



# 5 Ways to Attract More Warehouse Job Applicants

And how to show applicants they are a good fit.



## Culture matters

94% of applicants use YOUR company website as their primary resource for information about your culture and benefits. Are you doing enough to promote your company's culture?

## The least used tool

Only 17% of HR professionals saw their website as the place to communicate their culture and benefits. (See the disconnect?)



## Social media usage

30% of candidates will research your LinkedIn. The ones that do most often see 12 pieces of content before applying. Amplify your employees' voices!



**12+**  
Pieces of Content

## Go beyond the bare minimum

It's no longer a company market — it's an employee market. Applicants expect more from employers in the wake of the pandemic.



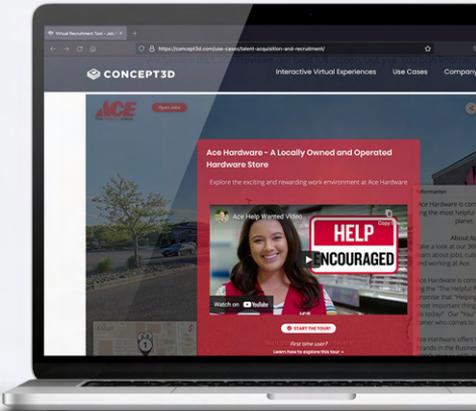
## Employee feedback

Employees want to be heard. How do you respond to feedback on perks and concerns like safety? Show how you care.

# Close the gap

## Go all out on your company culture page.

Most HR professionals don't believe their website is the place to talk about company culture. Most applicants rely on your website for that information. Because of this disconnect, going all out on your company culture page will give you the best bang for your buck with getting candidates to apply and convert.



# Enter Job Previews

## A better way to attract applicants

Immerse applicants in a curated story about your company, jobs, benefits, and culture.

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## Supported Media:



360° Panos



Videos



Photos



Maps



Audio



Links

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