

# MOST PRODUCTIVE RECRUITMENT MARKETING STRATEGIES

Even though many recruiters see it as a top of the funnel activity, it is actually a **pre-funnel activity**.

Meaning, **recruitment marketing starts before you have any candidates** in your talent pipeline.

# 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.

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.

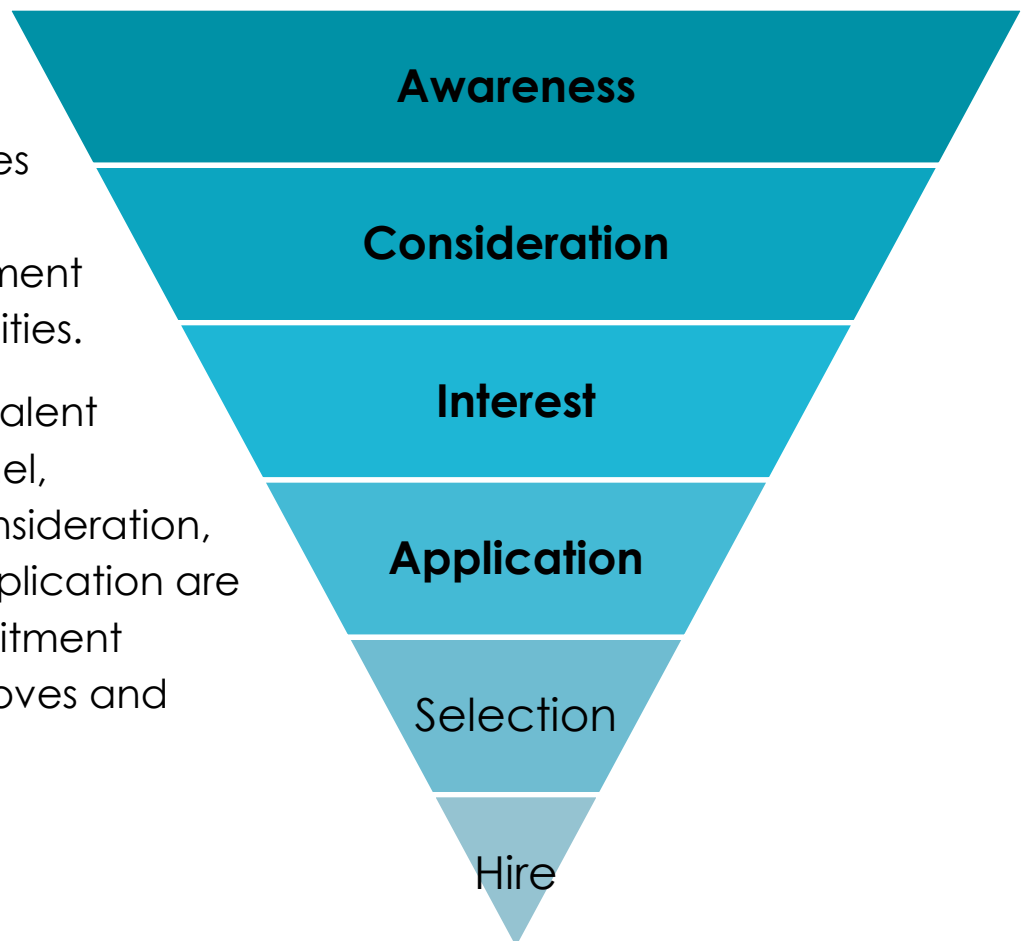
“Recruitment marketing is the strategic and tactical implementations that allow a company to find, attract and engage job seekers to encourage a more qualified application.”

Even though many recruiters see it as a top of the funnel activity, it is actually a pre-funnel 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.



# RECRUITMENT MARKETING STRATEGIES

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## CONTENT MARKETING



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## 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.

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## PRO TIP

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



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## CANDIDATE EMAIL CAMPAIGNS



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### 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.

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### 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.



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## CAREER SITE OPTIMIZATION



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### 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.

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### PRO TIP

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

We have put together a list of things you can do to optimize your career site like a pro.



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## SOCIAL MEDIA RECRUITING



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### 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.

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### 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.



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## EMPLOYEE REFERRAL PROGRAMS



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### 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 the company's brand ambassadors.

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### PRO TIP

Don't have ideas for good Employee Referral Bonus Programs? Here is the list of some cool [employee referral reward ideas](#).





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## RECRUITING ANALYTICS



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## 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.

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## PRO TIP

Get this [list of most important recruiting and hiring metrics](#). Advises on how to improve them are also included.



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## TALENT COMMUNITIES AND GROUPS



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### THINGS YOU CAN DO



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

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### PRO TIP

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.



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## DISPLAY ADVERTISING AND RETARGETING IN RECRUITING



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### 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.

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### PRO TIP

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



# ABOUT TALENTLYFT

*TalentLyft users have improved various stages of their recruiting strategies from finding to hiring high-quality applicants. Our four products offer solutions to the biggest recruiting and hiring challenges:*

- **TalentLyft Source**: *Make finding high-quality candidates easier and more affordable*
- **TalentLyft Engage**: *Communicate with candidates more effectively and become a desirable employer to work for*
- **TalentLyft Convert**: *Turn your career site visitors into job applicants*
- **TalentLyft Track**: *Streamline your recruiting process, make it paperless, and measure every step of your hiring strategy.*

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