

# Exploring Hiring Trends in 2023:

## Hourly Workers - Travel, Hospitality, Restaurant, Retail, Manufacturing & Transportation Perspectives

In preparation for the back-to-school and holiday seasons of 2023, demand for the largest industries that employ hourly workers (retail, travel, hospitality, restaurant, warehousing, manufacturing, and transportation/drivers) will likely rise. According to the [Bureau of Labor Statistics](#), 24,000 transportation and warehousing jobs were added in May 2023, with 21,000 jobs added in hospitality in June 2023. The [National Retail Federation](#) projects the retail industry will see growth between 4-6% in 2023, with consumers engaging in both e-commerce and in-person shopping at brick-and-mortar locations.

Will you face this increased demand and have roles to fill during the upcoming peak season? Are you equipped with the proper recruitment tools to meet that hiring demand? If not, Nexxt is the recruitment marketing platform you need to find the right people, in the right places, at the right time. Today, the hunt for talent is intense and will not be ending anytime soon. The traditional post and pray methods of recruitment do not cut it anymore. You need a diversified recruitment strategy and Nexxt can help.

We're consistently growing our member database at Nexxt. In these industries, we have more members than jobs represented in the Nexxt ecosystem. This is a great opportunity for you to share your jobs with us programmatically to advertise to candidates seeking those roles, where we currently have more qualified candidates than jobs.

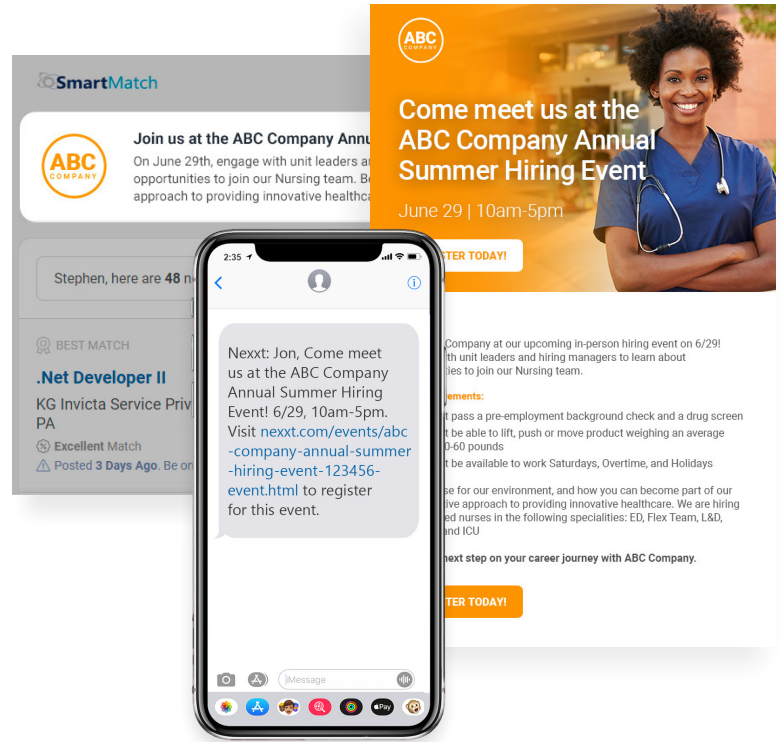
	INDUSTRY	APRIL 2023			MAY 2023		
		DAILY JOB COUNT	TOTAL MEMBERS	JOBS PER MEMBER	DAILY JOB COUNT	TOTAL MEMBERS	JOBS PER MEMBER
	<b>Merchandising, Purchasing &amp; Retail</b>	1,370,691	3,406,707	0.56	1,001,201	2,892,951	0.47
	<b>Manufacturing &amp; Production</b>	601,001	1,484,016	0.4	473,103	1,287,750	0.37
	<b>Transportation &amp; Logistics</b>	196,561	1,424,385	0.14	158,885	1,373,273	0.12
	<b>Travel, Hospitality &amp; Restaurant</b>	1,384,212	1,165,552	1.19	1,068,194	1,034,177	1.03
<b>GRAND TOTAL</b>		<b>3,291,911</b>	<b>7,594,595</b>	<b>0.43</b>	<b>2,454,066</b>	<b>6,805,135</b>	<b>0.36</b>

Daily Job Count = Number of daily jobs by industry in Nexxt Ecosystem

Total Members = Number of applicant profiles that match that industry in the Nexxt Ecosystem

Jobs per Member = Number of jobs available per matched candidate

In addition to candidates searching for jobs at Nexxt, we are continuously growing the number of candidates who are opting in to receive text messages and emails about opportunities they're interested in. These media tactics can help a brand uniquely stand out, and they work incredibly well in tandem with other recruitment marketing strategies like programmatic job advertising.



**In 2023, new Text and Email subscribers within the Nexxt database have remained strong:**

INDUSTRY	AVG NEW TEXT SUBSCRIBERS PER MONTH (2023)	AVG NEW EMAIL SUBSCRIBERS PER MONTH (2023)
Merchandising, Purchasing & Retail	12,000	52,000
Manufacturing & Production	13,000	32,000
Transportation & Logistics	16,000	29,000
Travel, Hospitality & Restaurant	11,000	29,000

Candidates select whether they want to receive emails, texts, or both from Nexxt. When combined, text and email campaigns are a great way to ensure you are uniquely branding your jobs with proactive outreach. 99% of job seekers said they are on their phones every day, and Text2Hire messages have a 97% open rate!

By analyzing top-performing recruitment media campaigns in these four industries in 2023, we've identified key elements that can help your text and email campaigns appeal to candidates and encourage them to take action. In addition, we have a dedicated support team at Nexxt who can provide campaign recommendations, optimizations, and educated insights to help you reach your hiring goals.

### Best Practices for Text and Email Campaigns in 2023:

- Keep verbiage concise and to the point. Bullet points can help convey key information quickly and efficiently within email campaigns.
- Refresh creative after 30 days. Sending the same creative multiple times is often viewed as repetitive and boring to candidates.
- Include pay rate (expressed hourly or annually) if the rate is competitive for the market.
- Include company name, especially if the company has strong, positive recognition in the market.
- Include any compelling elements of the job that will encourage candidates to click through (ex. sign-on bonus, flexible schedules, great benefits, career development, etc.).
- Include multiple call to action buttons throughout your email creative. This helps drive clicks regardless of how far candidates scroll through the email.
- For retail campaigns, include a mention of a strong employee discount program if your brand offers one.
- For manufacturing campaigns, call out the shift type and/or position type (ex. full-time, part-time, 1st or 2nd shift, etc.).
- If a transportation/driver position includes on-the-job training, be sure to mention that.
- It can be helpful to establish if a CDL or previous driving experience is required for driver positions.

When writing job postings, text messages, and email marketing content, including compelling keywords that resonate with candidates encourages engagement. Consider what candidates value most in the current labor market. What will entice a candidate to interact with your job posting or click through to the job’s application page? Based on current SEO and SEM trends, we’ve identified keywords that can help optimize your messaging and drive engagement. Incorporating these top search terms can help strengthen your recruitment marketing:

	KEYWORDS	DESCRIPTION
 <b>Merchandising, Purchasing &amp; Retail</b>	<b>Customer-focused</b>	Emphasis on providing excellent customer service and satisfaction
	<b>Team-oriented</b>	Collaboration and support among employees
	<b>Growth opportunities</b>	Possibilities for career advancement and personal development
	<b>Competitive pay</b>	Salaries or wages in line with or higher than industry standards
	<b>Flexible schedule</b>	Part-time, shift-based work, or flexibility for other commitments
	<b>Employee discounts</b>	Special pricing or discounts on company products for employees
	<b>Training and development</b>	Investment in programs to enhance employees’ skills and knowledge
	<b>Fast-paced</b>	Dynamic work environment suitable for those who thrive in a busy setting
	<b>Work-life balance</b>	Emphasis on maintaining a healthy balance between work and personal life
	<b>Innovative or cutting-edge</b>	Forward-thinking company that embraces new technologies or approaches

	KEYWORDS	DESCRIPTION
 <b>Manufacturing &amp; Production</b>	<b>Efficient operations</b>	Emphasis on optimizing warehouse processes and workflows for maximum efficiency
	<b>Inventory management</b>	Skill in managing and organizing inventory, ensuring accurate stock levels
	<b>Safety protocols</b>	Knowledge and adherence to safety regulations and protocols to maintain a secure work environment
	<b>Equipment operation</b>	Proficiency in operating warehouse equipment, such as forklifts, pallet jacks, and conveyors
	<b>Order fulfillment</b>	Experience in accurately picking, packing, and shipping orders to meet customer requirements
	<b>Attention to detail</b>	Strong focus on precision and accuracy in handling goods, labeling, and data entry
	<b>Time management</b>	Ability to prioritize tasks, meet deadlines, and work efficiently in a fast-paced environment
	<b>Team collaboration</b>	Collaboration and communication skills to work effectively with a diverse team
	<b>Physical stamina</b>	Ability to handle physical demands of lifting, carrying, and moving heavy objects
	<b>Problem-solving</b>	Skill in identifying and resolving issues or obstacles that arise in warehouse operations

	KEYWORDS	DESCRIPTION
 <b>Transportation &amp; Logistics</b>	<b>Supply chain</b>	Management of the end-to-end process of product distribution
	<b>Transportation</b>	Coordination of logistics and movement of goods and materials
	<b>Inventory management</b>	Skill in managing and optimizing inventory levels and flow
	<b>Warehousing</b>	Efficient storage, organization, and management of goods
	<b>Logistics planning</b>	Strategizing and coordinating logistics operations and processes
	<b>Route optimization</b>	Maximizing efficiency and cost-effectiveness of transportation routes
	<b>Freight forwarding</b>	Arranging and coordinating shipments and logistics services
	<b>Vendor management</b>	Managing relationships and communication with suppliers and vendors
	<b>Data analysis</b>	Utilizing data and analytics to make informed logistics decisions
	<b>Supply chain visibility</b>	Tracking and monitoring the movement of goods throughout the supply chain

	KEYWORDS	DESCRIPTION
 <b>Travel, Hospitality &amp; Restaurant</b>	<b>Guest satisfaction</b>	Emphasis on providing exceptional experiences and ensuring guest satisfaction
	<b>Customer service</b>	Skill in delivering excellent customer service and creating positive interactions
	<b>Hospitality industry</b>	Experience or knowledge of the hospitality industry and its unique requirements
	<b>Team player</b>	Ability to work collaboratively with a diverse team and contribute to a positive culture
	<b>Attention to detail</b>	Strong focus on precision and accuracy in tasks, such as room preparation or event planning
	<b>Multitasking</b>	Capacity to handle multiple tasks efficiently in a fast-paced environment
	<b>Communication skills</b>	Excellent verbal and written communication to effectively interact with guests and staff
	<b>Problem-solving</b>	Ability to identify and resolve issues promptly to ensure smooth operations
	<b>Flexibility</b>	Adaptability to changing schedules, working hours, and guest needs

When it comes to engaging with hourly workers, an impactful recruitment marketing solution we see is hiring events. In fact, recently, a client had a 54% hiring success rate when using Nexxt to promote their event. Hiring events are a great way to introduce multiple candidates to your jobs in person or virtually. If you currently use hiring events to help fill open positions, we are excited to share that Nexxt has recently revamped our Hiring Events solution. You can now publish, promote, and manage all your hiring events with Nexxt. With our new hiring event solution, you receive:

- Customized branded event pages with dedicated URLs for your event to capture registrations from ANYWHERE. Utilize these pages across all your marketing channels while managing all registrations in one place!
- Automated communications to all registered candidates to reinforce your brand and keep their event top of mind
- Real-time registration reporting in your own employer dashboard on the Nexxt platform to access details about registrants
- Featured event promotion across the Nexxt Network to reach candidates searching for similar opportunities
- Multi-channel marketing to promote your event and brand directly to the right audience

Utilizing Nexxt’s hiring event solution will allow you to advertise across the Nexxt talent ecosystem to targeted candidates who are interested in opportunities like those you have to offer. As peak hiring seasons approach, consider diversifying your recruitment marketing efforts to help you stand out in the ever-changing labor market.

To learn more about Nexxt and how we can help diversify your recruitment marketing plans, please contact:

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