



Most Productive **Recruitment** **Marketing** **Strategies**

01

Recruitment marketing



Why do you need recruitment marketing?

Recruiting and hiring today is incomparable to what it used to be a few years ago.

However, many employers have still not adjusted their recruiting strategies to meet the new trends and needs.

As a consequence, they are struggling to find and attract talent necessary to grow their businesses.

The main thing to understand here is that recruiting starts way earlier than at the moment when you have an open job position. In fact, an effective recruiting strategy never stops!

What is recruitment marketing?

Recruitment Marketing is a relatively new field in the world of HR. However, it has quickly become an inevitable part of every successful recruiting strategy.

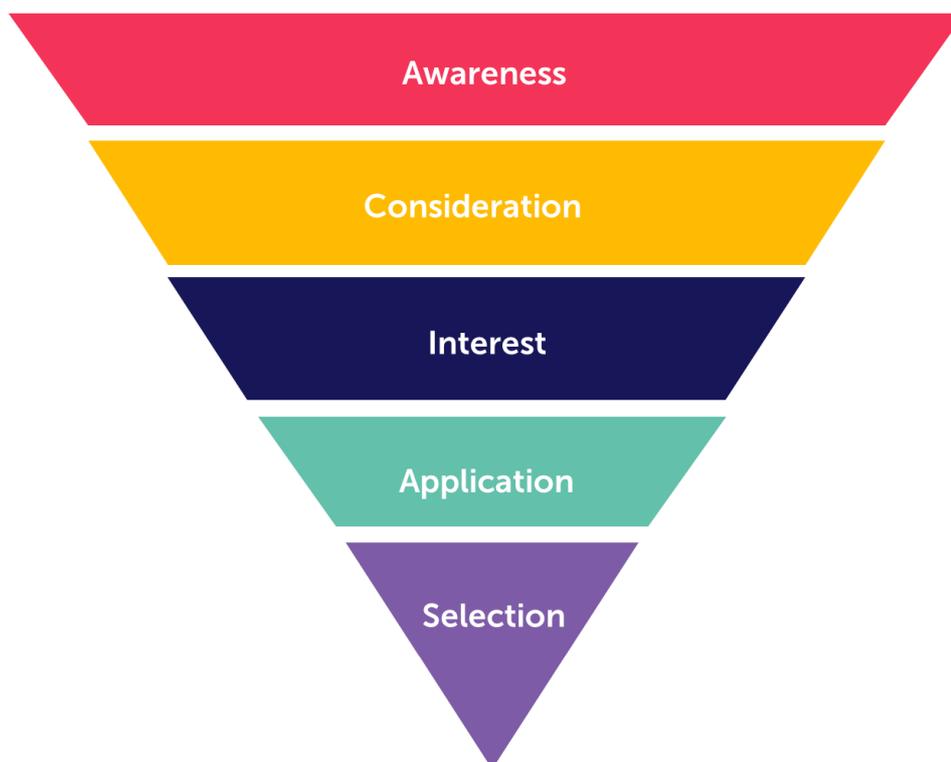
“Recruitment marketing is the strategic and tactical implementation of marketing tactics and methods in recruitment that allows a company to find, attract and engage job seekers and encourage a more qualified application.”

Even though many recruiters see it as a top of the funnel activity, it is actually a prefunnel activity. Meaning, recruitment marketing starts before you have any candidates in your talent pipeline.

Instead of worrying only on candidates who have applied to your job opening, you now need to be thinking of anyone who may be interested in your brand or career opportunities.

It is YOUR job to bring candidates into the funnel through recruitment marketing activities.

Looking at the talent acquisition funnel, Awareness, Consideration, Interest and Application are all stages recruitment marketing improves and optimizes.



02

Recruitment marketing strategies



Content marketing

Things you can do

Share photos of your workplace, your employees and fun events at your company.

Create content, such as eBooks and webinars useful for both passive and active candidates.

Write blogs yourself, or assign members of specific departments, with hard-to-fill job roles, to write about their jobs and current projects.

Pro tip

Work with leaders in each department to build a strategy for creating content that will reach their next hire.

Best practice examples

To inspire you and help you get creative with your own recruitment content, we've prepared additional useful resources:

- [11 Recruitment Marketing Content Ideas](#)
- [Recruitment Content for Every Step of Candidate Journey](#)

Candidate email campaigns

Things you can do

Email drip campaigns are not only a marketing thing any more.

Keep candidates and passive job seekers engaged by sending relevant emails about things that they are interested in, about what your company is doing, about the new job opportunities and new trends.

Pro tip

Automate your email campaign to save time but make sure to include a personal touch to it.

Most Millennials are well aware of automated systems, and many are not fans of them.

Best practice examples

To inspire you and help you get creative with your own candidate email campaigns, we've prepared additional useful resources:

- [Email Templates for Recruiters](#)
- [5 Secrets of Writing Effective Cold Recruiting Emails](#)

Career site optimization

Things you can do

Career site should be like your gold mine for attracting qualified job candidates.

Make it attractive, appealing, simplify your application form and stop losing your potential best hires.

Pro tip

Career site optimization may include many different things such as Search Engine Optimization, departmental blogging, employee introductions and testimonials.

Pick one and start optimizing right now!

Best practice examples

To help you optimize your career site and generate more job applicants, we've prepared additional useful resources:

- [The Anatomy of a Perfect Career Site](#)
- [Top 10 Career Site Examples from Industry Leaders](#)
- [How to Get More Job Applicants From Your Career Site?](#)
- [Top 5 Career Site Metrics You Should Be Tracking](#)

Social media recruiting

Things you can do

79% of job seekers use social media during their job search, and most of the active and passive candidates are on social media on a daily basis.

Use social media to promote your job openings. Use Facebook job tab. Communicate with candidates, and offer useful content such as interview tips or resume writing tips. Use industry specific hashtags on Twitter.

Pro tip

Join local groups and communities on social networks such as Facebook and LinkedIn. When you have an opening, communicate it with a group.

Best practice examples

To inspire you and help you improve your social media recruiting, we've prepared additional useful resources:

- [How to Promote Employer Brand on Social Media](#)
- [A Complete Guide on How to Recruit on Facebook](#)
- [7 Steps to Build a Social Media Recruitment Strategy](#)

Employee referral programs

Things you can do

Referrals are known to be the highest quality hires. Your current employees know the best your company's culture and your ideal candidate's profile.

Use them to refer a friend for whom they think would be a good fit for your company. Encourage your employees to be your company's employer brand ambassadors.

Pro tip

Motivate your employees to recommend great candidates by offering enticing employee referral rewards! You could also try gamifying your employee referral program.

Best practice examples

To inspire you and help you get started with your own employee referral program, we've prepared additional useful resources:

- [A Guide for Setting Up an Employee Referral Program](#)
- [4 Most Innovative Employee Referral Bonus Ideas](#)
- [Why Some Employee Referral Programs Fail?](#)

Recruiting analytics

Things you can do

Recruiting is like marketing; everything is measurable. Use and analyze recruiting metrics to get insights on how to improve your hiring process.

Some of the most important hiring metrics are time-to-hire, quality-of-hire, number of applicants, visitor-to-applicant ratio, applicant-to-hire ratio.

Pro tip

Focus on a few key metrics, especially if you're just getting started with recruiting analytics.

With time, as you master tracking and analyzing these essential recruitment metrics, you can easily add new ones.

Best practice examples

To encourage and help you get started with recruiting analytics, we've prepared additional useful resources:

- [Recruitment Metrics You Should Be Tracking](#)
- [Most Important Hiring Metrics & Tips for Improvement](#)

Talent communities and groups

Things you can do

These include candidates who didn't get the job they applied for originally, but are interested in future opportunities.

For example: candidates who sent open job applications; candidates that are not qualified for the job yet, but are on their way to become a qualified candidate (e.g. college students), etc.

Pro tip

Implement a Talent Network call to action on your career site and invite potential candidates to join your talent community.

If you have resources, start your own group, community or a meetup. Ask universities to introduce your company to student and be ready to hire the best graduates.

Best practice examples

To inspire you and help you start your own talent communities and groups, we've prepared additional useful resources:

- [Talent Pool: Everything You Need to Know](#)
- [How to Segment Your Talent Pool](#)

Display advertising and retargeting

Things you can do

Use display advertising to reach out to specific audience and your candidate personas.

Retarget active job seekers who have already visited your career page and showed interest in your job opening.

Encourage them to come back to your site and fill out the application form.

Pro tip

Make sure that your job add is very specific, appealing and designed to target your candidate persona.

Best practice examples

To help you get the most out of display advertising and retargeting, we've prepared additional useful resources:

- [Job Advertisement: Best Practices](#)
- [Top 10 Best Job Ad Examples](#)
- [A Guide on How to Create Candidate Persona](#)



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