

# Marketing Automation for Recruiting And Staffing

Sugar Market is the all-you-need marketing automation solution built to work for you. With a curated toolset that includes highly intuitive campaign builders, advanced automations and superior reporting, you gain increased visibility into candidate and client engagement so you can stop searching and start hiring.

## Stop Searching. Start Hiring.

- Stop wasting time manually searching through your database when you can have visibility into who to reach out to and when. Knowing when to connect with prospects allows you to focus your efforts on tailoring experiences to surface only the most qualified candidates.
- Deliver the right message at the right time by tracking candidate engagement to understand their preferences and preferences and utilizing templates, drag-and-drop emails and automated nurtures to deliver personalized messages quickly and at scale.
- Remain top of mind with powerful nurture campaigns based on specific dates, engagement or job preferences so future openings are easier to fill using your existing network.
- Gain powerful visibility into candidate interaction with your messages to filter out passive job seekers and utilize automatic alerts to reach out when a candidate takes an action indicative of interest.
- Further develop your brand and enhance your marketing strategy by embracing the digital transformation to build brand awareness and enhance the candidate experience.

## Customer Testimonials



*"The Sugar Market system is smart, intuitive and 'easy to use'. The 'engine' driving this MAP is so well designed. It is a MAP—designed by marketing leaders—for marketers desiring a robust marketing automation platform that gets the job done and has the ability to scale. However, it's the entire Sugar Market team that exceeds my expectations on a daily basis and is the true differentiator for our organization."*

—Marketing Director in the Manufacturing Industry



*"If you are a staffing firm that's been on the Bullhorn platform for a while like us and are serious about content marketing, Sugar Market could be a game changer."*

—Serafim Mendonca, Sr. VP of Corporate Development



*"It is all about visibility of the latest interactions to demonstrate a great customer experience. By seeing what has happened, the recruiter can build better relationships by having better conversations."*

—Kirsten Moorman, Marketing Manager