PEOPLE LOGIX

HERE ARE 9 FACTS AND FIGURES TO GET YOUR HIRING GAME IN GEAR!

Thanks to sites like Glassdoor your dealership's salary information, culture, and everything in between are available for job seekers to consider.



In order to hire and retain the high functioning team your dealership needs to be competitive—start by asking yourself these 5 questions:

- Where Can I Find Qualified Candidates?
- **How Can I Engage Them Online?**
- **Q** Where Are They Researching Me?
- Will They Like What They Find?
- How Am I Measuring My Hiring ROI?

of millennials

(18-34 years old)

say they would prefer benefits over a pay raise compared to 68% of older generations.

² Health Insurance Vacation/PTO 401k/Pensions

These 3 basic benefits showed the highest correlation with employee satisfaction.

3. The average person spends

a day on Facebook.

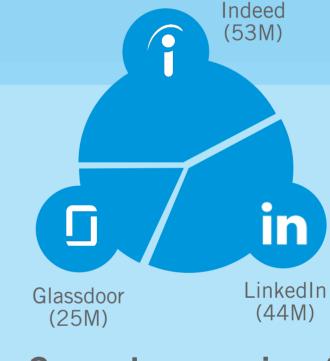
Generate more candidates using Facebook's new job board with targeting to reach millennials and tech-savvy candidates

5. Candidates use an average of

job and employer review sites

during their job search.

of people not actively looking for a job are open to new opportunities.



6. Top 3 employer review & job posting sites.

(based on monthly organic searches)

7. Candidates read at least



reviews before forming an opinion of a company

of candidates are more likely to

apply for a job if the employer responds to reviews, updates their

social profiles, and shares information about culture and work environment.



cost the average dealership

in gross profit annually.

See how Digital Air Strike's Social Recruiting leverages new social

network job boards to get you top talent and more!

TAKE A 10-MINUTE DEMO TODAY!

SCHEDULE A DEMO

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- 3. https://www.nytimes.com/2016/05/06/business/facebook-bends-the-
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1. Glassdoor Employment Confidence Survey

4. Why & How People Change Jobs, 2015

- 5. Glassdoor.com Site Survey, January 2016
- 7. Glassdoor.com Site Survey, August 2016 8. Glassdoor.com U.S. Site Survey, August 2016 9. Automotive News, January 2017, Bersin by Deloitte, April 2015
- - 6. Independent research on semrush.com