

The Influence of Social Media Marketing in Talent Acquisition and Recruitment Students in The Netherlands for Wazza Design Company

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ABSTRACT

Wazza Design is a start-up consulting company that operates their business in the field of marketing and web design. The company are having partnership with other businesses or known as B2B. Moreover, Wazza Design is a new and young start-up business with less than a year of experience. Currently, the company has a limited amount of capable and qualified personnel in their organization. Apart from the current action done by Wazza Design, the company is still looking forward to adding more talents with various backgrounds of education and experience which could be used to improve Wazza Design's performance and stimulate growth. In order to attract the potential student talents, the researcher conducted research regarding the strategies that could be implemented by Wazza Design. The method that was used was the qualitative method. Primary data was obtained by spreading the questionnaire and conducting interviews with the students of the Netherlands. As for the Secondary data, it was obtained from reliable sources such as research with similar discussion such as journals, textbooks and theories and credible statistics obtained from Statista.com. Based on the research, the student talents in the Netherlands are using social media platforms to find a job. Therefore 2 strategic recommendations have been created; Optimizing Wazza Design's Social Media Profile and Using Employer Branding Strategies to Build the reputation of Wazza Design.

Keywords: Marketing, Social media, Talent

INTRODUCTION

In 2021, a student from the university of Twente established a start-up consulting company named Wazza Design, where the company operates their business in the field of marketing and web design. Wazza Design operates their business by having a partnership with other companies or known as B2B businesses. According to Statista, there are four thousand of start-ups in the Netherlands, in the year of 2019. With the surge in numbers of the start-up businesses in the Netherlands, it could create a business opportunity for Wazza Design. Most of these start-up businesses are equipped with a minimum amount of capital and most would not employ their own marketing team (Shokurova,2022). This situation posed an opportunity for Wazza Design where it could offer its services to these businesses in order to improve their marketing performance.

Furthermore, since the founder of Wazza Design has a background in web design, it would help to add value for the company because many of the potential customers of Wazza Design would appreciate and need the help of web designers. This added value would increase the prospect of Wazza Design and improve the numbers of potential customers and partners that would like to employ Wazza Design's services. The added

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value of web designing for Wazza Design could be seen from the past projects that were done by Wazza. Some of the past clients would employ the service of Wazza Design to design a proper website for their business.

As a new start-up in the industry, Wazza Design had a limited amount of capable and qualified personnel in their organization. Three of the members are interns and two of the other members are freelancers. This situation showed that Wazza Design is in dire need of capable talents that would help them grow as a business and as an organization. Since, Wazza Design is a new and young start-up business that was founded back in 2021 and with less than a year in their experience, it would limit their operation and option. Furthermore, as a young start-up, Wazza Design's social media presence is still considerably lacking. The objective of this research was to provide advice on the social media strategy in acquiring student talents in the Netherlands to Ms. Snezha Dimitrova of Wazza Design. So that the company can implement the strategies in order to acquire capable students to work for Wazza Design. This advisory report includes Wazza Design's recommended strategy for attracting potential student talents in the Netherlands via social media.

THEORETICAL FRAMEWORK AND HYPOTHESIS

There are several things that start-ups could offer the students in order to attract them to work for the business. Since most students were new to work experience, start-up could attract them by offering the opportunity to grow along with the business. Furthermore, since start-ups usually offer more equality and freedom for their employees, it could also be used as an offering to attract students to work for them. According Indeed Career Guide (2021), start-ups frequently create informal, non-traditional work environments. These benefits may easily attract employees who prefer less structure and more freedom at work. Those offerings could be shown by the start-up businesses from various channels such as digital media.

Digital media would help companies spread information faster and with a wider scope (Benjamin, 2021). This ability would help companies in offering their ability and showing their work environment to the world in a more efficient way. By showing their ability and showing their work environment, talents from various backgrounds could be attracted and pulled towards the company. One of the digital media platforms that could be used to show this information would be social media. Social media plays a vital role in the modern era (Chaturvedi et al., 2014). People and organizations alike have used social media platforms for various reasons, be it personal or for work related activities. Social media has also become famous amongst people of the younger generations, which include students. Students would often use social media and be active on its platforms for many reasons and for a high frequency. This is an opportunity for businesses such as start-ups to be able to attract them to work with or for them.

Employee is important for a company's overall capability and operation. Qualified and skilled employees will contribute their skills and improve the performance of a company. The performance of an employee usually would reflect the company's performance. Without acquiring the proper talent, a company cannot truly prosper (Vosloban, 2012). Furthermore, according to Vosloban (2012), companies that understand how to use and invest in their resources can grow rapidly, resulting in an emerging market business strategy. No matter the size of a company, employees are very crucial and important. Be it a corporate size company or a small start-up. In corporation's employees could contribute in smaller teams with more structure, whereas in small businesses, employees could work with more equality and freedom.

Small start-ups would rely heavily on employees that are able to perform well. Great teams of employees would help start-ups to grow their business. However, because start-ups are businesses that started new and usually would possess a limited amount of capital, these businesses typically begin with high costs and limited revenue, hence why they seek funds from a variety of sources (Grant,2021). Therefore, they have a limited capability in acquiring good talents. Usually, start-up businesses would acquire talents from students that were still studying in university or recently graduated students. College graduates offer unique talent because they are eager to demonstrate their ability to succeed in a start-up environment and are enormously coachable (Huhman, 2014). This would help them to control the capital spent on acquiring those talents that would work for them because most students offer limited amounts of experience, and hence, they would receive less payment.

RESEARCH METHOD

Qualitative research methodology has been used in this study. Primary data was obtained by spread the questionnaire and conducting interviews. Secondary data was obtained from reliable sources such as research with similar discussion such as journals, textbooks and theories and credible statistics obtained from Statista.com. In order to answer the main question regarding the useful social media marketing strategy to acquire talents for Wazza Design the platforms and forms of social media could be researched as the fundamental for the overall research. By reviewing the platforms and each of their benefits and challenges, it would be helpful to formulate a recommendation on the social marketing strategy to be used by Wazza Design.

In order to develop a feasible social marketing strategy to attract talents for Wazza Design, a current analysis of Wazza Design's talent acquiring strategy is necessary. The current analysis of the strategy and situation would be used as the basis of the research, and could be used to assess and compare the usefulness of the new strategy. In order to acquire the right talents to work in Wazza Design, it is important to identify the criteria of the potential talents. Therefore, an analysis of the required criteria of the talent could be conducted. The analysis would include the persona of the prospective talent, the prospective talent's demand and needs from the company, the channels used by these talents in order to find jobs, and the most prospective area to acquire these talents. These analyses would be helpful to provide necessary information of the target, and it would also be helpful in order to create a clear target for the talent acquisition strategy.

RESULT AND DISCUSSION

External Analysis

After conducting the research within external analysis, it can be concluded that there are some factors that Wazza Design needs to consider in order to attract potential talents to work in the company. The characteristics of the potential talents that Wazza Design is looking for are categorized by age, interest, goals, concern, and the location of the talent. The age of potential talents that Wazza Design targeted is between 18-25 years, because the company is focused on finding young talents to work for the company. On the other hand, Wazza Design needs to formulate a good strategy in order to attract the potential talents to apply for the job through an online channel. According to Statista (2022a) there is a slight decrease in applying and searching for jobs online. In contrast,

Wazza Design focuses their business on Marketing, Engineering, HR, Technology and Creative Design.

Based on the finding on Statista (2022b), there are 3 majors that accounted for the largest number of students in the Netherlands. It can give opportunities for Wazza Design to attract more talents from those majors, as it relates to the area the company focuses on. According to the survey that has been done, LinkedIn is the most used channel by the students in order to find a job. The students' motives that are looking for a job is to earn money, and to gain experience. Therefore, there are demands from students for the company such as the working environment that the students prefer is hybrid working. On the other hand, the students prefer to work flexible working hours and in terms of the compensation, the students prefer to get paid by an hour.

Internal Analysis

In order to assess the capability and internal situation of Wazza Design, an internal analysis was conducted with the founder of Wazza Design. By understanding the capability and internal situation of Wazza Design, a proper formulation of potential talent attraction strategy could be implemented. The analysis consists of analysis over Wazza Design's organization and culture, its budget for talent acquisition, the current social marketing strategy implemented, the current talent acquisition strategy, and the competitive advantage of Wazza Design in acquiring talents.

Firstly, Wazza Design is formed of a small team with a few members. Communication between each member was smooth and all the members were encouraged to support each other and to ask questions in case of a bottleneck. Moreover, the members of Wazza Design are driven to be more proactive and responsible towards their own duty. Each member is capable of being independent and self-reliant in determining their own goals and deciding the course of action necessary in order to achieve said goals. Secondly, in the current budget plan that Wazza Design has, there are five allocated budgets for the personal cost. This budget comes as the compensation for the talents when they are working for a project. The cost consists of; marketing intern salary, human resource intern salary, engineering intern salary, creative design intern salary, and technology intern salary. Each of these base salaries are paid per project with 100 euros of cost per project.

Thirdly, as of now, Wazza Design is not implementing any specific talent attracting marketing campaigns. The company is currently not using any marketing strategies and only creates job postings in a job listing website such as LinkedIn. On the other hand, there is a plan to develop the recruitment marketing of Wazza Design in order to acquire the most suitable talents. For its recruitment marketing, social media has been chosen because Wazza Design mainly targets people from Generation Z and Millennials age range. This fact is useful because it has been proven that there are a lot of people from Generation Z and Millennials that spend their time using social media. Thus, using social media as part of the recruitment would enable the job offering to be more accessible for the target audience of Wazza Design.

Fourthly, the current talent acquisition strategy used by Wazza Design in order to gain their potential talents is by creating a job posting on LinkedIn. Using LinkedIn for recruiting, Wazza Design finds it more effective and efficient since the recruiting talents team only consists of one person. Moreover, LinkedIn is the biggest platform that is used by individuals in searching for jobs as well as the recruiter to find the perfect candidates. Finally, the competitive advantage of Wazza Design in terms of talent acquisition, is the fact that as a start-up, there is a possibility of students being attracted into joining the company, because start-ups in marketing and consulting have been growing well.

Furthermore, Wazza design lacks the required reputation which can help acquiring talent, so growing said reputation will help.

Student Talents Analysis

After analyzing the result of the interview with three different students, it can be concluded that students are more active on social media, such as LinkedIn and Instagram. The students used LinkedIn to find more job opportunities and professional network and contents. On the other hand, the students are using Instagram to see informative content with attractive posts. By maximizing the features that exist in the platform, it can create an attractive content. In the meantime, content is the most powerful influence from students to visit the company's social media. Moreover, compensation, professional working experience, certificate or letter of recommendation and good company's working culture and value are what students are looking for in a company that they would like to apply to. Other than that, the reputation of a company also plays a role in a student's decision to join the workforce.

CONCLUSION AND RECOMMENDATION

After analysing the findings of the research, it can be concluded that:

1. Based on the research that has been conducted, Instagram and LinkedIn are the social media platforms that are mostly used by the students, especially to look for job opportunities. According to Statista (2021), most of the Individuals of the Netherlands are using LinkedIn to find a job.
2. Based on the research, currently Wazza Design is not implementing any strategies to attract the potential talents. The company only put the job advertising on LinkedIn.
3. Based on the result of the research that has been conducted, Wazza Design targets the students of the Netherlands who are interested in marketing, web design, and accounting, and are looking to earn and develop professional experience.

In order to acquire the capable student talents in the Netherlands to work in Wazza Design, the company strongly advised to follow the strategic recommendations that have been formulated;

1. Optimizing Wazza Design's Social Media Profile

Based on the research, social media can help Wazza Design to attract prospective talents. And thus, it is very beneficial and important for Wazza Design to have high quality social media accounts with excellent visuals and great contents. As seen from in figure 3.2 regarding the current situation of Wazza Design's social media platforms, their social media presence is rather lacking, and it could be seen that the type of contents that have been posted is rather subpar. Most of their posts are related to special occasions or motivation posts only. The themes that have been used for the contents are rather unclear except that most of them were related to motivational posts. In order to be able to attract potential talents, Wazza Design needs to prepare good quality content. This can be done by:

- a. Choosing the main theme of their social media looks, Wazza Design can choose one color as the main color for their social media. Therefore, every time Wazza Design creates a post, there is a hint of Wazza Design's looks.
- b. Set a schedule to make consistent posts, it will enhance the brand trust, credibility, and reputation of the company. Wazza Designs can choose one day in a week to share their posts. A consistent type of post and schedule is preferable because it would be easier for Wazza Design to manage, and it will show that the company is well-prepared, which is preferable for the potential talents.
- c. Improve the Quality of the Social Media Posts of Wazza Design in terms of visual and aesthetic. The current visual and aesthetic of Wazza Design's social media posts are achieved using Canva's template. They depend on the template that is available in Canva's template. This resulted in a rather lacking visual quality and an inconsistent theme of posts. This created a rather unattractive view for the prospective talents, and even incur the feeling of laziness of the company.
- d. As seen in figure 3.3 there are existing features in Instagram that Wazza Design can maximize in order to improve the quality. Therefore, it is strongly advised that Wazza Design needs to maximize their Instagram account by using the existing features.
- e. Moreover, regarding the creation of posts, there are numerous types of content that are relatable for the potential talent and attract them into learning more about the company which leads to potentially applying for the job. Therefore, Wazza Design needs to consider this type of posts:
It is advised for Wazza Design to create a post about the background and the story of the company. This kind of post would be one of the first posts for the social media of the company in order to showcase what kind of company it is and how it operates. By showing the kind of work it does and the background of the company, people with similar backgrounds would be more attracted to learn more about the company. For this type of post, it is imperative that it is as shareable as possible. The more views this post gets the better. In order to do that, viewers can be encouraged to share the posts. Furthermore, it is recommended for the members, colleagues, or acquaintances of the company to act by sharing the post via their own social media accounts.

2. Using Employer Branding Strategies to Build the reputation of Wazza Design.

Based on the findings, in looking for a job the students are checking on the reputation of the company. It is recommended that Wazza Design do the following, to building the reputation of the company:

- a. Wazza Design needs to create the work process and work environment of working in the company in their social media. According to the current situation of the social media account of Wazza Design, it is still lacking in showing the working culture and the benefit of working in Wazza Design.
- b. Wazza Design must show the working culture of the company by proofing it from the testimonials of the employees.
- c. It is strongly advised for Wazza Design's employees to take over the social media account in order to share their up-to-date activities within the company. The employees can be transparent by sharing the experiences and challenges they faced in the company. Transparency can be used to show

that Wazza Design is an honest and transparent company which is willing to support its employees.

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