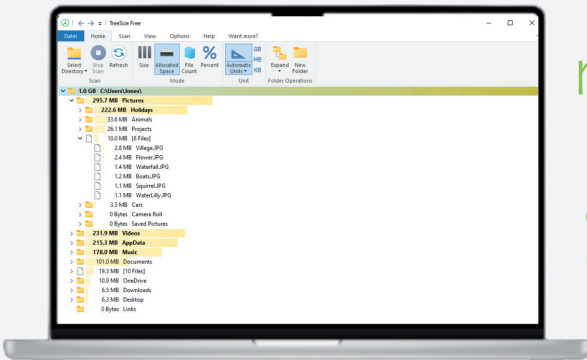# Empower

Optimize your recruitment marketing assets

Are your recruitment marketing assets easy to find and share?

Recruitment marketing assets are often saved across multiple locations making it difficult to access, share and track.

Empower lets recruiters find and use the resources they need to hire quality candidates and provides managers the essential decision making metrics to track users and usage.

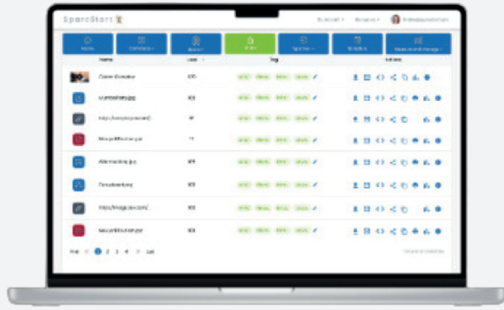**+2** HOURS
Saved per week per recruiter finding assets

+265%
Sharing of existing assets

+100%
More data on assets

Increase the ROI on all your marketing assets and make your recruiters more efficient.

SparcStart

Empower ⚡

Organize, manage and measure all your recruitment marketing assets to increase your efficiency and ROI.

Consolidation and Organization
Centralize all your assets in one place including videos, documents, forms, presentations, graphics, posts, links to microsites, articles or registrations pages.

Intuitive Accessibility
Find exactly what you need by title or topic using the multi-level tagging and advanced search capabilities for all your recruitment marketing assets.

One-Click Sharing
Leverage all your assets with a single click whether it is via social media, attached to an email, shared internally, downloaded, copied, linked or embedded.

Comprehensive Analytics
Know which assets are being used, where, how and by whom so you can focus your future investments where they will generate the most results.

Team Collaboration
Build knowledge by enabling recruiters to upload and contribute resources they have created expanding expertise to the entire team.

Version Control
Designate approval privileges to ensure all assets are appropriate and meet company guidelines. Establish expiration dates to keep assets current and eliminate duplicates and outdated versions.

Positive Coaching
Give visibility to the recruiters actively sharing resources and coach new recruiters to repeat successes. Create teams and track performance for gamification.

Training Tools
Create a recruiter toolbox designated "for internal use only" and keep recruiters up to date on product, process and policy changes, manuals and other information they need to succeed.

SparcStart