

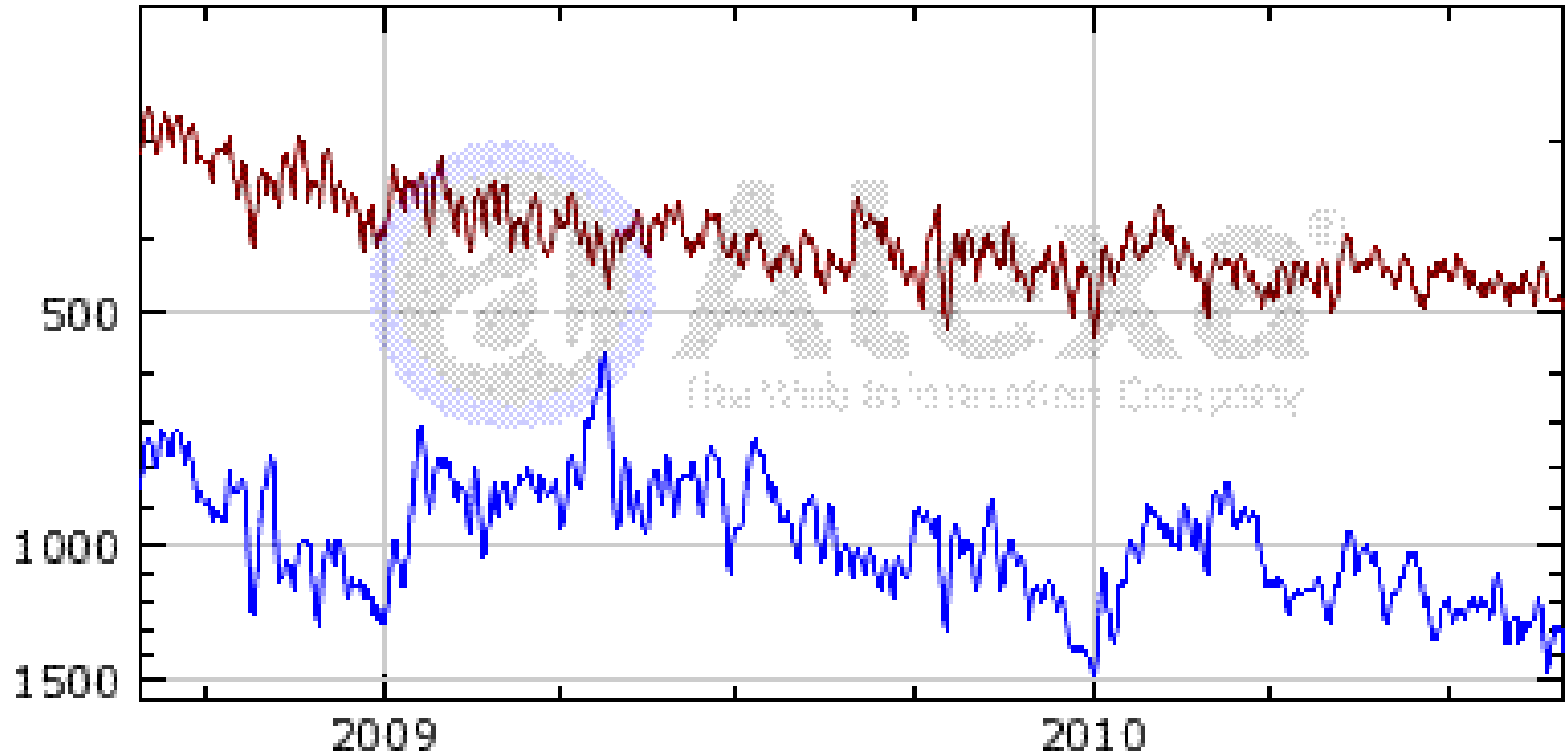
Hireplug: Social Recruiting

Target your audience, Close
positions & Build brand on
Facebook

Job Boards – Slowing or Dying?

monsterindia.com

naukri.com



Job Boards

- Average and low quality profiles.
- A large number of irrelevant applicants received.
- Passive candidates not found. – They are on social networks.
- Becoming less popular now – It's good idea to reduce spend on them.
- Good candidates approached by agencies.

How about LinkedIn?

- Average age - 41 years. Good for senior candidate recruiting.
- 65 million users - only one-tenth of Facebook.
- Approaching candidates - Slow response times, hard to close the positions.
- Open Database - Hard to get results.
- Part of Hireplug Solution. Our app lets you share jobs on LinkedIn with single click.

Why Facebook?

- 500+ million users and growing.
- Growing with double digit rate.
- Younger talent available to recruit.
- People spend 3X time on Facebook than what they spend on Google.
- Targeted campaign is designed and monitored by Hireplug to reach out to those candidates.

Why Facebook?

Country	5/1/2010	6/1/2010	Change	% Change	% Pen
Indonesia	24,722,360	25,912,960	1,190,600	4.8%	11.3%
India	9,557,600	10,547,240	989,640	10.4%	0.9%
Philippines	13,757,420	14,600,300	842,880	6.1%	16.1%
Mexico	12,176,640	12,978,440	801,800	6.6%	12.2%
Thailand	3,757,340	4,216,680	459,340	12.2%	6.7%
Malaysia	6,882,940	7,317,520	434,580	6.3%	26.4%
Argentina	10,035,840	10,452,040	416,200	4.1%	26.3%
Brazil	4,349,160	4,757,200	408,040	9.4%	2.5%
Germany	9,544,840	9,948,700	403,860	4.2%	12.1%
United States	125,560,420	125,881,220	320,800	0.3%	41.1%

Source: InsideFacebook.com

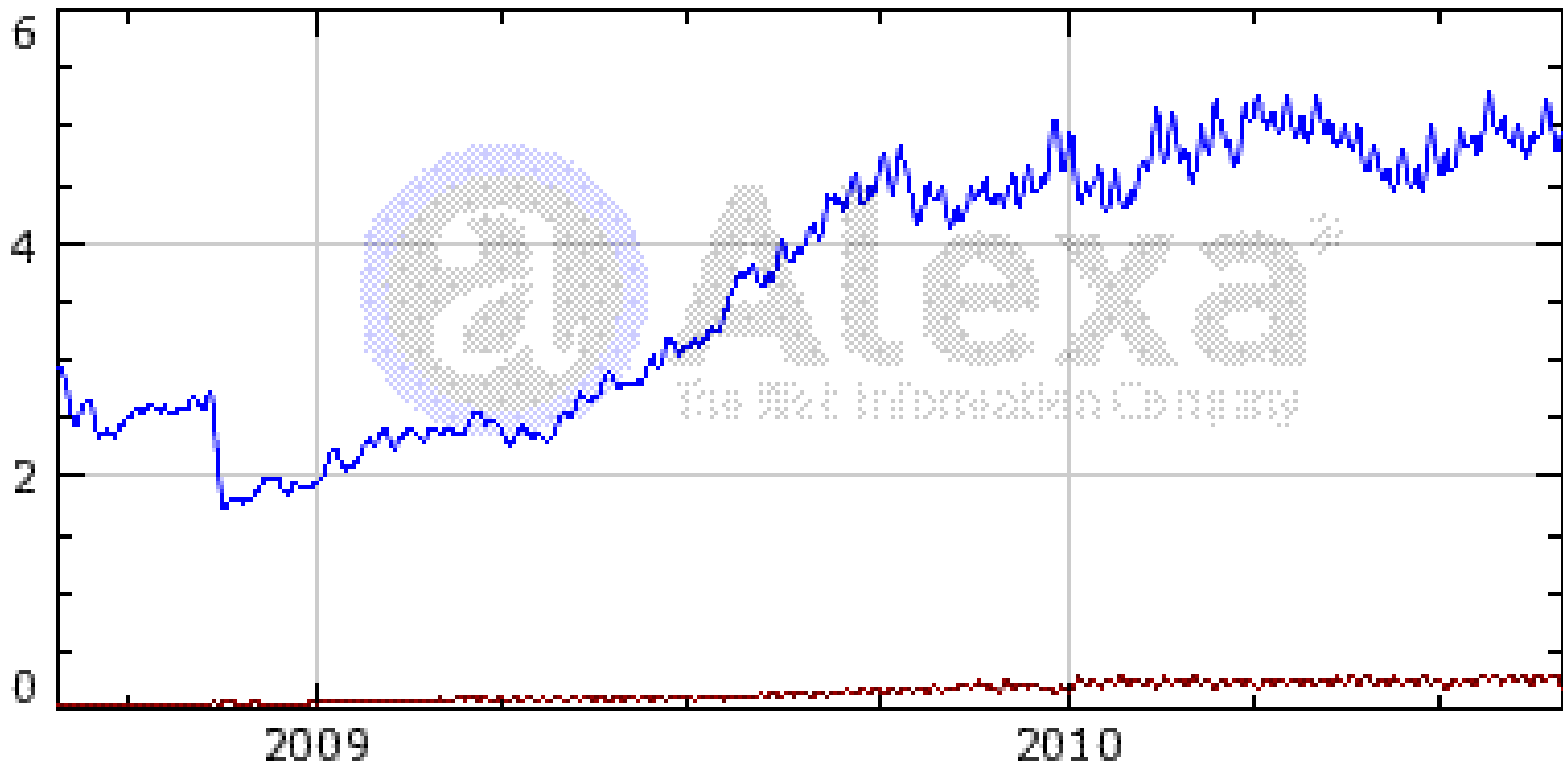
Facebook Vs LinkedIn growth

Traffic Rank Reach **Pageviews** Pageviews/User Bounce %

Daily Pageviews (percent)

facebook.com

linkedin.com



Hireplug Solution

- **Recruiter Accounts** on Hireplug.com – post all jobs, receive candidates etc.
- **Facebook App** – sits on Fan Page and Recruiters Facebook profiles. Displays jobs, Captures top talent and builds searchable talent pool.
- **Private Careers** – sits on your website as a widget.

Facebook App

- Features logo, branding and video.
- Apply from inside Facebook or one-click express interest by candidates.
- Build private talent pool or interested candidates.
- One-click sharing of jobs to Facebook, Twitter and LinkedIn.
- Ability to spread jobs in 40+ Social Networks.

App on Fan Page

facebook  Search 

hireplug

HirePlug.com

Wall Info **We Are Hiring** Photos Discussions +

[Edit Page](#)
[Promote with an Ad](#)
[Add to My Page's Favorites](#)
[Suggest to Friends](#)

Hireplug is world's top recruitment technology company working on making recruiting - fast, effective and fun!

Information

Founded:
2009

Insights [See All](#)

73                             

Top Company

FILTER RESULTS

Country
United States(6)
India(4)

State
Maharashtra(4)
Alabama(2)
California(2)
Indiana(1)
Massachusetts(1)

City
Pune(6)
San Jose(2)
Boston(1)
Carmel(1)

Employment Type
Permanent(8)
Contract(2)
PartTime(2)


Rails Developer
Pune, Maharashtra, India
[Share](#) [Refer](#)


Social Apps Architect
Pune, Maharashtra, India
[Share](#) [Refer](#)

Java Architect
Pune, Maharashtra, India
[Share](#) [Refer](#)

Java Developer
Pune, Alabama, United States
[Share](#) [Refer](#)

App on Recruiter Profile

facebook  Search



Rajan Chandi Quora.com is like a knowledge machine. Check it out. on Friday dear

[Wall](#) [Info](#) [Photos](#) [We Are Hiring](#) [Boxes](#) [Honesty Box](#) [+](#)

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Carmel(1)


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Contract(2)
PartTime(2)

[View Photos of Me \(5\)](#)

[View Videos of Me \(1\)](#)

[Edit My Profile](#)

Write something about yourself.

Information 

Relationship Status:
Single

Political Views:
Liberal

Rails Developer
Pune, Maharashtra, India
[Share](#) [Refer](#)

Social Apps Architect
Pune, Maharashtra, India
[Share](#) [Refer](#)

Java Architect
Pune, Maharashtra, India
[Share](#) [Refer](#)

Java Developer
Pune, Alabama, United States
[Share](#) [Refer](#)

Full View of App

facebook

Search

H We Are Hiring



Go

JOB

PROFILE

Join Hireplug Talent Network to see relevant Jobs

Why Join?

EXPAND RESULTS

Undo India

FILTER RESULTS

State

Maharashtra(4)

City

Pune(4)

Employment Type

Permanent(4)

Experience Level

Cxo(3)

Director(1)

Industry

Internet(3)

Information Technology

And Services(2)

Human Resources(1)

Information Services(1)

Social Apps Architect 5000 INR Reward

Pune, Maharashtra, India



Java Architect 7000 INR Reward

Pune, Maharashtra, India



Sales Executive 2000 INR Reward

Pune, Maharashtra, India



Rails Developer 10000 INR Reward

Pune, Maharashtra, India

Top Company

Rajan Chandj, Jay K. Belani, and 75 others like this. · Admin Page · Unlike



We are a TOP recruitment technology company in the world. Our technology targets 40+ Social Networks!

WORK CULTURE

We have a casual and fun-filled work culture. Feel free to wear jeans and a t-shirt everyday!

PRODUCTS AND SERVICES

Hireplug.com openweblabs.com

ACHIEVEMENTS

Invited by Headstart Startup Saturday

Add private 'careers' to your website

hireplug

Get Code

Recruiter Settings **Blog** Logout

EXPAND RESULTS

Undo India

FILTER RESULTS

State

Maharashtra(4)

City

Pune(4)

Employment Type

Permanent(4)

Experience Level

Cxo(3)

Director(1)

Industry

Internet(3)

Information Technology And
Services(2)

Human Resources(1)

Information Services(1)

Telecommunications(1)

Skills

Rails(2)

Apis(1)

Rails Developer

Pune , Maharashtra ,India



Social Apps Architect

Pune , Maharashtra ,India



Java Architect

Pune , Maharashtra ,India



Sales Executive

Pune , Maharashtra ,India



Hireplug

Rajan Chandi, Bill Boorman, and 78 others like this. [Unlike](#) · [Admin Page](#)



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ACHIEVEMENTS

Invited by Headstart, Start-up Saturday, Talking with Top US MNCs.

WEBSITE

<http://www.hireplug.com>

Hireplug jobs are cross-posted to:

simply|hired

indeed

oodle

faayda.com

trovit

Google™
Base BETA

 HOUND

recruit.net

inovaHire

Hireplug: Ad Solution

- App on Fan Page - 12 months license - unlimited job postings.
- Fan Page creation/maintenance - 12 months
- Facebook Campaign - 10,00,000 impressions Guaranteed. Daily tweaking based on new job postings posted by you.
- Talent pool of interested candidates.

Hireplug: Staffing Solution

Basic solution plus following.

- Recruiter accounts for Hireplug.com & App on their profile. Post jobs and work with candidates and search **talent pool**.
- Recruiters can broadcast jobs matching the skills of their target audience with clicks.
- Add 'careers' on Company Website. Displays your own jobs.

Thank you

- Feel free to send queries to rajan@hireplug.com
- Happy Social Recruiting!