

Microsoft Advertising | COVID-19 effects on Career trends

Freelance and recruitment agency brands are seeing increased consumer demand

Job seekers are still actively searching. Brand presence is crucial at this stage. **60%** of job seekers only search once in their journey with **52%** of first searches being brand searches. ³

➔ **Defend your brand and make sure your ads are there**

Post-lockdown search index¹

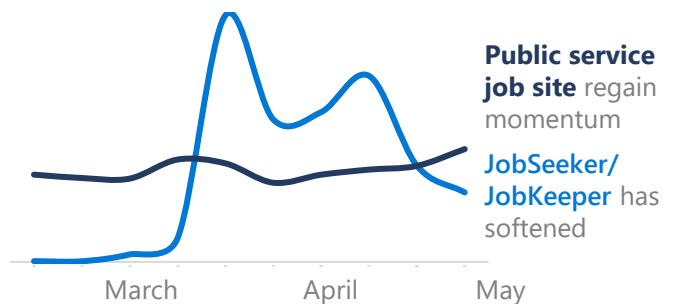


The rise of government related searches

26% (6% pre-lockdown) searches related to government support or public services job sites¹
43% of job seekers have at least one government related search in their journey³

➔ **Layer your Remarketing ads and Broad Match to focus on the high-quality searcher groups**

Government related search index²

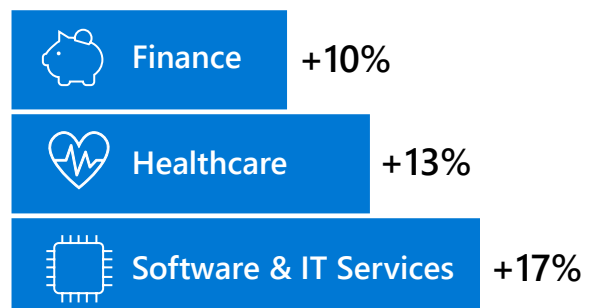


Increasing demand in finance, healthcare & IT may relate to high interest in remote jobs globally

According to LinkedIn:
43% increase in use of the "remote" job filter.
42% increase in job searches using terms "remote" or "work from home"⁴

➔ **Optimise your website feature and ad creatives to capture searchers' attention**

AU industries that show a gradual increase⁵



1. Microsoft internal data, career vertical, O&O core, Jan 1- May 8th.
2. Microsoft internal data, career vertical, O&O core, Mar 1- May 8th.
3. Microsoft internal data, career vertical search journey, Mar 1- Apr 30th. N=30000
4. Content to check out: [#GetHired weekly newsletter](#)
5. Impact of COVID-19 on hiring in Australia. [#LinkedInEconomicGraph](#)