



# Adobe solutions for digital government: Recruiting and staffing

Modernize recruiting efforts for outstanding intuitive and personalized experiences across all channels.

Government and military organizations can reach potential recruits with technology-enabled communications that target and engage candidates, analyze and measure recruiting methods, and improve internal operations.

Meet prospects through any channel, on any device, and at any time with relevant, personalized content and digital experiences.

## The challenge

All levels of government and the U.S. Armed Forces are challenged to attract the top talent they need to successfully meet goals and mission objectives. In this digital age, recruitment efforts have shifted from live events and mass outreach to a creative process that's deeply personalized and primarily online. Recruiters need to meet prospects with open channels of communication—whether on federal websites, social media, or other digital interfaces—and measure communications to evaluate the real-time success of campaigns.

## The solution

The right technologies can remove the guesswork from recruiting. Adobe tools enable agencies to target interested parties, personalize messaging, and respond to decisive feedback. By integrating audience targeting and analytics with a customer relationship management (CRM) system, recruiters gain insight that results in more efficient recruiting. With consistent analytics, content and experiences can be tailored to audiences across channels and further personalized for optimal workflows. The most effective channels, as well as images, graphics, and content, can be identified.

Adobe Creative Cloud empowers agencies to create innovative content and campaigns to attract recruits. Adobe Experience Manager, part of Adobe Experience Cloud, enables agencies to manage that content across channels so the right message gets to the right place. With Experience Manager Sites, organizations can create and manage intelligent digital recruiting experiences at scale to help drive successful talent acquisition. And with Adobe Campaign, staff can easily create or update contact profiles based on forms and social logins from websites, landing pages, mobile sites, and mobile apps, managed via Experience Manager.

Adobe Experience Manager and Adobe Campaign work together to build more meaningful relationships and improve applicant value and loyalty to the hiring organization. Prospects remain engaged and receive faster service, leading to personalized and improved recruitment.

Adobe Analytics and Adobe Target allow recruiters to see in-depth statistics based on demographics and advertising choices and to follow up with A/B testing to track decision effectiveness. Recruiters ultimately benefit from more ways to personalize communications to prospects and better insights, resulting in a more efficient process.

With Adobe solutions, government organizations can:

- **Maximize the number of prospects with a wider digital reach.** Find key prospects across job posting websites, social media, and other digital interfaces.
- **Separate quality prospects from ineligible or uninterested prospects before expending resources on them.** Begin communicating across channels and introduce automated vetting processes to validate prospects and determine if they meet qualifications and are interested in a job.
- **Maintain engagement through personalization, automation, and consistent messaging.** Create seamless communications between recruiters and prospects to enhance the experience for prospects, keep them informed, and make them feel valued throughout the process.
- **Achieve higher conversion rates of prospects to recruits.** Analyze recruitment processes to determine the most effective methods; enhance methods to bolster recruitment success and grow the conversion rate to employees and service members.
- **Reduce recruitment and new-hire processing time.** Recruiting and hiring the best candidates is a race against time since the best candidates are quickly hired. Responding and engaging quickly is critical for recruitment success.
- **Provide a tool to assist with ongoing engagement over the course of a career.** Enable unique, timely content that not only establishes individuals in their roles, but also provides a level of engagement to convey value to the recruit over time.

**For more information.**

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