



# Why Go Mobile?

(Or The Future of Recruiting is Unwired)



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## Foreword

By Joel Cheesman

Head Cheese, mJob

What you have in your hands is an absolutely, positively, **registration-free white paper**. That means we won't get your contact information, and, as a result, can't bombard you with annoying spam e-mails or sic some rabid salesperson on your voicemail system for months to come.

This is probably counterintuitive to Marketing 101, but we feel strongly that putting up such barriers limits the reach this document can potentially have. In return, we hope you'll share it with your network of friends and associates. Tweet it. Share it. Tag it. Whatever. In addition, if you like what you read and want to stay connected, we invite you to visit <http://b.mjob.com> and opt-in for our blog's RSS feed or follow us on Twitter at <http://twitter.com/mjob>. We'll do our best to make it worth your while.

The intrigue of mobile and its potential applications to recruiting and marketing in general has been penetrating my brain for awhile now. The growing popularity of the iPhone was a clear sign that throwing a hat in the ring made sense. As an SEO, the importance of understanding how search fit in with mobile devices was also paramount.

This document strives to crystallize the importance for everyone – not just employers and job boards – to take note of mobile if you haven't already and get introduced to what we think is the undeniable future of marketing and how human beings obtain and share information.

Think of this as Mobile Recruiting 101.

## Co-Author Biographies



**Joel Cheesman** is one of the most widely-read bloggers on emerging recruitment issues in the world. He was the recipient of Recruiting.com’s “Best Technology Recruitment Blog” for 2005 and received its “Best Recruiting Blog” in 2007 as well as being on the top of Fistful of Talent's Power Ranking in 2008. He has been featured in *Fast Company* magazine, *AIRS*, *Crain’s Business*, *BusinessWeek Magazine*, *Resumes for Dummies*, *U.S. News & World Report* and *The Wall Street Journal* (print edition). In 2008, he was profiled in the book [Blog Blazers: 40 Top Bloggers Share Their Secrets](#), by Stephane Grenier.

Cheezhead.com, Joel’s blog, is a daily chronicle of how the Internet and technology are shaping human resources and how organizations can attract the talent needed to thrive in tomorrow’s economy. As an employee and insider at some of America’s biggest online job sites since 1997, Joel founded HRSEO to help employers and companies in the recruitment space move to a world where search engines deliver high quality and cost-effective traffic. He is an evangelist of search engine optimization (SEO), Internet marketing and other emerging technologies that help employers and like businesses drive targeted candidates to vacancies. His latest venture, mJob, strives to help job sites and employers harness the power of mobile recruitment and marketing strategies.

Longtime recruitment industry guru John Sumser said, “Joel Cheesman has little respect for the way things used to be. That’s why we like him so much.”

**Meg Rains** has writing degrees from Emerson College in Boston and Vermont College of Fine Arts. Her career has spanned various industries including advertising, arts administration and mental health advocacy --- all with an eye on communications. She is currently a project manager at Cheezhead.com.



## Executive Summary

With over four billion mobile phone users worldwide – compared to the only one billion who own PCs<sup>1</sup> – the smart money is moving toward smart phones. The mobile Web is more than just accessing the Internet on a phone – it's actively engaging in a world where technology is king and timing is everything.

Employers, recruiters, and job seekers alike are perfectly poised to utilize mobile technology as a way to create what is sure to become the “ultimate talent search experience.”<sup>2</sup>

Over time, the job search has evolved from knocking on doors and telephone calls, to faxes and on-line job boards. These days, 40 million Americans access e-mail on their mobile phones<sup>3</sup>, and despite the economy, many workers are looking to change jobs. Rosemary Haefner, vice president of Human Resources at CareerBuilder, noted that “Although seven-in-ten workers say they are satisfied with their jobs, some are always on the lookout for greener pastures.” She went on to report, “Eighty-two percent of workers said while they are not actively looking for a new position, they would be open to one if they came across the right opportunity.”<sup>4</sup>

By going mobile, recruiters and prospective candidates remain in the know at any time. Not only are people on the go more than ever – with phones tucked in pockets or purses – for many, the mobile is an extension of themselves. Normally, only one person will use a cell phone, whereas several people may share a personal computer at home or work. Take the example of a prospective candidate who is currently employed: with the mobile Web, job searching becomes convenient during lunch breaks away from the office; communicating with recruiters is easy during an afternoon coffee run. It's a medium that's beyond the jurisdiction of your boss and your company's firewalls.

According to the Pew Internet & American Life Project, within the next decade, “The mobile phone – now with significant computing power – [will be] the primary Internet connection and the only one for a majority of the people across the world.”<sup>5</sup>

Notes mobiThinking's *Best and Worst of the Mobile Web*, "Mobile is not a niche – but it's still seen as a niche play by too many brands. With 4 billion mobile phone users, you're missing a prime opportunity if you're not using the mobile web to strengthen relationships with your present and prospective customers when they're on the move."<sup>9</sup>

The mobile-friendly job search has a myriad of benefits. With your company's Web site optimized for viewing on a mobile phone, a potential candidate has access to job listings anytime, anywhere. A few clicks can alert a recruiter of a prospect, leading to responsive information sharing, timely updates and research on the go. Click to call features allow phone screens and on-demand interviews, and in the advanced stage of recruiting, when face-to-face interviews are scheduled, the e-mail, calendar and map features are holistically accessible, ensuring your candidate has all the information in the palm of her hand.

### **Growth of the Mobile Market**

According to a report from Nielsen Media, mobile Web surfing has reached a critical mass with over 40 million users in the United States alone who check e-mail, social networking sites and perform bank transactions in the palm of their hands. "This provides scalable marketing potential with demographic breadth."<sup>11</sup>

The mobile phone is all about immediate connection, seemingly filling a human need that knows no boundaries. In February 2009, the mobile world reached its *four billionth* customer, according to Wireless Intelligence, the Groupe Speciale Mobile Association's (GSMA) market intelligence unit. This milestone underscores the continued strong growth of the mobile industry and puts the global market on the path to reach an astonishing *six billion* connections by 2013.

"Mobile phones have evolved to become broadband-enabled multi-media devices that connect mass markets in mature and emerging markets alike, said Michael O'Hara, Chief Marketing Officer of

GSMA.<sup>10</sup>

Though past site design has rendered viewing on handsets difficult, mobile Web usage is increasing at a rate of 30 percent annually. Because this rapid growth creates opportunities for Internet-based companies to reach their customers in ways never imagined, designers are on board to create mobile friendly viewing.<sup>12</sup>

### **Growth of Text Messaging**

According to the CTIA, The Wireless Association, mobile data service revenues rose more than \$14 billion in the United States just in the first half of 2008 – a rise of 40 percent from the previous year. Text messaging is the big reason for this incredible jump, with Americans sending 75 billion text messages in June 2008 alone.

"More and more people are using wireless devices to access the Internet, take photos, get directions, watch videos, download music and send text messages," said Steve Largent, CEO of the CTIA.

When used as a marketing tool, text messaging is best used when it is welcomed by mobile users – as an opt-in service. However, according to an article on emarketer.com, "Consumers – especially young ones – will use text messages themselves to spread the word about their favorite products when they so desire."<sup>18</sup>

Steven Rothberg of CollegeRecruiter.com has noted examples<sup>19</sup> of successful advertising campaigns delivered by text message. For instance:

1. **Vongo.com.** Message: "Legal movie downloads. 2 week free trial. Go to Vongo.com/wireless. Unlimited movies \$9.99/month. Some restrictions apply." Results: 50,000 sent, over 2,000 sign-ups, and over 10,000 clicks.
2. **Timberland.** Message: "20% off your order 11-20 thru 11-26 at timberland.com. Use code

2SVSM.” Results: one million delivered, on-line sales increased 20 percent, and over 250,000 clicks.

3. **Teleflora.com.** Message: “Don't forget Mom on May 14! Send flowers & save 20% on any bouquet. Redeem code MOM07 at Teleflora.com or 1-800-654-9293 now.” Results: two million delivered, redeemed over 30,000 orders, and over 424,000 clicks.

### **Connecting to the Youth Demographic**

As the Millennials – those born after 1980 – move swiftly into the job force, it's more important than ever to connect with these prospects who grew up in the digital age. This hyper-mobile segment of the population is invariably always networking – both socially and professionally, to the point where it has become second nature.

According to a Teen Mobile Study by Harris Interactive<sup>20</sup>:

- 67 percent say they would have a mobile phone “for as long as I live.”
- 89 percent say it's “the way I stay in touch.”
- 57 percent say it's “how I stay connected to the world.”
- 9 out of 10 teens text and “half say they can do it blindfolded.”

Teens aren't texting to save money or minutes, it allows for multitasking (46%) and it's fast (42%). With nearly four out of every five teens – 17 million – carrying a wireless device, it's not surprising that six in 10 – 57 percent – credit mobility for improving their quality of life.

### **Growth of the Smart Phone**

The mobile Web is not only a triage of phone, e-mail and text messages, but a place where optimized Web sites can reach customers, clients and candidates in a portable, intelligent, resourceful way.

“Every month, cell phone users are upgrading to better phones equipped with mobile browsers ... and no sooner do people discover their mobile browser than they begin experimenting to see which of their favorite Web sites are optimized for a cell phone,” notes Paul Berger in an article from the Newspaper Association of America.<sup>6</sup>

The Apple iPhone arrived in June 2007, bringing attention to the next wave of smarter mobile devices. According to the Newspaper Association of America, “The iPhone can display traditional Web pages more like they appear on a desktop or laptop computer. Many believe the iPhone to be the first step toward bringing the true World Wide Web and its robust search capabilities to all mobile devices. In June 2008, Apple CEO Steve Jobs claimed overall iPhone sales of 6.7 million in its first year.”<sup>6</sup>

Similarly, market research firm Parks Associates has reported that smart phone sales will triple over the next five years – to 60 million units in the United States alone. “What’s more compelling is the projected popularity of non-phone devices with mobile Internet connectivity—gadgets that definitely aren’t a staple for developing economies the way cell phones are.”<sup>7</sup>

Craig Newmark, founder of the popular Craigslist, an online classifieds destination, noted that his is the No.1 domain surfed on mobile phones in the United States. “The best tool for Internet access for everyone in the future will be our phones,” he said in an interview with iMedia. “Right now the universal manifestation of the ‘Net is actually texting. I consider texting part of the Internet.” In fact, many people in Japan refer to text messages as “e-mail” and oftentimes, texting is the only “e-mail address” they have. Mobile phones are quickly becoming the top way that people worldwide are going to access the Internet.<sup>8</sup>

### **New Marketing Options**

The mobile Web offers a myriad of innovative marketing choices. Here are just a few:

*AdWords*, Google's flagship advertising product (and main source of revenue), offers pay-per-click

(PPC) advertising specifically for mobile devices. These text advertisements are shorter than traditional PPC ads – consisting of a short title, description and URL.<sup>13</sup>

*AdMob*, the world's largest mobile advertising marketplace, sets out to discover, brand and monetize on the mobile web. Its mission is to provide the business models, services, tools and data fundamental to the development and growth of the mobile Internet.<sup>14</sup>

*Bluecasting* is a common term for the supplying small digital media to suitable media provisioning enabled devices over Bluetooth. Small digital media ranges from advertisements and photos to podcasts, text messaging, video and more.<sup>15</sup>

*Multimedia Messaging Service (MMS)* is a telecommunications standard for sending messages that include multimedia objects such as images, audio, video, and rich text. MMS is an extension of the SMS standard, allowing longer message lengths. Its most popular use is sending photographs from camera-equipped handsets, although it is also popular as a method of delivering ringtones as well.<sup>16</sup>

*Short Message Service (SMS)* is the technology that has facilitated the development and growth of text messaging, the most widely used data application in the world.<sup>17</sup>

*Mobile Applications* are essentially various types of software designed to run on smart phones, such as the iPhone or Google's Android operating systems, including the ability to run user-installed software.

## **Mobile SEO**

Search Engine Optimization (SEO) is the process of improving the volume and quality of traffic to a Web site from search engines (i.e. Google) via search results. In general, the higher a site's "page rank," the more visitors it will receive from the search engine. As an Internet marketing strategy, SEO considers what keywords people search for in order to optimize a Web site for maximum results.

Solid mobile SEO strategy takes traditional SEO to the next level in terms of content and code production standards. Making a site easily accessible, readable and understandable to a new style of search engine crawler – one that’s even more obsessed with quality and compliance.

While many of the standards and practices of traditional SEO carry over to mobile devices, there are some significant differences. First, while no one would argue Google is the 800-pound gorilla in traditional desktop search, competitors are racing for mobile real estate. For example, MSN (barely 10 percent of Web searches) has recently partnered with Verizon to be its default search engine. Score one for Microsoft. Yahoo!, also losing marketshare to Google in traditional search, is inking similar deals to get a leg-up.

Additionally, some carriers and partners are using white-label search solutions that most have never heard of – let alone optimized their Web site for - but gain importance when calculating their reach. Jumtap is one such white label provider, often referred to as “on-deck” search.

Such competition is no surprise. A March 2008 Reuters article entitled “Google sees surge in Web use on mobile phones,”<sup>22</sup> noted, “Early evidence showing sharp increases in Internet usage on phones, not just computers, has emerged from services Google has begun offering in recent months on Blackberry e-mail phones, Nokia devices for multimedia picture and video creators and business professionals and the Apple iPhone, the world's top Web search company said.”

More on the iPhone's impact? The Reuters article quoted Matt Waddell, a product manager for Google Mobile, "Google has seen iPhone users perform as many as 50 times more Web searches on these computer-phone devices as users of standard mobile feature phones typically do."

## Reinvigorating Traditional Marketing

The mobile Web is an innovative and savvy way to potentially reinvigorate traditional marketing options such as print and broadcast advertising, whose decline, thanks to the Net, is well documented.

According to Nielsen Mobile, “As mobile Internet publishers build out an advertising inventory, advertising is becoming a common part of the mobile Internet experience: 26 percent of mobile Internet users recall seeing some form of advertising while using the mobile Internet. Internet users are 60 percent more likely to be open to mobile advertising than the average mobile data user.”

May 2008, demographics for US mobile Internet audience (over the age of 13) broke down as such:

37% age 35-54

27.4% age 25-34

12.7% age 13 -17

11.8% age 18-24

9.1% age 55-64

1.7% age 65+

Too, research shows that mobile Internet usage isn't just for the wealthy. While 24 percent of users have household incomes of \$100,000 and up, a similar 26 percent had household incomes of \$50,000 and below.

Forty percent of mobile users note they find Web sites through search engines while 22 percent say they type in the URL directly – which stresses the importance of mobile search-optimized pages and type-in traffic.

Nielsen reports that mobile traffic provides an average 13 percent lift on total audience over home PC traffic alone. “That is to say, if a Web site is able to attract 100 visitors over the home PC, the traffic from mobile phones can add, on average, another 13 unique visitors to the site’s total cross-platform audience.”<sup>11</sup>

## **Interview**

Izzy Leizerowitz, a staffing manager for RandCol, discussed how recruiting firms can uncover benefits from local targeting and proximity marketing:

“Proximity marketing is the localized wireless distribution of advertising or marketing content associated with a particular place,” Leizerowitz said. “Today, a candidate can initiate specialized keyword-related job board searches by zip code to reach him/her on their computer. These searches are delivered to an email address as search results dictate. As job board software will evolve, these searches can be modified to also search and deliver to users by telephone number or WAP address. Such searches will be integrated through employer internal job boards as well.”

Leizerowitz said that it’s only a matter of time before large corporations take the hint and develop their own unique mobile applications and for third-party developers to follow suit. As for job boards, a very limited number have created mobile-friendly sites. Expect that to change soon as well.

“I believe there are two distinct philosophies on what is the best method to deploy current Internet-based services and applications to mobile users, including job boards,” Leizerowitz said. “One method is to focus on improving communications speed and access for a mobile device to interact with the Internet regardless of the application. The second method is to develop a completely unique version of the application or service that is strictly developed for smart phones and/or cell phones. The major job boards and internal corporate job sites are currently working through which method is best or a

combination of both that will work.”<sup>21</sup>

## **Summary**

If you failed to read anything else in this document, we hope you paid attention to Nielsen's numbers highlighting the fact that “mobile traffic provides an average 13 percent lift on total audience over home PC traffic alone.”

How much would it cost you to see a 13 percent increase in site traffic? In growing any business, it's a question most business owners, marketers and employers struggle with on a regular basis. And which choice is going to grow traffic the most cost-effectively?

As such questions get answered, we believe mobile will have a growing impact on the choices marketers and employers make. For most sites, it's an opportunity that has yet to come up in conversations. But we believe it's just a matter of time. And we also believe that number is bound to grow significantly in the years to come.

The time for mobile is at hand. Are you ready?

## Footnotes

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