

The Mobile & Social Medical Sales Job Search: *Trends and Tactics for Medical Sales Job Seekers*

If medical sales job seekers think the job search is getting more complicated, well, they might be right. While it's true that social networks and mobile apps have made the job search process more complex, these tools also have the ability to make a job search more effective – something many medical sales job seekers have already figured out.

In the 2012 Mobile & Social Job Search Survey, 77% of more than 850 respondents said they use their mobile device to search for jobs, and 76% reported using social networks for professional purposes.

These relatively new job search tools continue to show results. For the second year in a row, the MedReps.com survey found nearly 1 in 4 respondents had found a job opportunity as a result of their activity on a social network. So how are they doing it? And how can you too turn your social media presence into a powerful job search agent? The MedReps.com Mobile & Social Job Search Survey Results reveals how your peers are using mobile and social in the job search. Medical sales job seekers must learn from their experiences – or risk being left behind.

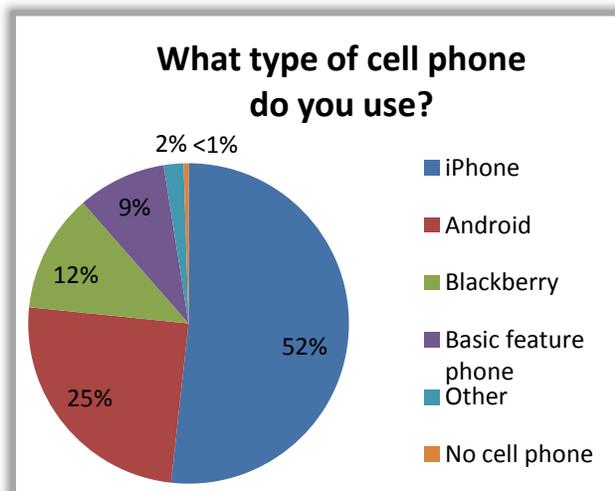
Quick Stats from the 2012 Survey

*77% use a mobile device in the job search
52% are iPhone users
42% are iPad users
76% use social sites in the job search
76% are on LinkedIn
23% say social activity led them to a job*

Mobile Trends Among Medical Sales Professionals

Smartphone usage among medical sales professionals continues to increase – 90% of respondents now own a smartphone compared to the 78% who owned a smartphone in 2009. As for smartphone preferences, Android may be winning the overall market, but medical sales professionals

overwhelmingly prefer the iPhone – a huge shift from the 2009 data. Just 3 years ago, Blackberry users outnumbered iPhone users 2 to 1. In 2012, there are nearly 5 times as many iPhone users as there are Blackberry users.

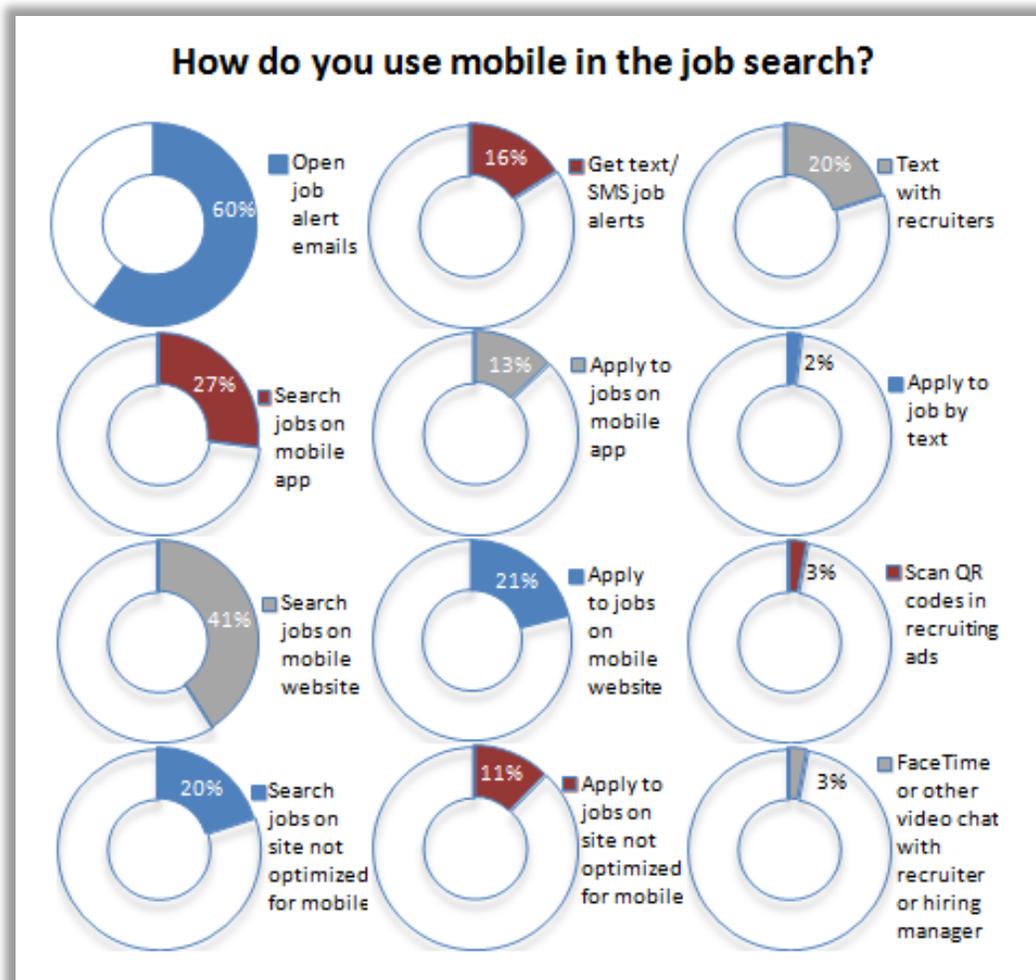


As for tablets, medical sales job seekers are predominantly either using iPads (42%), or they aren't using tablets at all (48%). Some other tablets used by survey respondents were the Kindle Fire (3%), Samsung Galaxy (2%), and a few mentions for the Blackberry Playbook, HP Slate, Dell Streak, and Asus Transformer.

It's interesting that when segmenting the 2012 respondents by sector (device, pharma, biotech, etc.), the numbers largely followed the same patterns as the overall results – with the iPhone and the iPad remaining most popular across the board.

The Job Search Goes Mobile

Seeing as the large majority of medical sales professionals use smartphones, it's not surprising that 77% of respondents report using a mobile device in their job search. The most popular activity (reported by 60%) is opening job alert emails with a mobile device, followed by searching for job postings on a mobile optimized website (reported by 41%). One in four had searched for jobs using a mobile app, and 20% of respondents reported searching for jobs on a website not optimized for mobile. Interestingly, in each of those scenarios (searching for job postings on a mobile site, on a non-mobile site, and on an app), approximately half of those who reported searching using their mobile device reported that they had also applied using their mobile device.

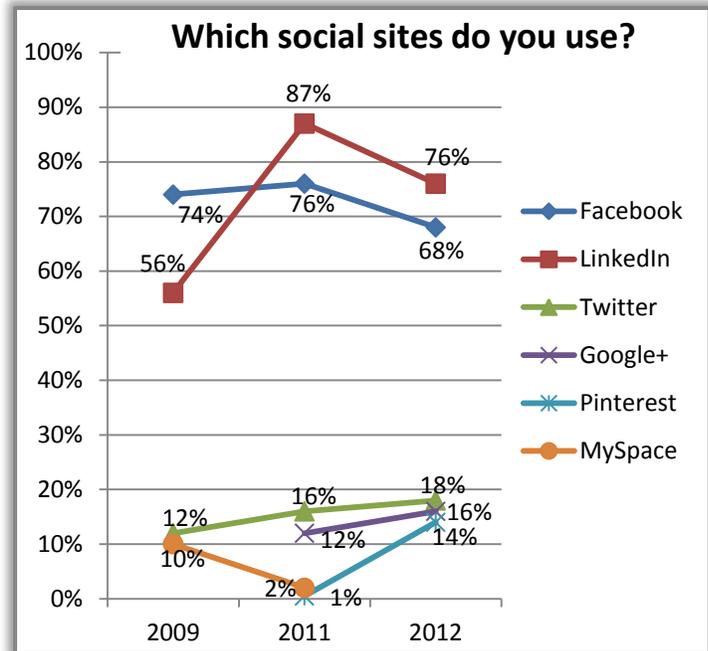


The laptop is still the preferred way to search for job postings online. When asked which device they use most in their online job search, 59% said they use a laptop most, 23% said desktop, 11% said mobile phone, and 8% said they primarily use their tablet.

Social Trends Among Medical Sales Professionals

An overwhelming 93% of medical sales professionals belong to a social network – down slightly from the 94% who reported belonging to at least one social site in 2011, but still up from the reported 89% in 2009. See the breakdown of users in the graph (right).

Between 2009 and 2011, LinkedIn membership shot up from 56% to 87%. However, from 2011 to 2012, participation in both Facebook and LinkedIn declined 8% and 11% respectively. On the other hand, interest in Twitter, Google+ and Pinterest increased. It's difficult to imagine another social network claiming the market share currently owned by either Facebook or LinkedIn, but if the current trends continue, it's certainly possible over time.

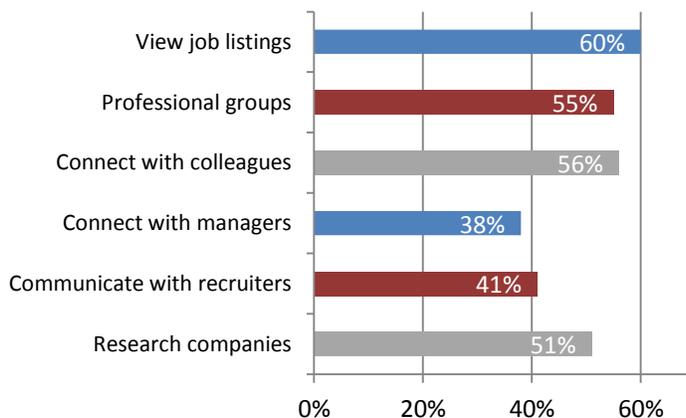


When respondents were segmented by industry sector, once again, the numbers largely mirrored the overall results. LinkedIn had the highest membership numbers for all of the sectors but was highest among biotech professionals (97%). Twitter membership was consistently below LinkedIn and Facebook, but it had the highest participation among medical equipment professionals (26%).

Interest in Facebook and LinkedIn may be waning, but engagement with social sites overall is still on the rise. In this year's survey, 47% of respondents said they visit social networks multiple times a day. An

additional 20% login once a day, meaning 67% of respondents login to a social network at least once a day – up from 64% in 2011 and 47% in 2009.

How do you use social networks in the job search?



The Social Job Search

When MedReps initiated the social job search survey back in 2009, there was no obvious answer to the question, "Do you use social networks in the medical sales job search?" In 2012, however, 76% of respondents say they use social networks professionally. See the graph (left) to find out how they are using them in the social job search.



Nearly one in four survey respondents said their activity on a social site had led to a career opportunity. Many of them were contacted by an employer or recruiter who simply saw their profile on LinkedIn. Several others said they had used a social site to research a company and identify contacts that might help them get a job there. A sampling of these “social job search success stories” can be found below:

Social Job Search Success Stories

“My previous job was via a recruiter who found my profile on LinkedIn when I was not actively looking for employment.”

“I customized my LinkedIn profile to match my resume. I was offered a scientific job in another state that I did not even apply for by a recruiter seeing my page.”

“I have received calls for many jobs because of my online presence and have started consulting on ways to use social media for job hunters and medical professionals.”

“I replied to a LinkedIn group comment. It turned into a full-time job and big relocation.”

“Recruiters have contacted me after seeing me on LinkedIn. I’ve also touched base with colleagues at companies I’ve been interviewing with to get info on the company, manager, and a recommendation.”

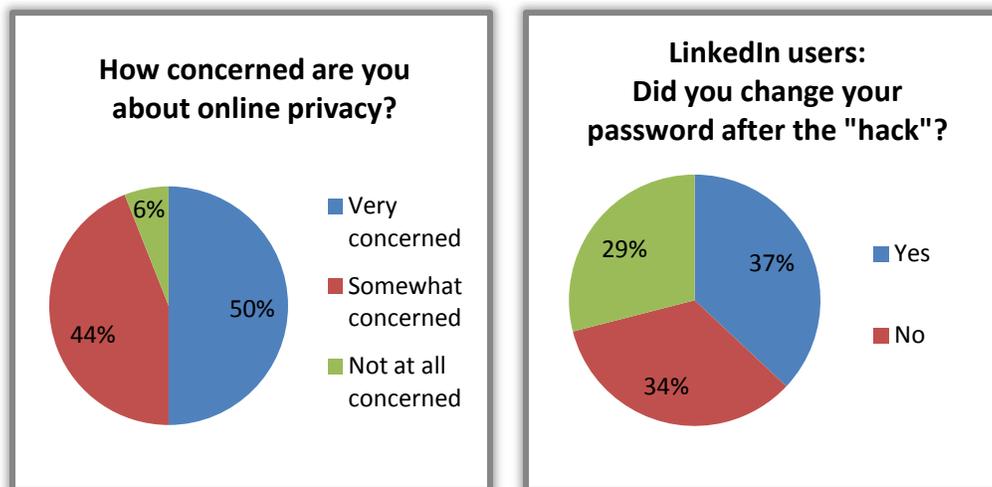
There was no significant change in the percentage of respondents who reported social activity directly leading to a job opportunity in 2012 (25%) from the percentage in 2011 (27%). This may suggest, while social networking has its place in the medical sales job search, it may not be replacing other job search tools the way some have predicted.

The LinkedIn Job Search

No doubt, a majority of the social job search success stories originate with LinkedIn. The site has successfully carved out a niche as the social network for professionals, and thus job seekers are far more likely to use LinkedIn to assist their job search than they are to use Facebook and Twitter. However, if Facebook follows through on plans to launch a job board, next year’s survey could have very different findings.

For now, at least, LinkedIn seems to be the social network with the most direct impact on the job search. By keeping an updated profile, participating in LinkedIn groups, researching company pages, and increasing connections, many medical sales job seekers have been able to find (and get) jobs they may not have known about otherwise.

The transparency of connections on LinkedIn is what makes the site so effective, but is that transparency only possible at the cost of privacy? LinkedIn founder, Reid Hoffman, has famously brushed off privacy concerns as “old people issues,” but when news leaked of a LinkedIn “hack” in June, certainly more than “old people” were concerned. In the MedReps survey, 50% of respondents reported being “very concerned” about online privacy, and another 44% said they are “somewhat concerned.” However, while the majority of respondents said they have concerns about privacy, only 37% of respondents changed their LinkedIn passwords in response to the reported hack.



Concerns about privacy are just one reason social networks are unlikely to ever fully replace other job search tools. A more likely scenario is a continuation of the partnerships between social sites and job boards. The recent addition of the “Login with LinkedIn” feature on MedReps is a great example. Users who connect their LinkedIn account to MedReps can easily see who they know at job posting companies as they search job postings on MedReps. A savvy social job seeker may see that they have a connection at a job posting company, apply for the job, then follow up with their connection for additional information about the job, the hiring manager, and the company itself. Having a connection at the job posting company certainly reduces the chances of the job seeker’s resume being lost in the application “black hole.”

Conclusion

The job search continues to evolve. Advances in social and mobile technology make it easier than ever to make new connections, which is a critical factor in finding a job. Medical sales job seekers are clearly embracing these mobile and social tactics, but as soon as they get a handle on one, something new comes along ([Pinterest](#), anyone?). Medical sales professionals tend to be pretty savvy though, and if the survey results are any indication, they’re keeping pace with the latest trends and tactics in the mobile and social job search.