



# Keeping Up With the Times

Shifting your marketing strategies to meet changing demands.

Nicole Fisher | Sr. Manager, Engagement Marketing @ Glassdoor





## Agenda

- 01** Background
- 02** 2022 Workplace Trends
- 03** Key Takeaways



# Nicole Fisher

Senior Manager, Engagement Marketing  
Glassdoor

Nicole has nearly 10 years of experience in lifecycle marketing, she collaborates with the product, brand, and engineering teams to create personalized communications through email and mobile channels. She currently manages programs across both B2B and B2C teams at Glassdoor and has prior experience working in industries such as software and e-commerce.



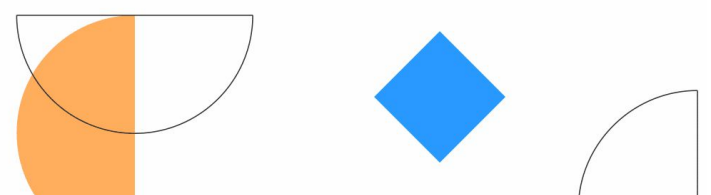


# glassdoor

Glassdoor is the worldwide leader on insights about jobs and companies.

Our mission is to **help people everywhere find a job and company they love.**

Glassdoor houses millions of company ratings & reviews, CEO approval ratings, salary reports, interview reviews & questions, benefits reviews and more, combined with the latest job postings.



# We are a dual-sided marketplace

For Job Seekers

The screenshot shows the Glassdoor homepage for job seekers. At the top, there is a search bar with the text "Search for job titles, companies, or keywords" and a location filter set to "Concord, CA". Below the search bar, there are navigation links for "Jobs", "Companies", "Salaries", and "Careers". A section titled "Hello, what would you like to explore today?" is followed by a "Jobs Recommended for You" section. This section displays several job listings with details such as company name, job title, location, and salary. For example, one listing is for "Blue Link Wireless- AT&T Authorized... AT&T Part Time Retail Sales Associate" in Escondido, CA, with a salary of "\$22 - \$22 Per Hour (Employer Est.)". Another listing is for "Urban Partner Logistics Delivery Driver for Amazon, \$900-\$1100 a week with Urban Partner Logistics" in Escondido, CA, with a salary of "\$22 - \$22 Per Hour (Employer Est.)". There is also a "Getting the Most of Your Glassdoor" section with an illustration of a person working on a laptop.

For Companies

The screenshot shows the Glassdoor homepage for employers. At the top, there is a navigation menu with links for "Why Glassdoor?", "Solutions", "Features and Pricing", "Sign Up", and "Employer Center". The main content area features a large heading "Your employer brand starts here." followed by the text "Authentic reviews, rich storytelling and powerful insights, found only on Glassdoor, help you attract top talent." Below this text is a "Get Started" button. To the right of the text is an illustration of a person sitting at a desk with a laptop, surrounded by various icons representing business and technology.

- Search job listings
- Insight into companies via reviews
- Salary & compensation calculators
- Career path insights
- Interview tips & insights

- Employer branding & advertising
- Analytics into reviews & employee experience
- Employee engagement tools
- Job postings (partnered with Indeed)

# Glassdoor Economic Research Team



Glassdoor Economic Research shares insights and conducts research on today's labor market. Our economists and data scientists help job seekers, employers, and the media understand trends in hiring, pay and the broader economy based on Glassdoor's unique data on job openings, salaries, benefits, company reviews and more.

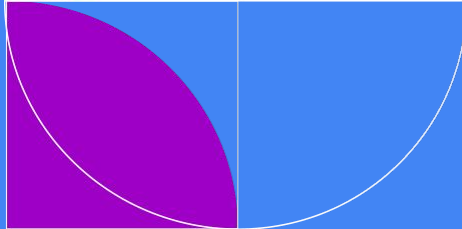
Featured on...



**Bloomberg**

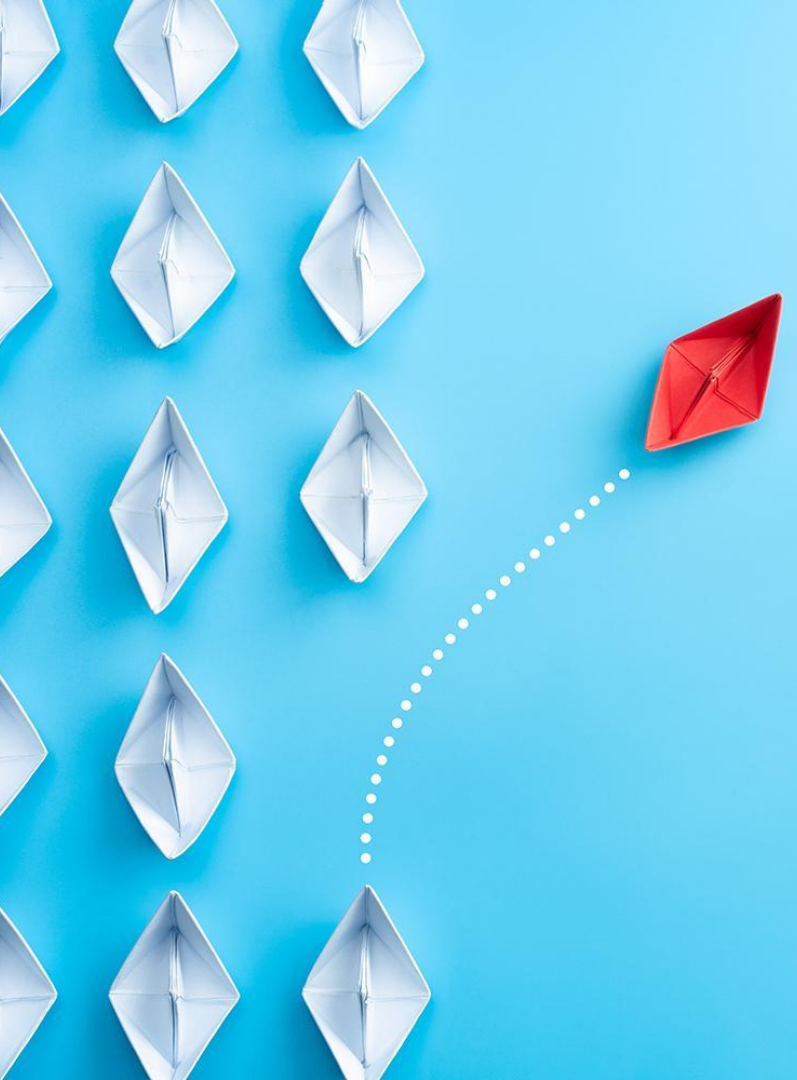


... & more!



# 2022 Workplace Trends



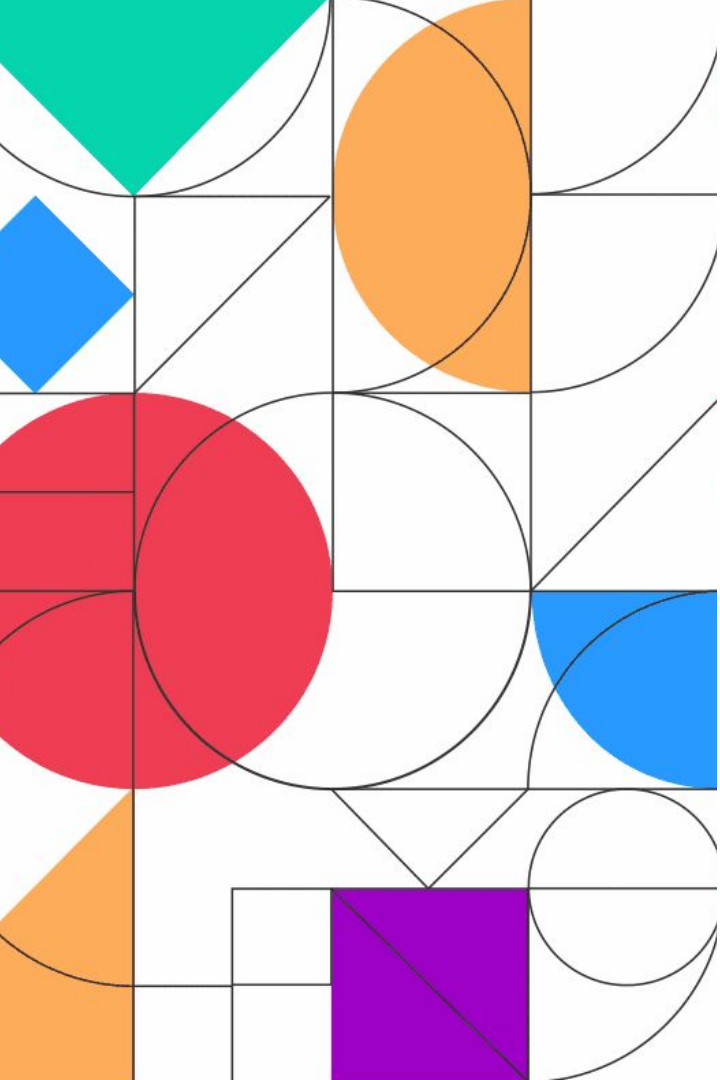


**“Change has been the only constant over the last two years.”**

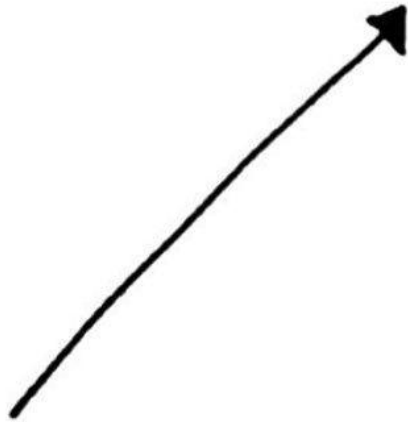
**Daniel Zhao**

Lead Economist & Senior Data Scientist at Glassdoor

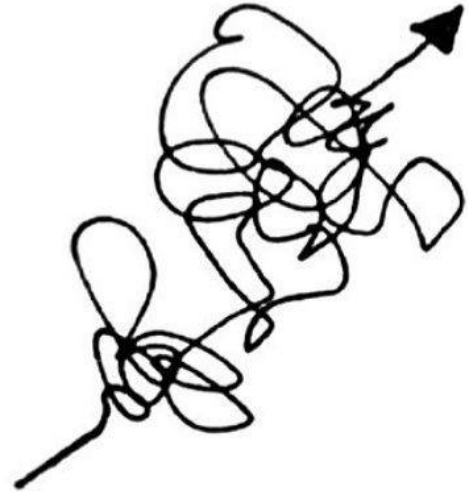




*Expectations*



*Reality*



# We are a dual-sided marketplace

## 2020

- Crisis response
- Global pandemic

## 2021

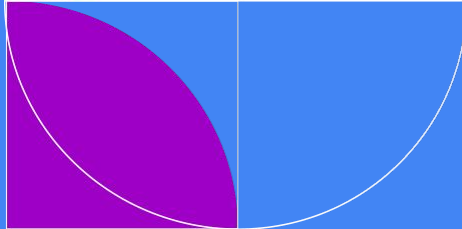
- Remote work
- Employee burnout
- Hiring & retention challenges
- Unprecedented labor shortages & turnover

## 2022

???

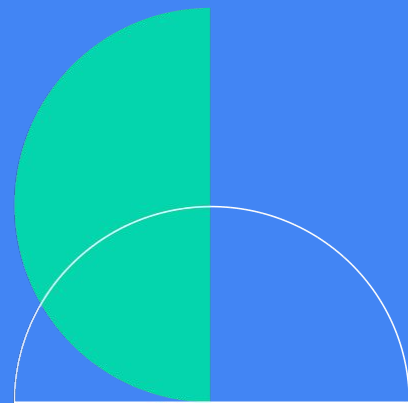
# 2022 Workplace Trends

1. **Hiring** won't be easy this year
2. **Remote work** will help boost access to top talent, but at a higher price point
3. Employers will prioritize **DE&I action** and accountability
4. Workplace **community** will expand beyond company walls



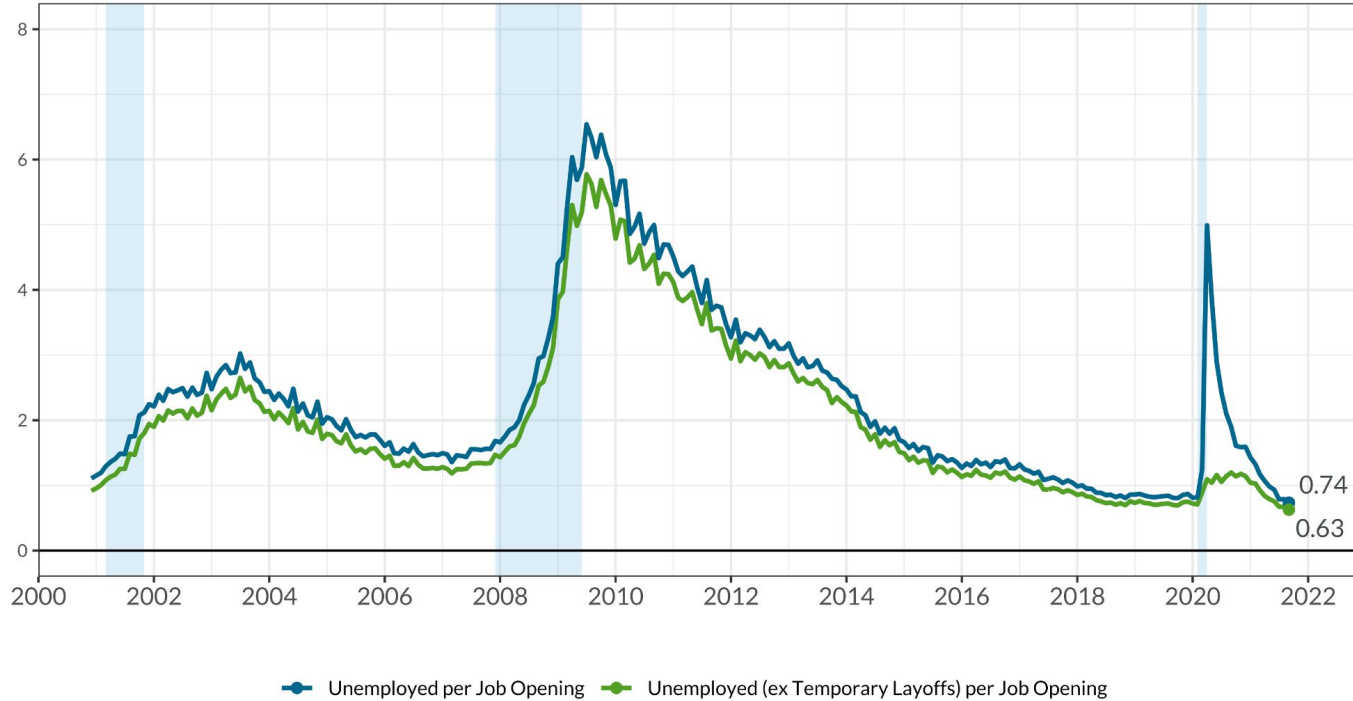
Trend 1

# Difficulty Hiring



# More job openings than unemployed since May

Unemployed per job opening at lowest levels since JOLTS survey began in 2000



Source: Bureau of Labor Statistics, Job Openings and Labor Turnover Survey (JOLTS), September 2021  
Current Population Survey, October 2021

Glassdoor's recommendation

# What should employers do?



## Shift to long-term incentives

Think permanent wage increases vs. temporary hiring bonuses.



## Crank up employee engagement

Retain the workers that are still there by keeping them happy.



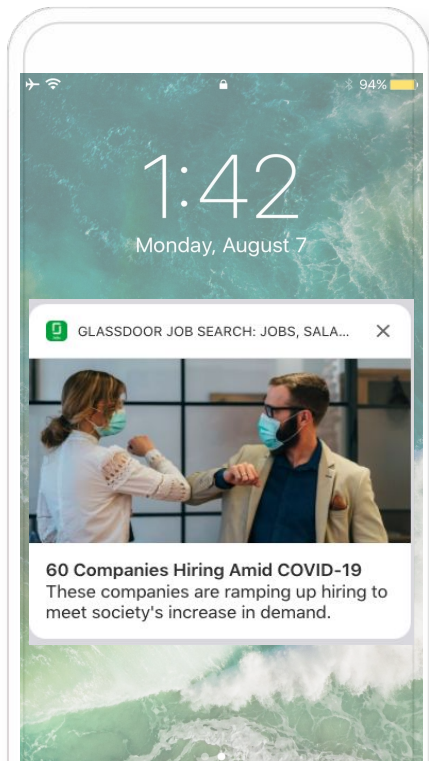
## Think creatively

Seek out overlooked talent pools like remote workers, recent retirees, disabled or previously incarcerated workers.

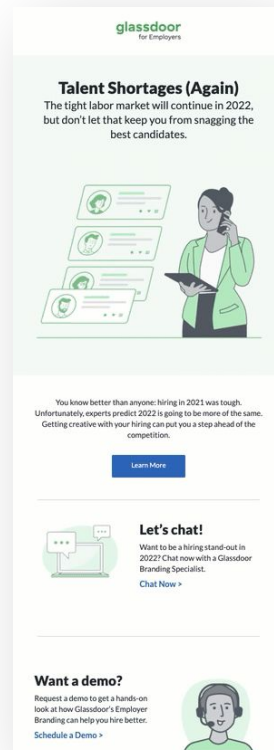
How did Glassdoor take action?

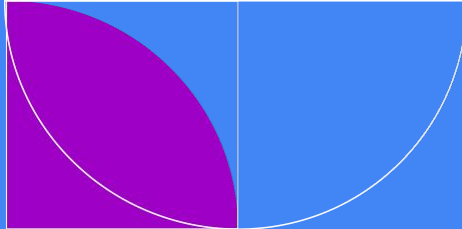
# Bringing employers & job seekers together

For job  
seekers:



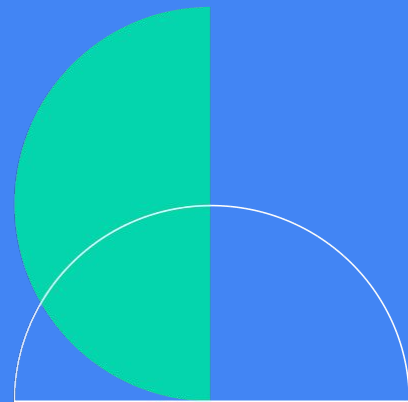
For  
companies:





Trend 2

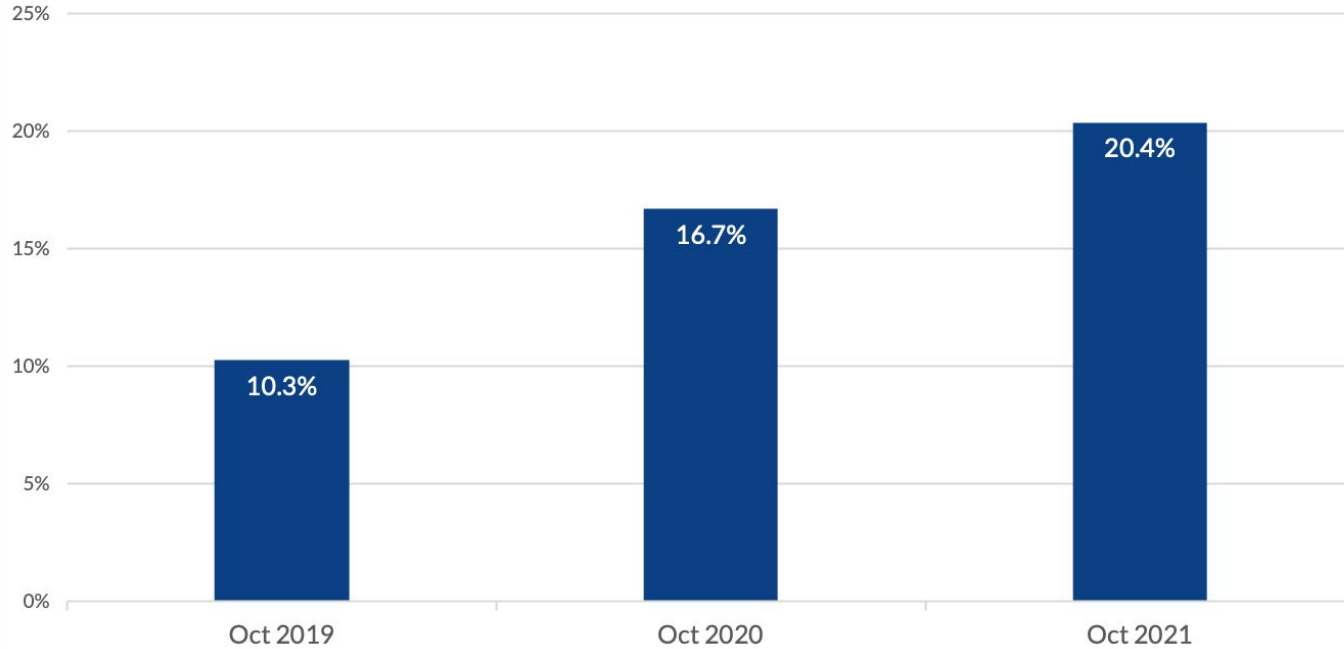
# Remote work & talent demands





## Employers are Facing Increased Competition from Companies Hiring Remotely

Share of Employers Facing Remote Competition for Local Job Listings\*



\*Defined as employers where applicants for their local metro area job listings are also applying to different remote job listings

# Job seeker demands & the Great Resignation



The salary job seekers expect when looking for a new role has increased **43%** from first-quarter 2021 to first-quarter 2022



Job seekers transitioning into a different role expect **\$6,894** more than those transitioning into a role similar to their previous position.

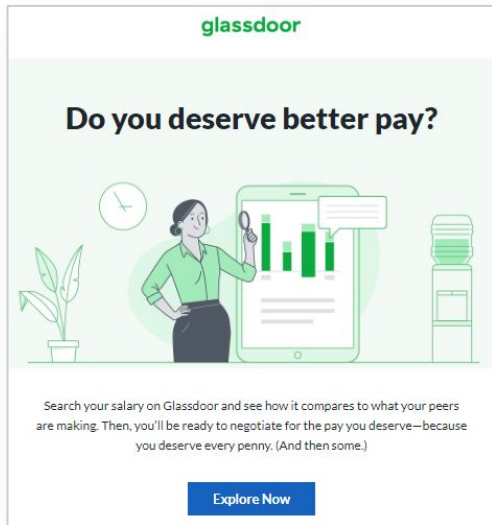


Job seekers are expecting to make **34%** more than their current salary

How did Glassdoor take action?

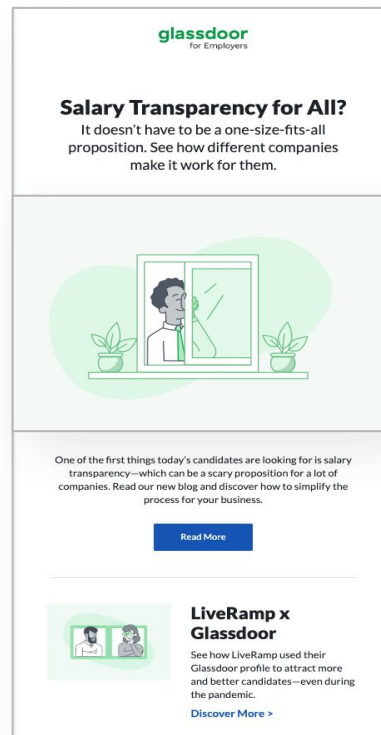
# Encouraging pay transparency & looking beyond salary

For job seekers:

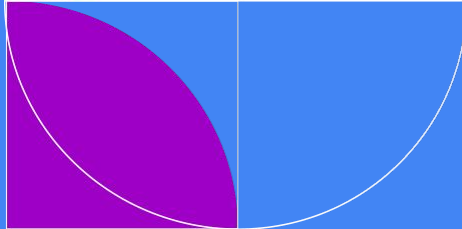


The advertisement features the Glassdoor logo at the top. Below it, the headline reads "Do you deserve better pay?". The central illustration shows a woman in a green shirt pointing at a large smartphone displaying a bar chart. To her left is a potted plant and a clock. To her right is a water cooler. Below the illustration, the text says: "Search your salary on Glassdoor and see how it compares to what your peers are making. Then, you'll be ready to negotiate for the pay you deserve—because you deserve every penny. (And then some.)" At the bottom is a blue button labeled "Explore Now".

For companies:



The advertisement features the Glassdoor logo at the top, with the text "For Employers" below it. The headline reads "Salary Transparency for All?". The subtext says: "It doesn't have to be a one-size-fits-all proposition. See how different companies make it work for them." Below this is an illustration of a man in a white shirt and tie looking out a window with two potted plants on the sill. The text below the illustration reads: "One of the first things today's candidates are looking for is salary transparency—which can be a scary proposition for a lot of companies. Read our new blog and discover how to simplify the process for your business." Below this is a blue button labeled "Read More". At the bottom, there is a section titled "LiveRamp x Glassdoor" with a small illustration of two people. The text says: "See how LiveRamp used their Glassdoor profile to attract more and better candidates—even during the pandemic." Below this is a blue button labeled "Discover More >".

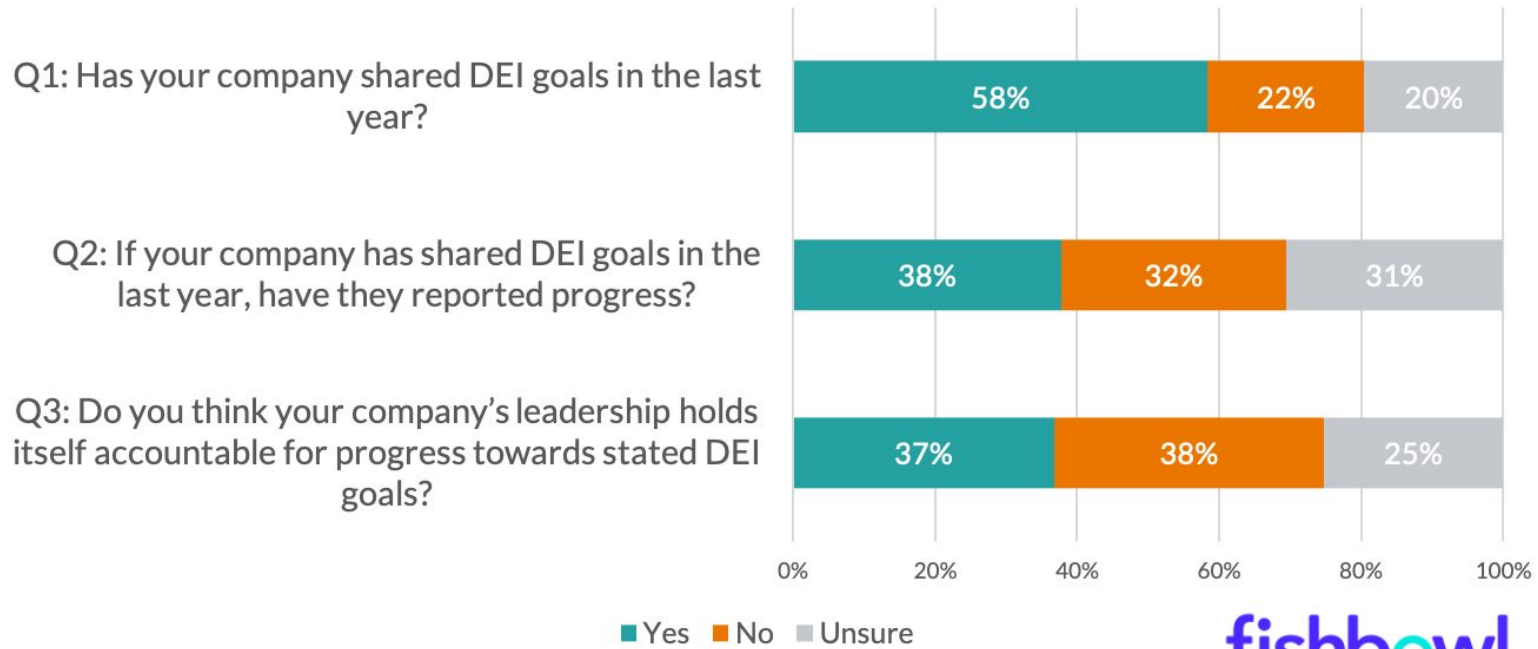


Trend 3

# DE&I Accountability



## More Transparency on DE&I but Employees are Holding Judgment



Source: Survey of professionals on Fishbowl (fishbowlapp.com), Nov 12-22, 2021, n=Q1: 2,916; Q2: 3,066, Q3: 470



# Diversity is important, but truth has to come from the source

76%

*while*

66%

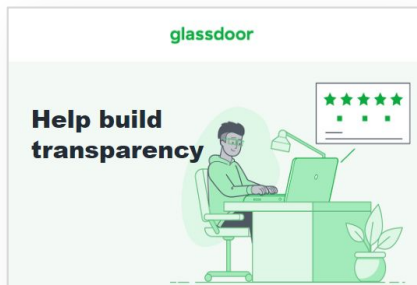
Of job seekers report a **diverse workforce** is an important factor when evaluating companies and job offers

Of job seekers trust **employees** the most when it comes to what D&I looks like at a company (over senior leadership & the company's website)

## How did Glassdoor take action?

# Increased transparency on DE&I experiences & efforts

## Emails to job seekers:



Glassdoor is the world's leading site to find insights about jobs and companies. But it's still challenging to get the full picture about what diversity and inclusion look like at a specific company.

It's time to take workplace transparency to a new level. So, in addition to sharing your experience about working for your current or past employer, you can now rate how satisfied you are/were with their diversity and inclusion efforts.

Take Action



Glassdoor's vision is a world where everyone is treated equitably in the workplace. And we need your help to make this a reality.

Here's what you can do:

### Contribute your demographic information

By contributing your demographic information (race, gender identity, sexual orientation, etc.), you can help us shine a light on inequities for groups that are discriminated against and underrepresented in the workplace. Rest assured, we will treat your information in compliance with our Privacy Policy.

### Help create more equitable workplaces

With this new information, we will be able to provide unique insights into workplace experiences broken out by specific groups. You'll also be able to compare company ratings, pay reports and more to see where job and pay disparities may exist.

Take Action

## New company ratings & features:

### Diversity & Inclusion at HubSpot

4.7 ★★★★★ (806 Reviews)

#### Diversity Programs & Initiatives

Diversity, inclusion, and belonging (DI&B) is a core business priority at HubSpot. Our goal is to create a globally inclusive culture spanning diversity of gender identity, age, ethnicity, nationality, color, sexual orientation, language, perspective, socioeconomic status, thought, and more. After all, in order to do your best work, you need to be able to be your best self.

We try to approach building a diverse and inclusive company with humility, vulnerability and authenticity. We release our diversity data annually to the world and for us it demonstrates our commitment both to being radically transparent about our

[Continue Reading](#)

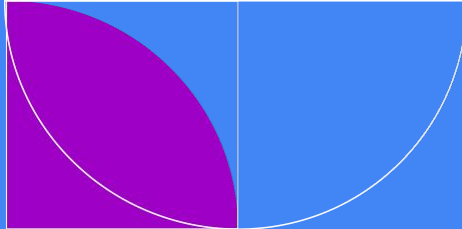


#### Diversity & Inclusion FAQs

All answers shown come directly from HubSpot Reviews and are not edited or altered.

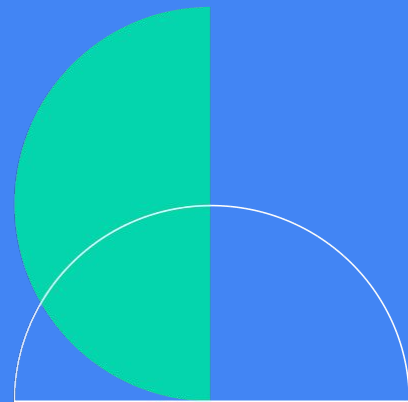
#### How is diversity at HubSpot?

...Incredible culture code, very professional and collaborative people, a lot of resources and information available for you job, diversity is real, respect is the basement, can work remote, excellent salary, so it is a great place to grow at any time of your life...[Read More](#)



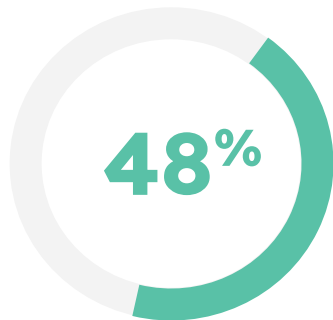
Trend 4

# Workplace communities



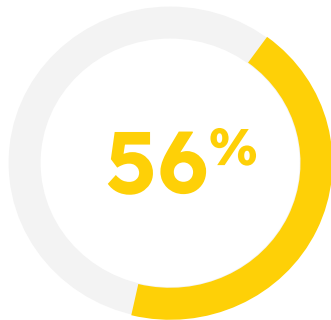


# Remote work brought challenges



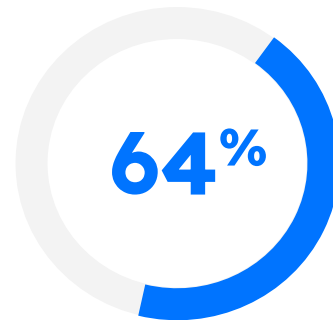
## of employees

Have felt isolated from coworkers during the COVID-19 pandemic\*.



## of employees

Wish they had a community to receive career advice

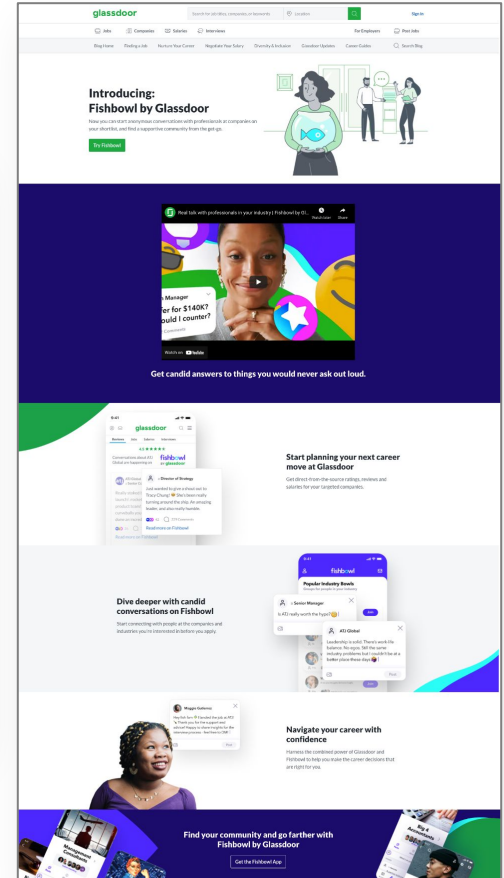
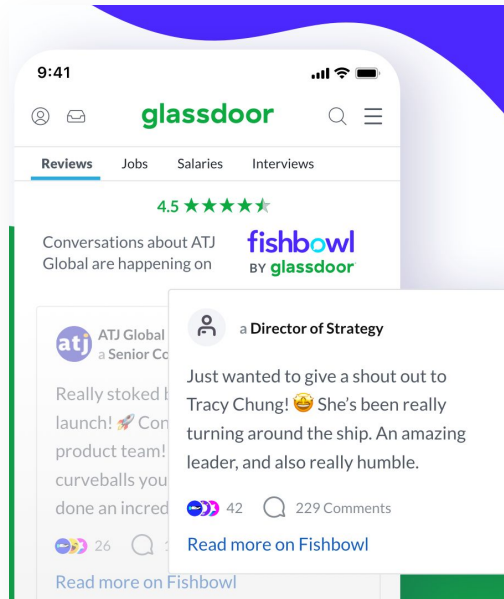


## of employees

Want a way to ask questions of industry peers

How did Glassdoor take action?

# Acquiring Fishbowl



How did Glassdoor take action?

# Integrating experiences

As job seekers explore, they will get detailed insight into questions and conversations

The screenshot shows the Amazon Glassdoor profile page. At the top, there's a banner with photos of employees and a 'TOP COMPANIES #1 in the U.S.' badge. Below the banner, the company name 'Amazon' is displayed with an 'Update' button. Navigation tabs include Overview, Reviews (137k), Jobs (82k), Salaries (179k), Interviews (43k), Benefits (25k), and Photos (843). A 'Following' button and an 'Add a Review' button are also visible. The main content area is titled 'What people are saying about Amazon' and features three review cards from Fishbowl:

- Tech** (works at Amazon, 8m): "How difficult it is to get promoted to L6 from L5 as a TPM at amazon. Trying to understand what is realistic and what are the expectations. Amazon" (3 votes, 6 Comments)
- Consulting** (works at Amazon, 1y): "Can someone shed some light on the comp at Amazon between Engineering/dev roles vs Supply Chain PM roles? Does a L5 engineer/sde make the same as a L..." (8 votes, 13 Comments)
- Career Pivot** (works at Amazon, 5d): "Debating if I get my masters in Sports Business as a way to pivot into a career field I'll enjoy. Currently working at Amazon as an L4 and don't like the culture in Ops..." (1 vote, 7 Comments)

Each card has a 'Read more on Fishbowl' link. To the right, there's a 'Join the conversation on fishbowl BY glassdoor' link. Below the reviews, there are sections for 'Amazon Locations' (listing various offices with ratings), 'Jobs You May Like' (listing roles like Executive Assistant, Warehouse Associate, Delivery Driver, and Support Associate with salary ranges), and 'See all affiliated companies' (listing Twitch and Ring).



# Key Takeaways



# 2022 Labor Market Recap

- Tight labor market will stay
- Employees will continue to demand more of employers
- Job seekers seek out more information about companies and industries
- Employers can build momentum around DE&I, career development and community across home offices & work spaces

# Lessons learned

Overall, stay ready.

**1**

Look at trends to  
anticipate the future



**2**

Pick your battles, you  
can't win them all



**3**

Listen to your  
audience



# While nobody can predict the future...

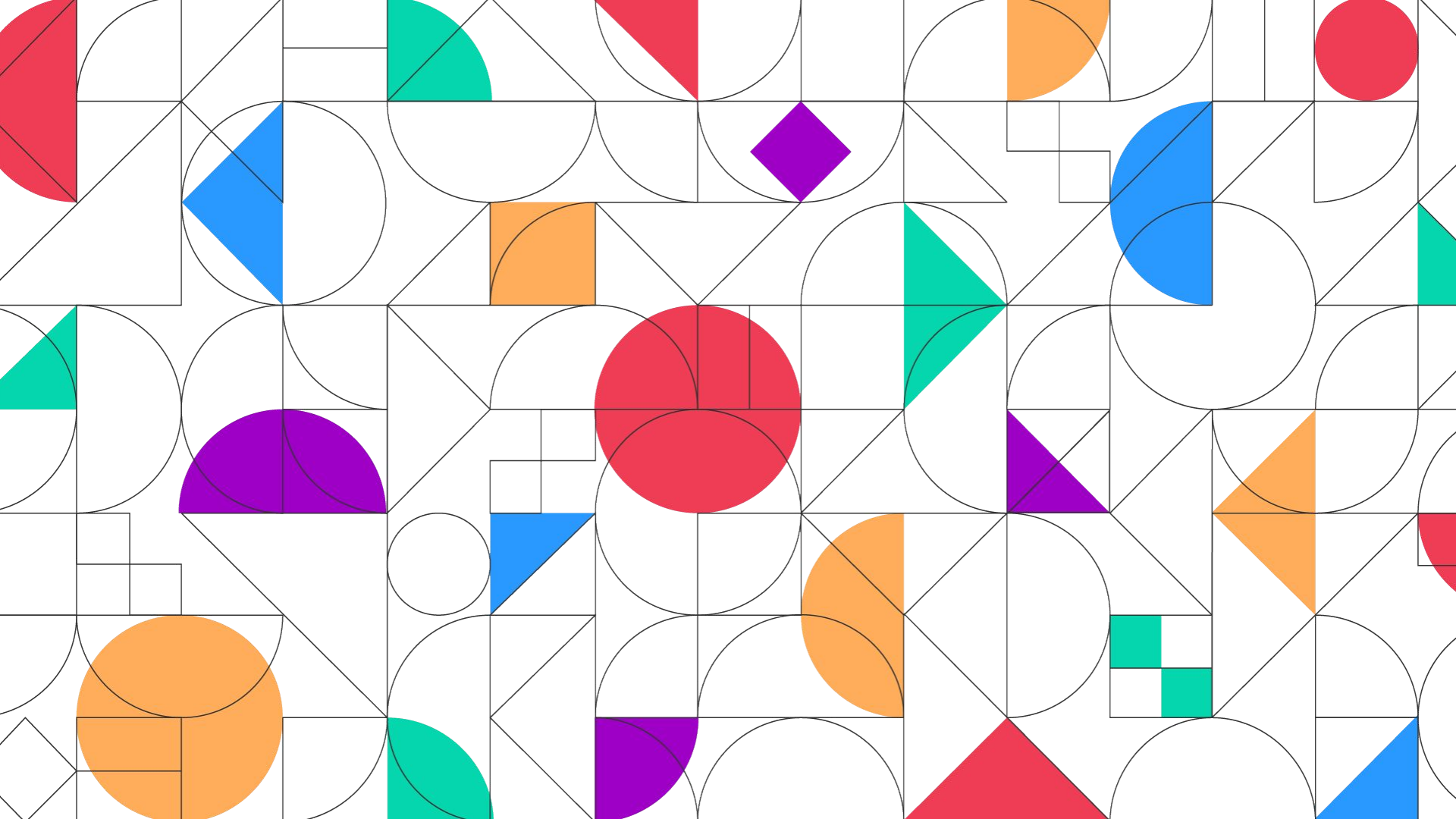
- **Inflation will likely start to ease** as oil supplies hopefully ramp up. But inflation will stay higher than long-term 2023 trend
- **It's likely that the pace of interest rate hikes will slow**, but inflation will make it hard for the Fed to cut rates
- **The labor market will soften**, causing more competition for job seekers. But there will still be demand particularly for frontline workers

Stay tuned for the 2023 Labor Market trends coming out in December!  
[glassdoor.com/research](https://www.glassdoor.com/research)

Activate 2022

Q&A







# A Few Housekeeping Items

- Submit your session feedback in the mobile app by selecting this session and then click on **feedback** at the bottom. **Rate the session and click post your feedback!**
- All session recordings will be available at the end of September on [iterable.com/activate](https://iterable.com/activate)
- Continue the conversation on social using **#Activate22**
- PSSST: some sessions will have QR codes to scan and earn points towards the raffle. **Keep your eyes peeled!**

