

Welkom!

CONTENTMARKETING VOOR RECRUITMENT

Een middag met cases, tips en tricks die bijdragen aan het succes van recruitment

29 SEPTEMBER 2015



Gebruik hashtag *#CVR2015*

Contentmarketing voor Recruitment

Programma:

13:00 uur: Ontvangst/inloop

13:30 uur: Welkomstwoord,
Jan van Goch – director Marketing & Sales Connexys

13:50 uur: Middelen en Mediakeuze,
Marlene de Koning – social solutions consultant LinkedIn

14:30 uur: Contentmarketing bij PwC; de praktijk,
Niels Wiertz – Content & Communitymanager PwC

15:10 uur: Pauze

15:30 uur: Doelgroepen,
Geert-Jan Waasdorp – CEO Intelligence Group

16:10 uur: Contentmarketing en de recruitmentsite,
Michael Borst – Consultant Recruitmentsites Connexys

16:50 uur: Netwerkborrel (einde 18.00 uur)

Locatie: 23e verdieping, 'Town Hall' WTC
Gebruik hashtag **#cvr2015** voor Twitter updates



INFO

MARKTLEIDER NL &
SALESFORCE PARTNER

50 PROFESSIONALS

OPGERICHT IN 1999

ZELFSTANDIG/MAIN CAPITAL

INTERNATIONALE GROEISTRATEGIE

FACTS

14.000 GEBRUIKERS

60 LANDEN

14.000 GEBRUIKERS

280 (INTERNATIONALE) KLANTEN

OPLOSSINGEN



RESOURCE
MANAGER



WERKEN-BIJ
WEBSITE



WERFT
SAMEN



RECRUITMENT
SOFTWARE



MOBILITEIT



CAMPUS
RECRUITMENT



RECRUITMENT
SOFTWARE BUREAU'S

INTEGRALE
WORKFLOW

OPTIMALE
GEBRUIKERS
ERVARING



VOLLEDIG MOBIEL
BESCHIKBAAR



MODULAIRE OPBOUW



INTEGRALE
RAPPORTAGE-
MOGELIJKHEDEN



60%

VAN AL HET BEZOEK OP NU.NL
KOMT VIA MOBIEL

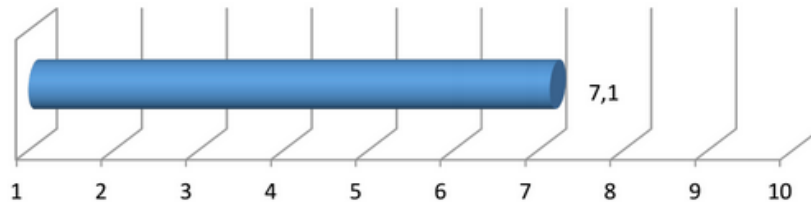
- RECRUITMENT WORDT RESOURCE MANGEMENT
 - KLUSSEN, PROJECTEN EN VACATURES OP 1 PLATFORM

- RECRUITER WORDT ONLINE MARKTEER
 - 'WE-WE' WERKT NIET MEER; WAT BEWEEGT DE KANDIDAAT?

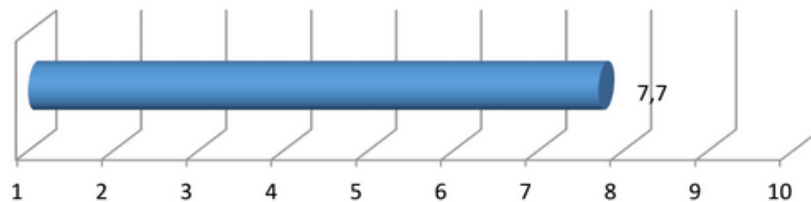
- MANAGER WORDT RECRUITER
 - SELECTEERT EN BEOORDEELD, ZET NETWERK IN

- HR = BUSINESS
 - HOE DRAAGT HR/RECRUITMENT BIJ AAN HET RESULTAAT

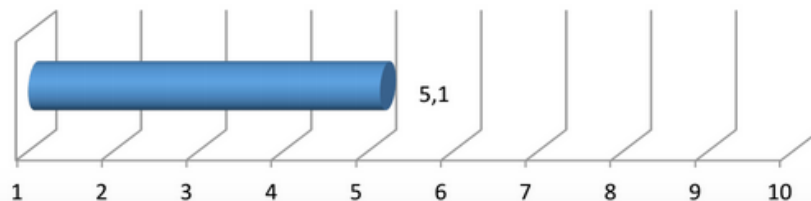
6d. Door de toenemende flexibilisering van arbeid bewegen inhuur en recruitment naar elkaar toe



6e. De rol van de recruiter beweegt steeds meer naar die van een online marketeer



6f. De rol van de manager in het werving en selectie proces beweegt steeds meer naar de rol van recruiter



SALESFORCE

connexys

The Salesforce logo is centered within a large, light blue, stylized cloud shape. The cloud has a soft gradient and a subtle drop shadow, giving it a three-dimensional appearance. The word "salesforce" is written in a black, sans-serif font, with a registered trademark symbol (®) at the end.

salesforce®

APP EXCHANGE

connexys

 appexchange

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APPS

Home Popular Apps New Apps Free Apps

Collections

Categories Sales Customer Service Marketing Campaign Management Event Management Marketing Automation Mass Emails Websites Other IT & Administration Human Resources Finance Enterprise Resource Planning Collaboration Analytics

Industries

Salesforce1 Ready Marketing Apps

View All Salesforce1 Ready Apps

 DaddyAnalytics Know Your ROI

Connect Adwords to Salesforce. Prove and Improve your Marketing ROI

★★★★★ (28)

 bizible

"connect AdWords / Analytics data with Salesforce" - Niko, Bizible Customer

5 Star Reviewed TRY IT FREE

★★★★★ (150)

 fieldxo

Field Sales & Marketing Plan. Sell. Report.

★★★★★ (1)

From Salesforce.com

 salesforce pardot

B2B marketing automation by Salesforce

★★★★★ (135)

 salesforce marketing cloud

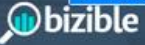
★★★★★ (141)

 Salesforce Labs



★★★★★ (31) FREE

You Might Also Like

 bizible

"connect AdWords / Analytics data with Salesforce" - Niko, Bizible Customer

5 Star Reviewed TRY IT FREE

★★★★★ (150)

 vidward

TURN VIEWERS INTO CUSTOMERS



★★★★★ (10)



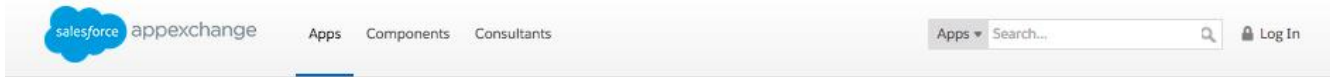
CAMPAIGN CALENDAR

EASY MARKETING MANAGEMENT

★★★★★ (45)

CO-RECRUITER

connexys



Connexys CO-Recruiter

We help you unleash your full recruitment potential

- Highly adaptable to your needs
- Search and find candidates in your database and LinkedIn with Textkernel Search!
- Broadbean Integration
- Possibility to expand within the Resource Manager suite



Enterprise & Up



No Limits



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CO-Recruiter

recruitment, career website, HR Applicant Tracking

★★★★★ (10)

Paid - *Details below*

OVERVIEW

DETAILS

REVIEWS 10

PROVIDER

♥ Save

➔ Get it Now

App by Connexys

Looking for a user-friendly app to be in control of your recruitment process? To create vacancies and publish them on jobboards without hassle? To match candidates with the best technology available? Click on the green button "Get it now".

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📄 Take a Test Drive

RELEASED

4/4/2014

PRICING ⓘ

Starting at €35 EUR per user per month



LADEN VAN

connexys





**DANK VOOR JULLIE
AANDACHT!**

JAN VAN GOCH
GOCH@CONNEXYS.COM

Marlene de Koning

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