we do

Deck 7 provides performance-based marketing services by orchestrating multi-channel campaigns across email, web, mobile, voice, social, search, and display.

Brands, agencies, platforms and publishers rely on us for lead acquisition at scale. Marketers from large enterprises to small and mid-sized companies use our experts for their marketing programs.

Media 7 is a network of media properties across 16 industries that provides marketers with multiple options to target markets, reach audiences, and develop accounts across 120+ countries.

Deck 7, Inc.
www.deck7.com

DECK⁷

Demand Generation. At Scale.

