



Applied Industrial Technologies—a leading distributor and technical-solutions provider of industrial motion, fluid power, flow control, automation technologies, and related maintenance supplies—always knew they had to be on social media. As Cliff Wagner, Talent Acquisition Manager at Applied Industrial Technologies puts it, “We knew we needed to drive our presence on social media and build our brand.”

The problem was that they lacked the time to do so effectively.

So they turned to CareerArc.

Partnering with CareerArc was a no-brainer for Applied Industrial Technologies. “It was step one,” says Cliff. “And the results have been great so far.”

When they signed on to CareerArc in 2017, only 1.5% of their applicants were coming from social media. Fast-forward to 2021, and they’re seeing 20.1% of their applicants coming from social media—a growth of 1,240%.



We have seen our applicants from social media go from less than 2% of our online applicants to as many as 20% of candidates last fiscal year coming from social media.

CLIFF WAGNER
TALENT ACQUISITION MANAGER
APPLIED INDUSTRIAL TECHNOLOGIES

12x increase in candidates from social media

About CareerArc

CareerArc is the only social recruiting platform designed for talent acquisition teams. We help the world's largest, most exciting brands attract and hire top talent on social media.

For more information on how CareerArc can enhance your employer brand and extend your social reach, contact us to schedule a demo.

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Sourcing talent has been a challenge over the past 18 months. CareerArc allows us to access a nearly-untapped passive candidate audience. It would be challenging to consistently maintain a presence on social media, but we can rely on CareerArc’s automation to do this for us.

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TALENT ACQUISITION MANAGER
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The best part of the growth, continues Cliff, is how little effort it took from them. “[Before CareerArc,] it was very manual.” In contrast, CareerArc has helped them grow the effect of their social media presence tenfold while saving them between 75-80 hours per month, or almost 1,000 hours a year.

The past two years have been particularly challenging for anyone in the talent acquisition space. Being able to rely on CareerArc to find passive candidates during this period has helped Applied Industrial Technologies adapt.

