

**Need help recruiting staff internationally?**

**Before you create your strategy, understand your future employee by asking some questions like we did.**

Do you work in recruitment in a company with an international footprint?

Do you want to engage with your future employees by speaking to them about what they are interested in?

If you want to recruit the best developers and have them work for your company, no matter the location – you need to strategise and be specific about WHERE you are looking for employees and WHAT you are talking to them about.

**What countries should you target?**

Chart, bar chart

Description automatically generated

Assign marketing budget to the countries where there is the highest volume of developers i.e.:

USA,

India,

UK,

Germany

Canada

**In the marketing, call out specific programming languages and databases that you know your employees in specific countries are interested in.**

Based on the graphs that are in our code, you can adapt your message and highlight what your company has, that will interest your future employees i.e. build a company specific recruitment marketing strategy

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| --- | --- | --- |
| **Country** | **Languages** | **Databases** |
| India | Java & Python | MySQL & SQLite |
| USA | C# & HTML | Microsoft SQL Server & MySQL |
| UK | C# & HTML | Microsoft SQL Server & MySQL |
| Canada | Python & HTML | Microsoft SQL Server & MySQL |
| Germany | Python & HTML | MySQL & PostgreSQL |

**Your office in India is looking for employees who reside in the country – let us help you predict who those future employees may be.**

Using our prediction model, you can identify respondents of the Stack Overflow survey who reside in India. You can be confident that 88% of those that the model identifies, will be residing in India. You can keep your eye out for key features relating to a respondent that will help you in identifying your future employee for your office in India.

Top key features are:

* Gender: Male
* University: either full time or not at all
* Employment: those who are employed full or part time