



The Art and Science of Work.

Workology.com | [@Workology](https://twitter.com/Workology)

The History of Workology

Workology is a destination for the disruptive workplace leader discussing trends, tools and case studies for HR, recruiting professionals and business leaders. The site and community is designed for those who are tired of the status quo and are compelled to change and transform not just their organization but the world of work and the human capital industry.

About Workology

Updated 2021



600,000 HR
LEADERS EA. MONTH



200K SOCIAL MEDIA
FOLLOWERS



250,000 MONTHLY
WEBSITE VIEWS



400,000 LIFETIME
PODCAST DOWNLOADS



250,000 NEWSLETTER
SUBSCRIBERS

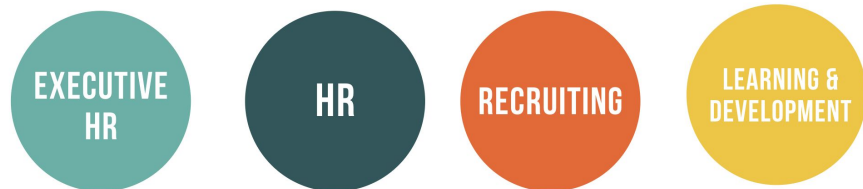
Demographics



Companies



Audience Focus

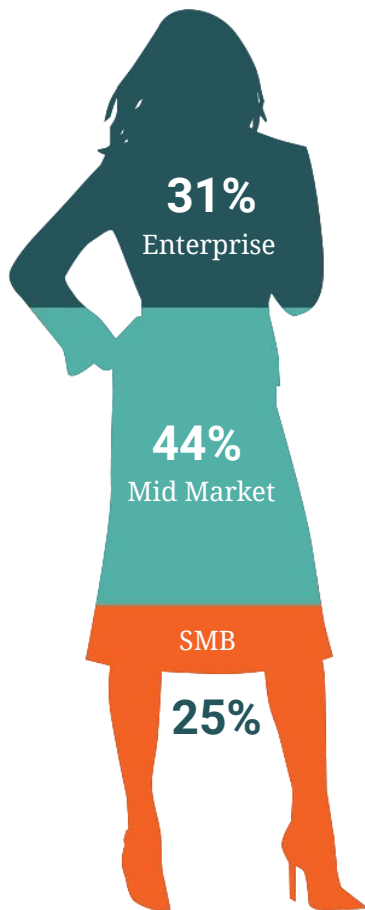


Audience & Reach

Updated 2021

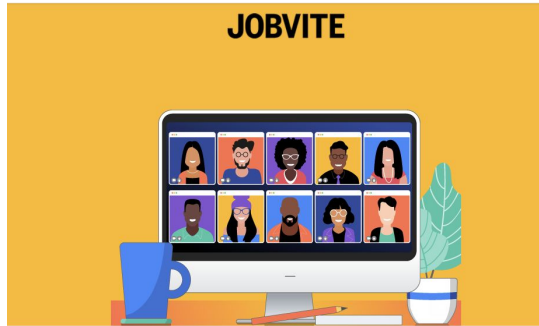
Audience

- Experienced to senior level HR and recruiting practitioners with 7+ years of experience.
- Advanced college education beyond a bachelor's degree.
- The average visitor spends 9 minutes on our website



Top Industries

1. Advertising
2. Finance
3. Technology
4. Healthcare
5. Energy



Every year, Jobvite surveys hundreds of recruiters and HR professionals for our [2020 Recruiter Nation Survey report](#) to determine where the industry's priorities lie and what current hiring trends are.

We asked, you answered, and we compiled all of the [results](#) into our [survey report](#)!

This year was undoubtedly different as Americans continue to face significant societal challenges and change in 2020, the impact is being felt by talent acquisition professionals from organizations of all sizes and across all industries.

Some of the key takeaways from this year's report include:

- The importance of D&I initiatives
- Increased priority of quality of hire over time-to-hire
- Social media's rise as a recruitment channel
- Trends in remote work and video interviewing
- Utilization of AI and automation in daily recruiting tasks

Download the report to see how your peers are rolling with the changes [2020](#) has brought, and what they're focusing on in 2021.

[Download the report](#)

JOBVITE

Connect with Jobvite



HR E-BLAST

Reaches 80,000 HR Pros in 4 segmented groups by company size. Deets next slide.

STARTING AT \$7,000

TRAINING E-BLAST

Reaches a targeted list of 20,000 Training Professionals & decision makers

\$4,000 PER ISSUE

RECRUITING E-BLAST

Reaches a targeted list of 60,000 Recruiting Professionals & decision makers

\$5,000 PER ISSUE

SR HR E-BLAST

Reaches a targeted list of 60,000 CHRO's & decision makers

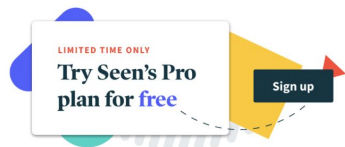
\$7,000 PER ISSUE

600 Pixel Wide Banner with unlimited images



GENERAL HR DEDICATED EMAIL BLAST (COMPANY SIZE)

List is segmented into the following company size categories with 80,000 contacts each.



Why are companies like Grubhub, VRBO and Allstate turning to Seen by Indeed? Because thousands of tech candidates are coming to Seen to match to their next big opportunity.

As a tech talent marketplace, Seen helps you find your next great tech hire in just a few clicks. And because we get to know the talent (not just their resume), you can check off every box on your wishlist—skills, location, salary and more.

For a limited time, try Seen by Indeed's Pro plan free (valued at \$10,000/year). For two weeks, you'll get:

- Access to over 120,000 tech candidates
- Unlimited contacts
- Matching and *interested* candidates sent straight to you

[Claim your free trial](#)

Sign up and add your jobs, and we'll grant you access to Pro within 1 business day.

SEEN
BY INDEED



COMPANY SIZES

- *Small Size Companies: 0-499 employees*
- *Medium Size Companies: 500-2,499 employees*
- *Large Size Companies: 2,500-9,999 employees*
- *Enterprise Size Companies: 10,000+ employees*

PRICING

- *1 group: \$7,000*
- *2 groups: \$13,000*
- *3 groups: \$18,000*
- *4 groups: \$23,000*

METRICS

Open rates are generally 13-18% with click throughs 3-7%.





New-Skill Your Workforce to Catalyze Change

Dear Jessica,

What does it mean to catalyze change? It means introducing new tools, processes, or approaches to inspire a fundamental transformation. It means setting the right conditions to accelerate the chemistry of people and ideas that allow your organization to innovate.

Download this research report to gain insight into six action items that high-performing organizations use to build a new-skilling approach to learning and development that can better keep pace with changing needs and priorities of the organization and its people.

DOWNLOAD NOW

Don't see the button? Click [here!](#)

WHAT'S TRENDING IN HR & RECRUITING

Love the newsletter? Join our Workology Group on Facebook. Join the conversation by [clicking here](#).

Be in the Know

Suggested Reading

- [Here's How to Avoid Accidentally Showing Your Genitals to Your Colleagues on Zoom](#). It's happened to the best of us during this period of extended working from home: You're minding your own business when suddenly a Zoom room full of your colleagues and/or business partners gets a non-consensual eyeful of unsecured loin.
- [Jobs Reset: Why 'Intentional Learning' is the most important skill to learn right now](#). In a recent report, McKinsey describes 'Intentional Learning' as the most fundamental skill for professionals to cultivate in the coming decades, saying that: "Few adults have been trained in the core skills and mindsets of effective learners".
- [Why it's time to include compensation ranges in job postings](#). Changing jobs is one of the most significant decisions we make. It's right up there with deciding to get married or buy a house. And for most job searches, the process goes something like this: You draft a résumé that captures your experience.
- [Ep 248: How to Help Remote Teams Be Productive](#). Right now, we're all looking for ideas to help our teams who are suddenly dispersed and working from home due to the coronavirus. How do we ensure they have the resources they need to do their jobs from home?



ON DEMAND
DEMOS FROM 20+ COMPANIES

ACCESS NOW

HR NEWSLETTER

Reaches 80,000 HR Pros in 4 segmented groups by company size. Deets next slide.

STARTING AT \$5,000

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Reaches a targeted list of 20,000 Training Professionals & decision makers

\$3,000 PER ISSUE

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SECONDARY AD OPTION

ad available below the fold for each newsletter

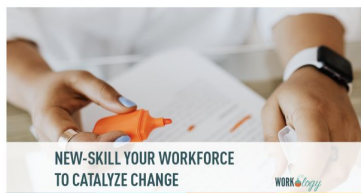
STARTING AT \$1,500

Includes a header, text, and call to action (CTA)



GENERAL HR NEWSLETTER (COMPANY SIZE)

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Ep 208 – Recruiting Trends for 2020

Dec 18, 2019 | By Jessica Miller-Merrell | HR, Podcast

FUTURE OF RECRUITING

Featuring: Bhushan Sethi

EPISODE 208

Sponsored by



PODCAST SPONSORSHIP

4 episodes per month with 1 sponsor allowed. Over 5,000 downloads for each episode within 45 days of posting. 15 second spot that Jessica or host will read after intro. Logo will be placed on the featured image as well as linked in the transcript on our website. Company will also be mentioned at the end of the episode.

\$6,000/ MONTH

PODCAST SERIES

A customized 8 episode series featured on Workology Podcast.

STARTING AT \$6,500/SERIES



SAMPLE COMPANIES WHO HAVE PARTICIPATED



DocuSign

DocuSign for HR

Hiring, Onboarding & Employee Engagement in a remote workforce

10.8.2020

SKILLSURVEY

Post-Hire

Engage and retain your employees

SKILLSURVEY

Confidential - © SkillSurvey, Inc. 1

VIRTUAL PRODUCT DEMO

*Every Tuesday - Limited
to 4 per month*

*Expect 150 + Qualified
Leads*

\$7,000 PER DEMO

WEBINAR SPONSORSHIP

\$10,000/PER WEBINAR

1 sponsor per webinar. 2 minute live pitch after the introduction of the webinar. Sponsor provides the speakers & content.

Webinars usually have 250 to 600 registrants per webinar. Registration list will be provided to the sponsor for follow up correspondence.

WEBINAR REGISTRATION

WEBINAR

7 STRATEGIES TO STREAMLINE HR BUSYWORK

& MAXIMIZE YOUR HR TEAM'S PRODUCTIVITY

TripActions

1 PM EST | 10 AM PST

7 Strategies to Streamline HR Busywork and Maximize Your HR Team's Productivity

Available: October 10, 2019 at 1 PM EST (12 PM CST, 10 AM PST)

Session Description:

The average U.S. worker spends on average 47 hours a week at work, 14 hours a week being productive, and nearly 10 hours of week distracted and surfing mindlessly on the web. As an HR executive, your struggle to optimize and elevate your own workday and your team's is constant and unrelenting.

In this webcast, you'll learn 7 strategies to streamline your HR team and drive maximum productivity, helping to eliminate non-productive time and busywork in human resources. Hear from our speakers on how to get out from the HR weeds and be more strategic in your role supporting the larger business. This hour-long interactive presentation focuses on HR productivity strategies for success, prioritizing you and your team's tasks, combined with recommended technologies and tools designed to help you operate in the most focused and optimized way. You'll walk away with success strategies designed to increase productivity levels as much as 25%. Imagine if you had 25% more of anything - more time, more results or more happiness.

This webcast is pre-approved for 1.0 business HRCE and SHRM credits.

A replay will be available for those unable to attend the webinar live.

Speakers:



Jessica Miller-Merrell, SHRM-SCP is the Founder of Workology.com and the Chief Strategist at her company, Exceptional HR. She specializes in providing HR and talent acquisition consulting and resources for organizations focused on simple solutions that leverage digital and technology. She's the author of *Talent This? Twitter for Business* and *The HR Technology Field Guide*. Jessica has been recognized by *The Economist*, *Forbes*, *SHRM Magazine* and others for her contributions to HR and recruitment.

WEBINAR

1 PM EST | 10 AM PST

7 STRATEGIES TO STREAMLINE HR BUSYWORK

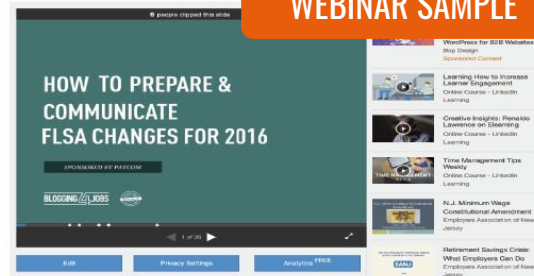
& MAXIMIZE YOUR HR TEAM'S PRODUCTIVITY

TripActions

REGISTER >>

EXAMPLE

WEBINAR SAMPLE



\$12,000/PER WEBINAR

1 sponsors per webinar. 2 minute live pitch after the introduction of the webinar. Jessica Miller-Merrell, Founder of Workology is the speaker & develops content.

Webinars usually have 250 to 600 registrants per webinar. Registration list will be provided to the sponsor for follow up correspondence.

How to Build Belonging at Work (and Why it Matters)

Sep 23, 2019 | By Steven Huang | HR



How to build belonging at work (and why it matters)

At some point in our lives, we've all been in a situation where we felt we didn't belong. Perhaps it was that birthday party of a friend of a friend where you just couldn't find anything in common. Maybe you were underdressed (or overdressed) for a professional conference. When faced with these types of situations and the uncomfortable feelings they bring up, we typically try to leave.

However, what if the place you felt you don't belong is the place you have to be for eight or nine hours a day; Monday through Friday?

When employees feel like they don't belong at work, their performance and their personal lives suffer. Creating feelings of belonging for all employees is one of the best things you can do to improve employee engagement, performance, and help support business goals.

Building belonging at your company

In order to build a sense of belonging among employees at your company, you must first embrace and put into practice a commitment to diversity and inclusion. There is no checklist for creating a diverse and inclusive company, but starting with getting executive-level support is often an important first step. Just as building company culture isn't an HR-only initiative, creating a diverse and inclusive company where people feel they belong is a company-wide effort.

One way to get a baseline to understand whether or not people feel like they belong at your company is to use a [diversity and inclusion survey](#). Just like any workplace survey (say employee engagement, for example) using a diversity and inclusion survey is the beginning of a conversation. This type of survey provides invaluable guidance on how to move forward creating a diverse and inclusive company where all types of people can belong.

More Great Resource

[Ep 136 - Future of Work: Workplace Accessibility and Inclusion](#)

[Episode 150: Creating Authentic & Inclusive Experiences for Your Workforce](#)

FEATURED BLOGS

\$2,500/POST

EXAMPLE

1 featured blog posting per month. Sponsor gets to post in the blog. The writer of the blog will also get a bio at the bottom of the article. Shared on social media for extra exposure.

Graphic size 1200 X 630 pixels in jpg format.

Posted in [HR](#)

FEATURED BLOG BIO



Steven Huang

Steven oversees Culture Amp's global diversity and inclusion practice. With a mixed background in data analytics and social justice, he advises customers on D&I strategy, measurement, research and partnerships. Steven's remit also includes Culture Amp's internal D&I function.



PRODUCT REVIEW

Review: Culture Amp Helps Solve the Greatest Workplace Mysteries with Data

May 21, 2019 | By Jessica Miller-Merrell | HR, Reviews



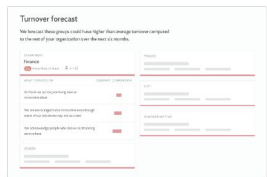
Learn more about our HR Technology and Product Reviews here at Workology. See our FTC disclosure at the end of this review.

One of the greatest workplace mysteries is employee engagement: it's challenging to understand what drives performance, satisfaction, and happiness at work. To add some context, it's worth noting that 62% of HR states, 90% of HR employees believe that employee engagement has increased over the past year, yet only 34% of non-HR employees feel more engaged over the same time period.

Earlier this month, I had the pleasure of seeing a demo of the People and Culture platform, Culture Amp. Having been present on thousands of demos over the last 10 years, I continue to be incredibly impressed with Culture Amp. They are a company that drinks their own champagne and are committed to creating a technology platform that goes beyond traditional employee surveys. They give managers and HR leaders up to the second insight into their employee engagement levels and trends.

Driving Awareness and Education on Turnover Trends and Manager Impact

One of my favorite features in Culture Amp's platform is turnover analysis. Their reporting is different than traditional broad turnover metrics and formulas. You have the ability to customize your reporting and analysis and focus on employee groups filtered by a manager, project group, tenure, and more. This Predictive Analytics is valuable to forecast the future of your organization.



\$5,000/REVIEW

1 product review per month.
Sponsor will get a scheduled 1 hour conversation with Jessica to go over their product.
Jessica will then write up a report on the product, which the sponsor will be allowed to review. The post will be shared on the blog with Jessica's promotion.

PRODUCT REVIEW + LIVE DEMO

After spending the time to demo with your team, we publish a 400-700 word product review on our website that includes link backs and screenshots to your product. These are promoted and shared on social media, newsletters, & optimized for SEO. We also will facilitate a live demo for our community and you have access to the registration list. Expected registration list is 150-250.

\$10,000/DEMO

PRODUCT VIDEO REVIEW ADD ON

Everything in the Product Review + we will produce a video for our community to be embedded within the product review and on our YouTube Channel.

\$3,000/ REVIEW



HUMAN CAPITAL WEEKLY

*All Sponsor's blog content
will be shared on the new
website – which will be
called Human Capital
Weekly Launch in Q2 2021*

*Shared to more than 200k
social media followers*

\$2,000/ MONTH



Let's chat

Want to learn more about us?

Let's connect

jessica@workology.com | 405.343.5751

