

RECRUITMENT MARKETING MASTER CLASS

Modern strategies to attract talent, reduce no-shows, and improve fill rates

PRESENTED BY

David Searns



Unemployment may be 4.6%

FILLING OPEN JOBS
is harder than ever!

When it comes to your recruiting,
you need to master

The 4 PILLARS OF RECRUITMENT MARKETING

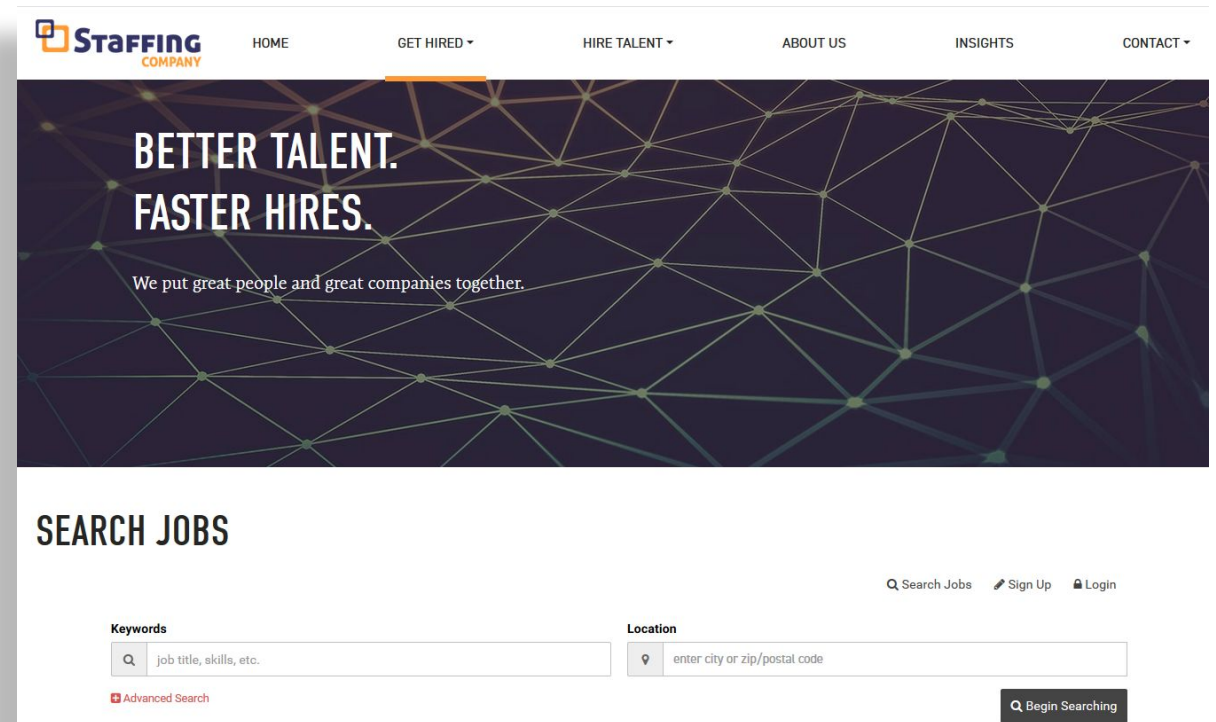


RECRUITMENT MARKETING
PILLAR #1

Career Site

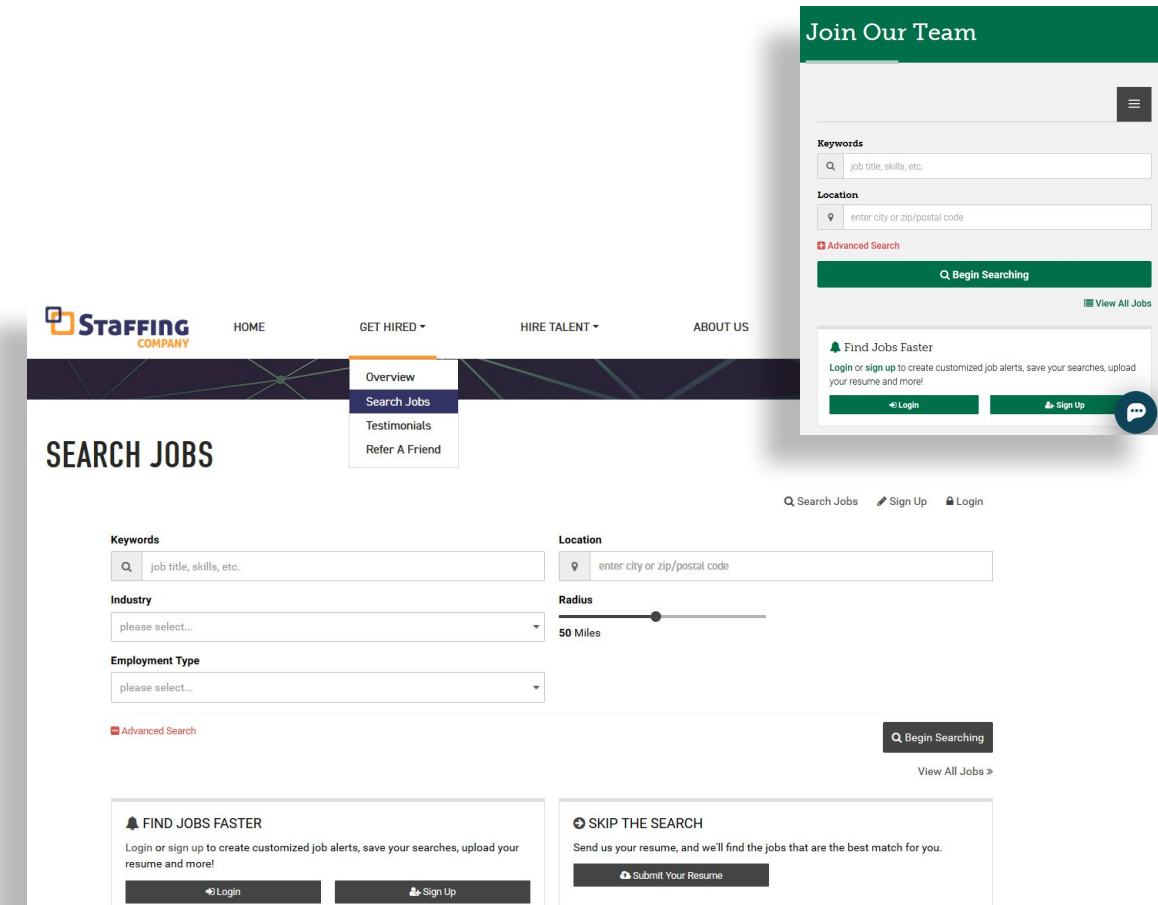
CAREER SITE OPTIMIZATION

- Attract
- Engage
- Convert
- Re-engage



START WITH YOUR JOB CX

- Great jobs
- Great job posts
- Easy to find
- Easy to search



MAXIMIZE CONVERSION

- Most importantly:
MAKE IT EASY TO APPLY!



Apply For The **Freelance Technology (IT) Blogger** Position

Freelance Technology (IT) Blogger
9 Williamsville, NY | Remote Friendly
Posted: 08/21/18
Employment Type: Full Time
Industry: IT
Job Number: 62931
Field 1:
...
[More Information >](#)

Name*
First Last
Email* **Phone***

[Upload Resume](#) [Copy & Paste Resume](#)

[Browse...](#) No file selected.
Please submit your resume in either Microsoft Word or PDF format. (1MB max)

[Choose from Dropbox](#)
[Choose from Google Drive™](#)

Cover Letter (Optional)

JOB ALERTS. Get our latest jobs first.

☒ **Send Me Jobs By Email**
By checking this box and submitting this form, I am giving my permission to Vicki's Test Account to send me e-mail with new job opportunities and career news.

☒ **Enable Text Message Alerts**
By checking this box and submitting this form, I am giving my permission to Vicki's Test Account to send me text message alerts with new job opportunities and career news.

Sign Up [Login](#)

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[Online](#)

[With Indeed](#)

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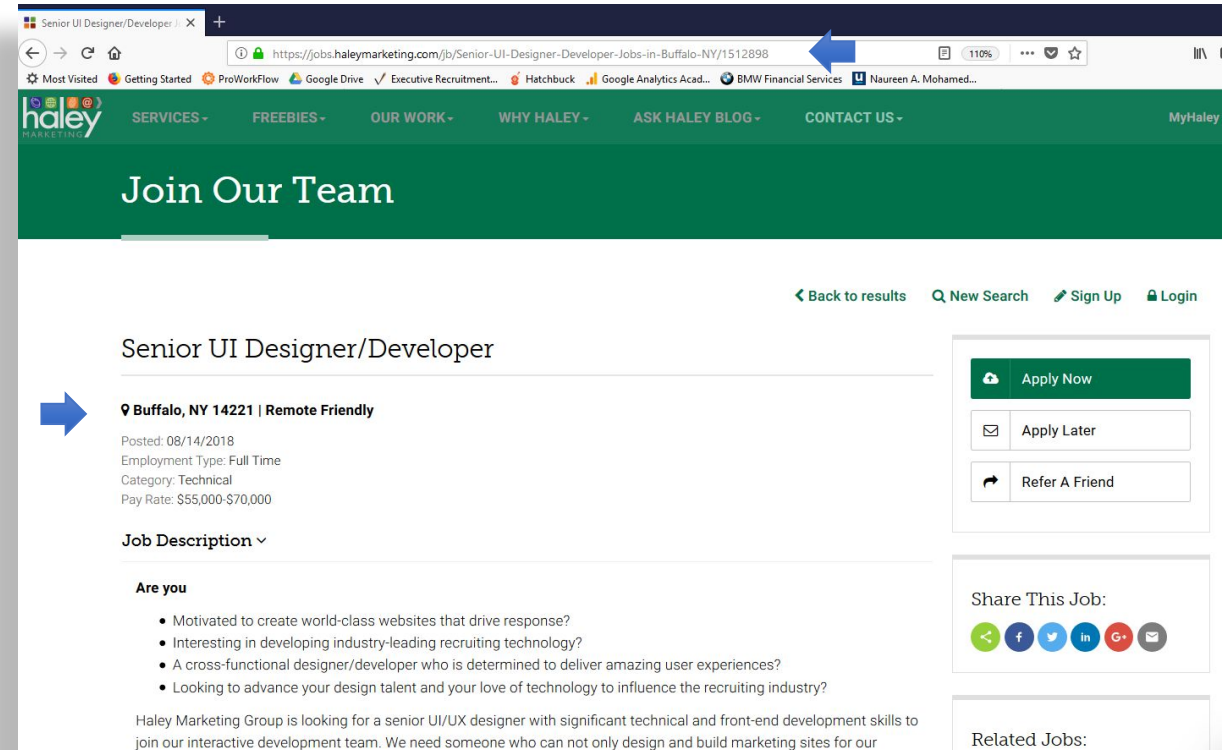
[Apply with Amazon](#)

[Apply with Instagram](#)

[Chat with Rick](#)

CAREER SITE OPTIMIZATION

- Technical SEO:
 - Own your area of expertise
 - Location, specialty, and content pages
 - Unique job pages
 - On your domain
 - On page SEO



CAREER SITE OPTIMIZATION

- Technical SEO:
 - Own your area of expertise
 - Location, specialty, and content pages
 - Unique job pages
 - On your domain
 - On page SEO
 - Google for Jobs mark-up



The screenshot shows the Google Structured Data Testing Tool interface. At the top, there's a "Test your structured data" header with a close button. Below it, a "FETCH URL" tab is selected, and a URL "marketing.com/jb/Senior-UI-Designer-Developer-Jobs-in-Buffalo-NY/1512898" is entered. A "RUN TEST" button is visible. The main area displays the test results for the "JobPosting" schema. On the left, the JSON-LD code is shown, including the context, type, name, url, logo, and sameAs properties. On the right, a table summarizes the extracted data for the JobPosting, showing fields like @type, title, datePosted, validThrough, employmentType, and industry. The table indicates 0 errors and 0 warnings. Below the table, a preview of the job posting content is shown, including a description and a call to action.

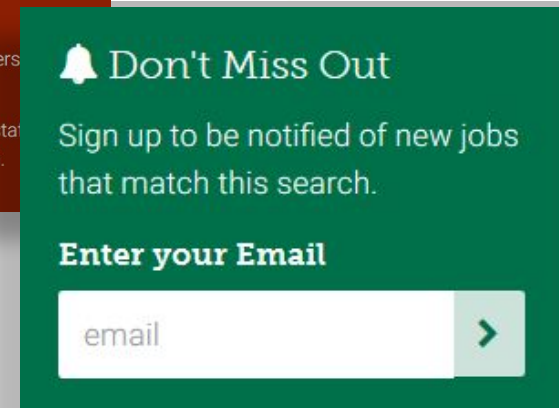
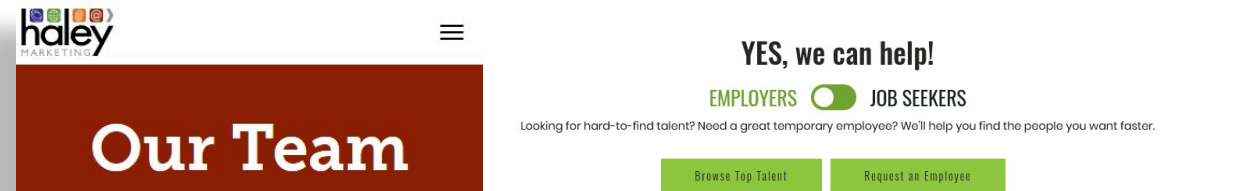
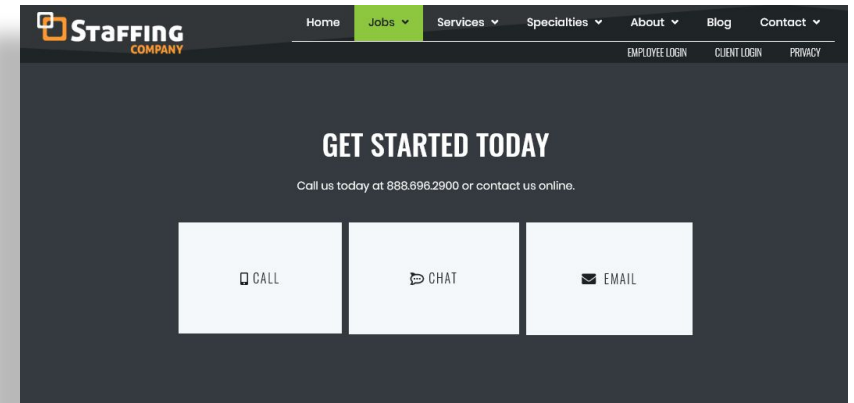
YOUR WEBSITE IS ABOUT RESPONSE

- What do job seekers want?
- What do employers want?



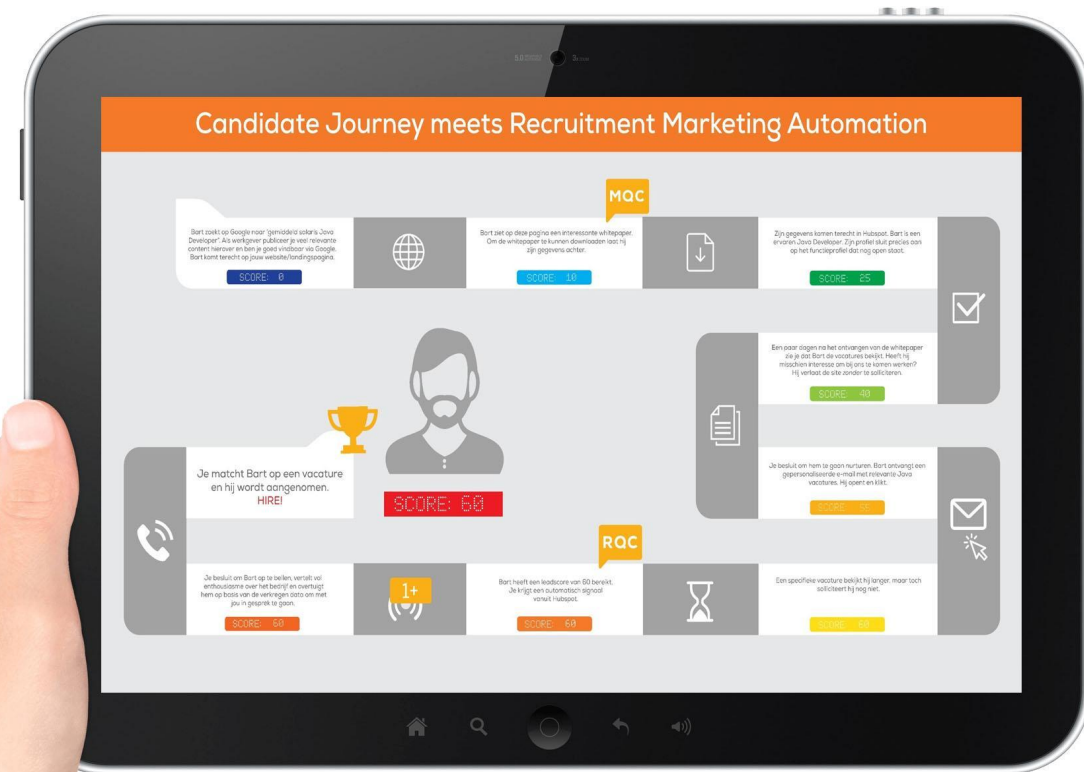
IT'S NOT JUST ABOUT JOBS!

- More CTAs
- Better CTAs
- Simplify forms
- Re-engage talent



AUTOMATION

- Top of funnel campaigns
- Mid funnel campaigns
- Candidate engagement





RECRUITMENT MARKETING
PILLAR #2
Job Advertising

JOB ADVERTISING

- What to advertise
- Where to advertise
- How much to spend

48% of job posts
Get 2% of applies

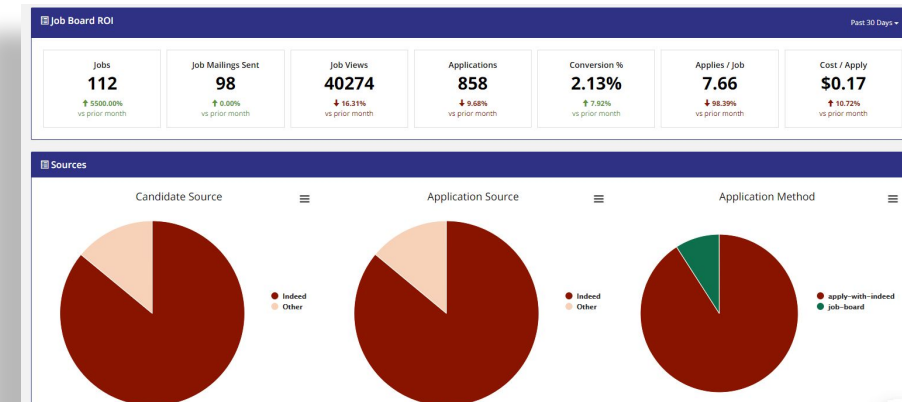
6% of jobs

Use 45% of ad spend

DATA-BASED DECISION MAKING

- Do you know how your jobs are performing?

- Total applies
- Applies per job
- Sources of talent
- Sources of applications
- Application methods
- Cost per application
- Performance for each job



Job Performance

Display: ☒ Low Views ☐ Low Applies ☐ Low Conversion Rate ☐ High Applies

Show: ☒ Active Jobs ☐ Expired Jobs ☐ Archived Jobs from the past:

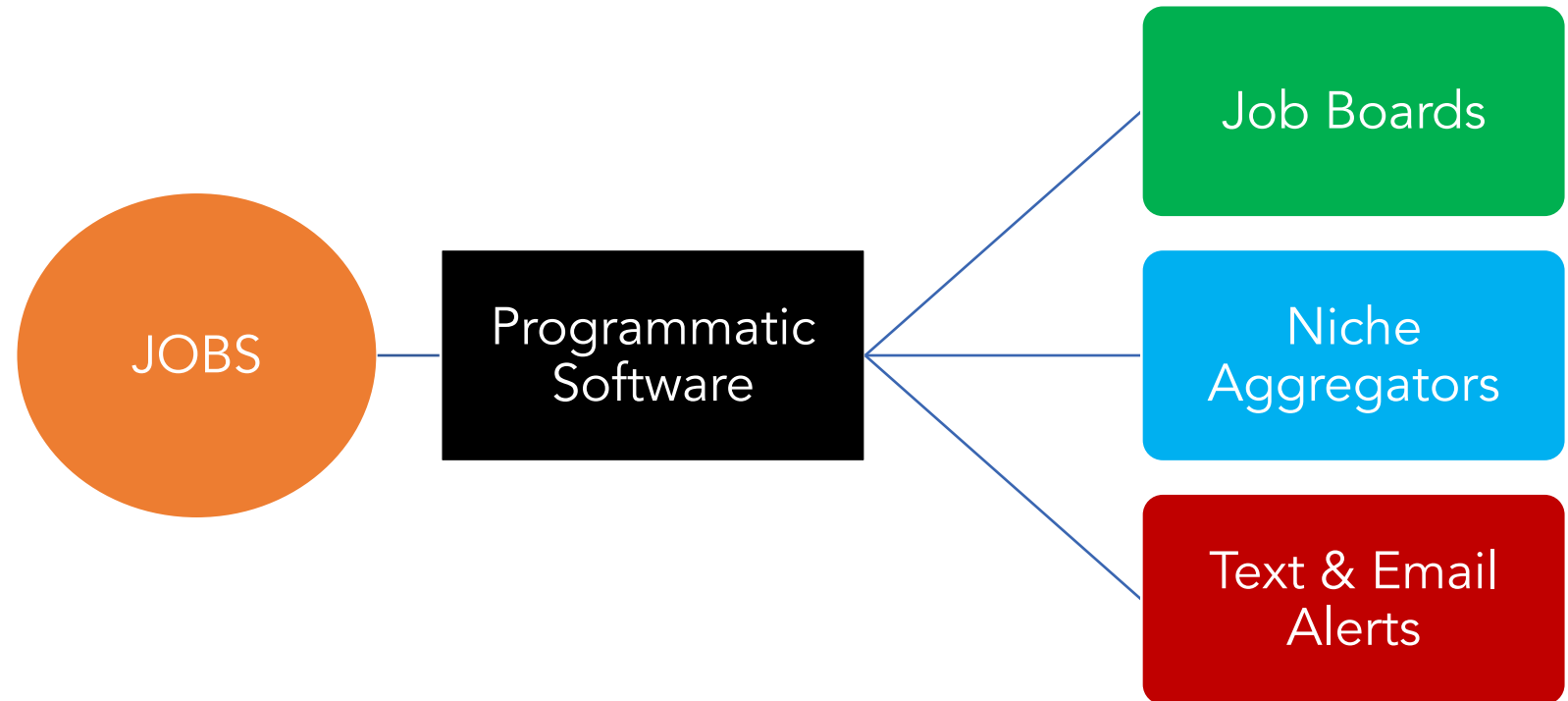
Jobs that have a low number of visits from candidates after several days. These jobs aren't getting enough candidate engagement to result in a critical mass of applicants.

Show: entries Columns CSV Excel PDF Print Search:

Job Number	Job Title	Status	City	IF	State	Category	Post Date	Post Age	Applies	Views	Conv. Rate	Rating
A62478941	Branch Manager	active	Warren		MI	Staffing	2018-09-25	5	2	48	24.00	neutral
AHIMM0902	3rd Shift Industrial Food Maintenance Mechanic	active	Torrance		CA	Food Manufacturing/ Food Supplier	2018-09-13	17	2	68	34.00	good
AHQ4060	Food Quality Assurance Manager	active	Torrance		CA	Food Manufacturing/ Food Supplier	2018-09-13	17	10	74	7.40	good

PROGRAMMATIC JOB ADVERTISING

- Use case 1:
accessing a wider network of job sites



PROGRAMMATIC JOB ADVERTISING

- Use case 2:
better managing your current spend
 - Rules-based bidding
 - Spend and apply limits
 - Automate job distribution
 - Automate Job title and geographic expansion



Job A 
Job B 
Job C 
Job D

Job A 
Job B 
Job C 
Job D 

PROGRAMMATIC JOB ADVERTISING

- Reduce cost per application
- Increase applications without increasing total spend
- Get applications for more of your jobs
- Access niche talent pools / expand job reach
- Centralize job spend management
- Automate job distribution
- Little or no incremental cost

PROGRAMMATIC JOB ADVERTISING

CASE STUDY 1

- LI staffing in Northeast Ohio
- \$3,000 monthly ad spend
- Average monthly applies: 568

With Programmatic

- Applies increased 161% (915)
- Spend decreased 13%

PROGRAMMATIC JOB ADVERTISING

CASE STUDY 2

- Healthcare recruiting in Bay Area (clinical and non-clinical)
- \$3,500 monthly ad spend
- Average monthly applies: 379

With Programmatic

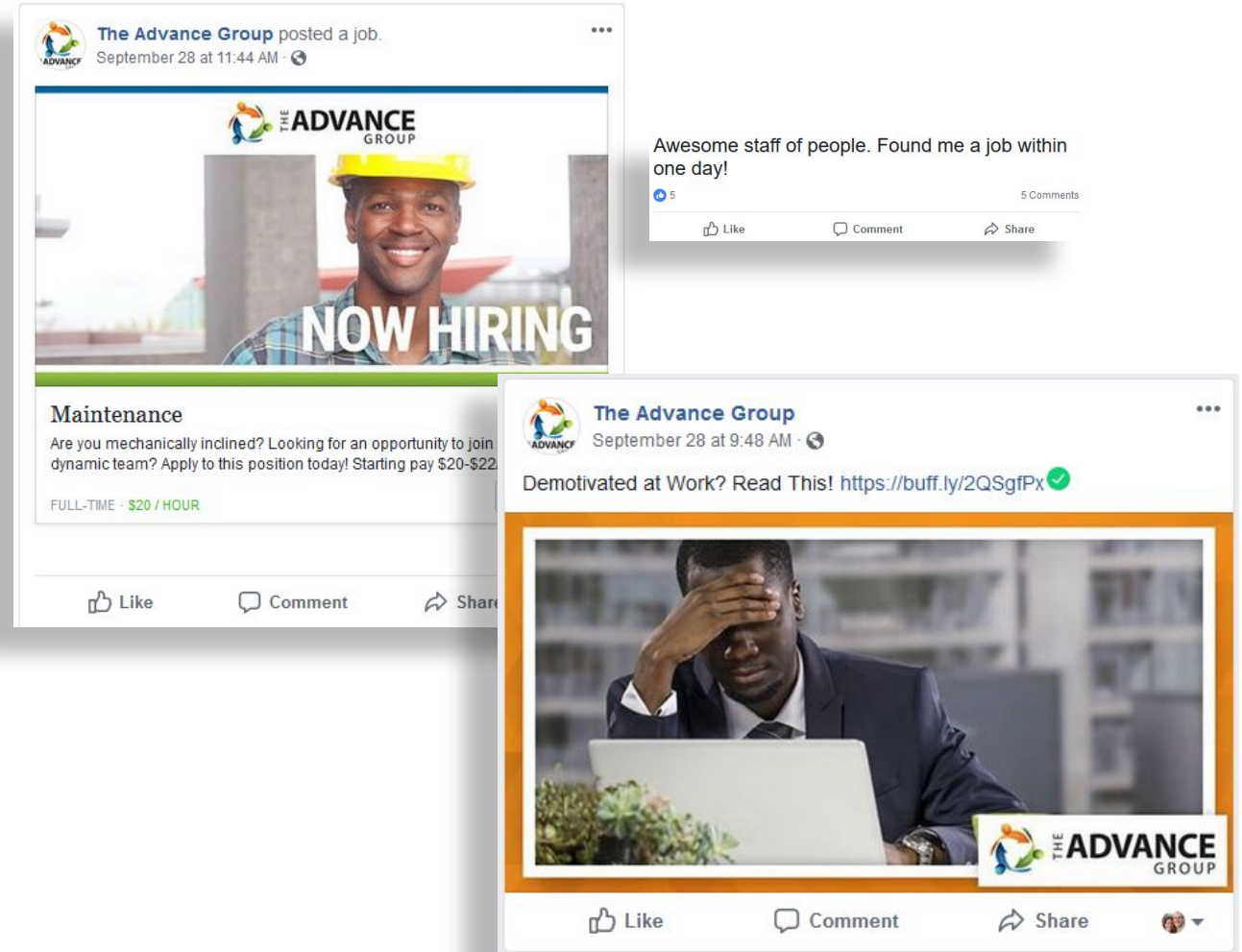
- Applies increased 231% (876)
- Spend decreased 13%



RECRUITMENT MARKETING
PILLAR #3
Social Recruiting

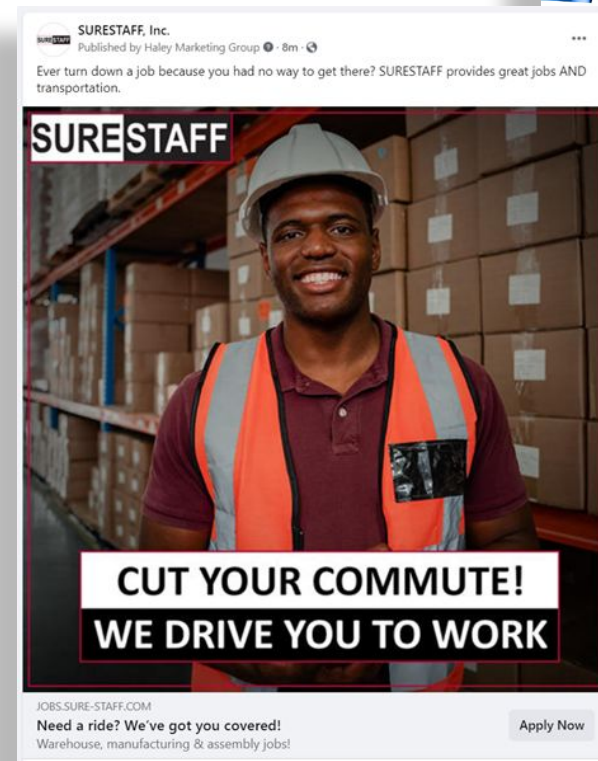
SOCIAL RECRUITING

- Attract
- Engage
- Convert



TWO STRATEGIES

- Active job seekers
- Passive job seekers



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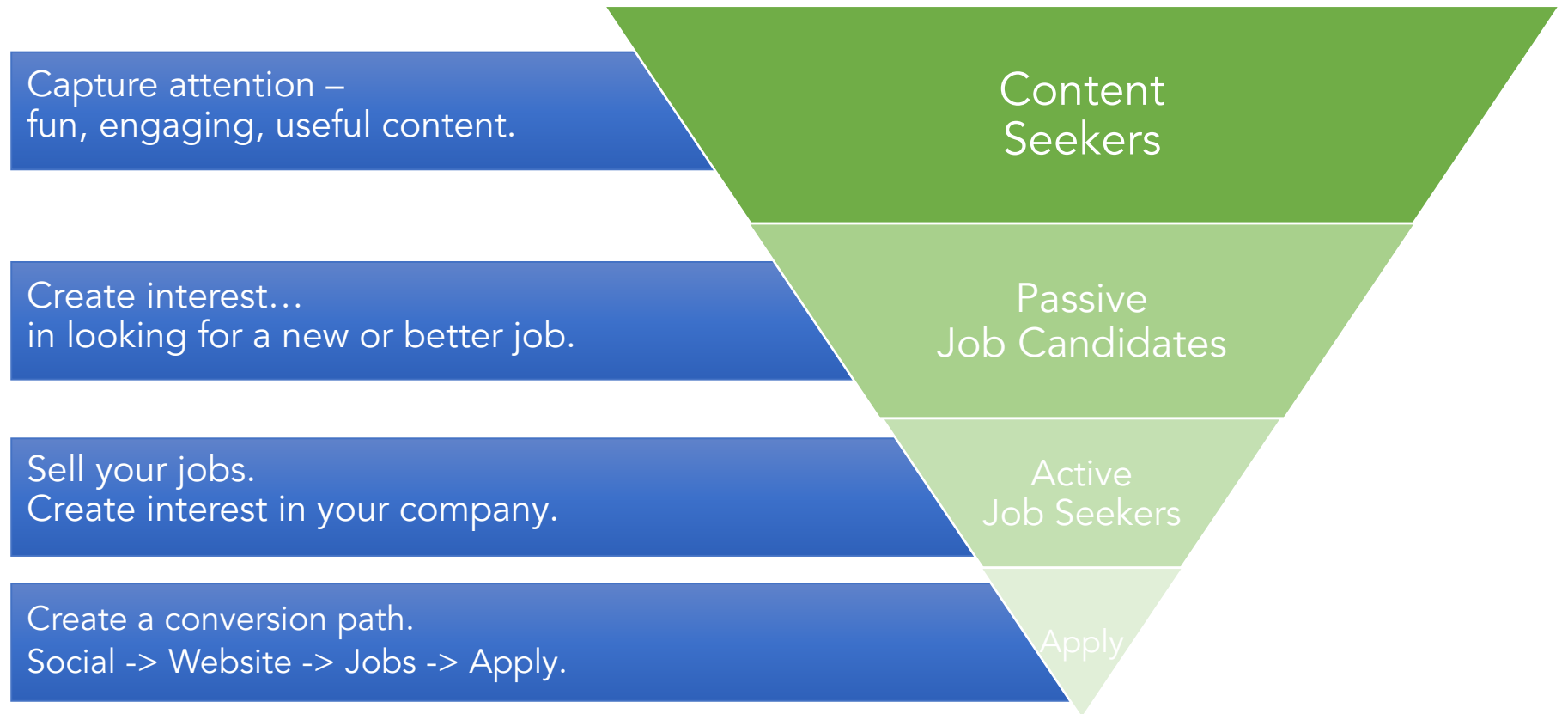
[Apply Now](#)



**SEARCH OPEN
OPPORTUNITIES**

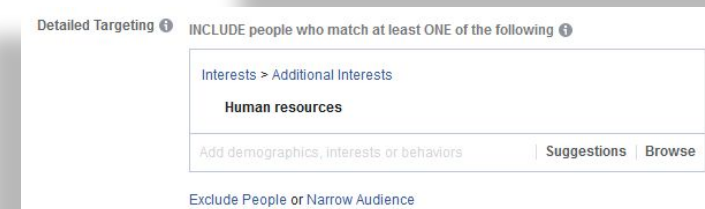
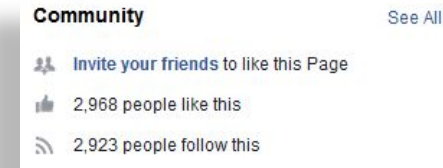
**Staffing
Texas LLC**
Putting Texas to Work

SOCIAL RECRUITING FUNNEL



REQUIRES ORGANIC & PAID

- Organic reach
 - Company followers
 - Staff connections
 - Groups
- Paid reach
 - Targeted content sharing
 - Geographic job promotion
 - Hiring events





RECRUITMENT MARKETING
PILLAR #4

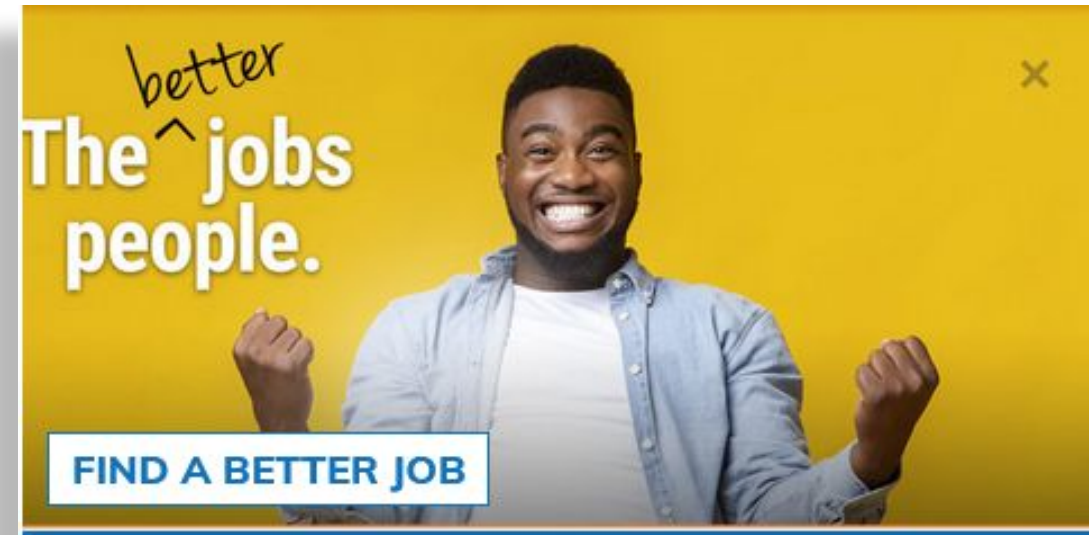
Employment Branding

EMPLOYMENT BRANDING

- Define your value
- Tell your story
- Manage your brand

DEFINE YOUR EVP

- Why you?
- Tell your story
 - Vision
 - Focus
 - Culture
 - Opportunity
- Maximize visibility
 - Online
 - ITRW



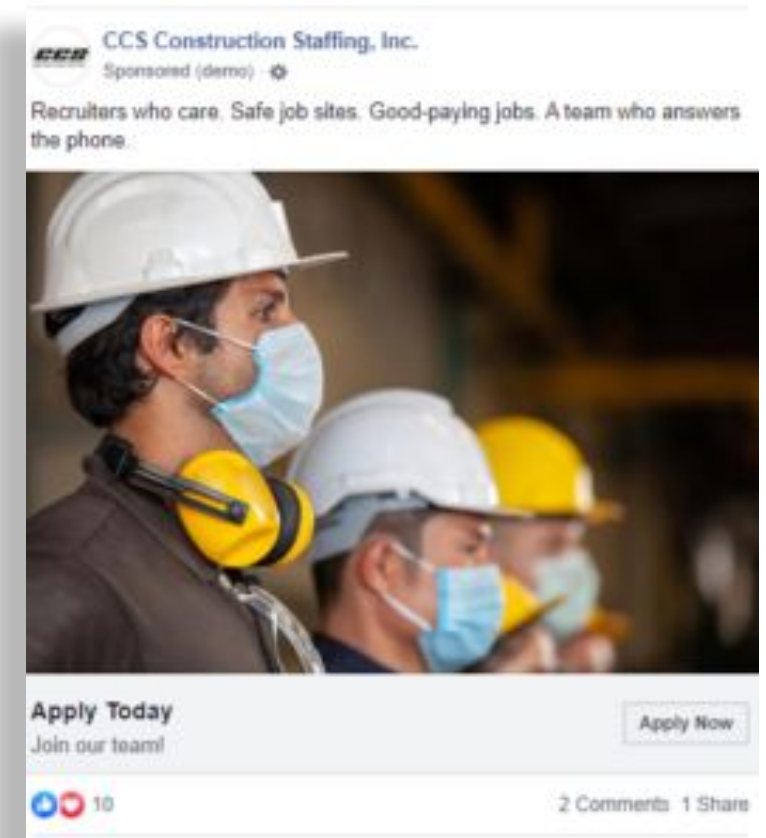
BOOSTING VISIBILITY

- Social media
- Email
- PPC ads
- SEO
- Trade conferences
- Trade associations
- Referral partners
- Speaking
- Creating events
- Grass roots marketing



BRANDING CHANGED DUE TO COVID

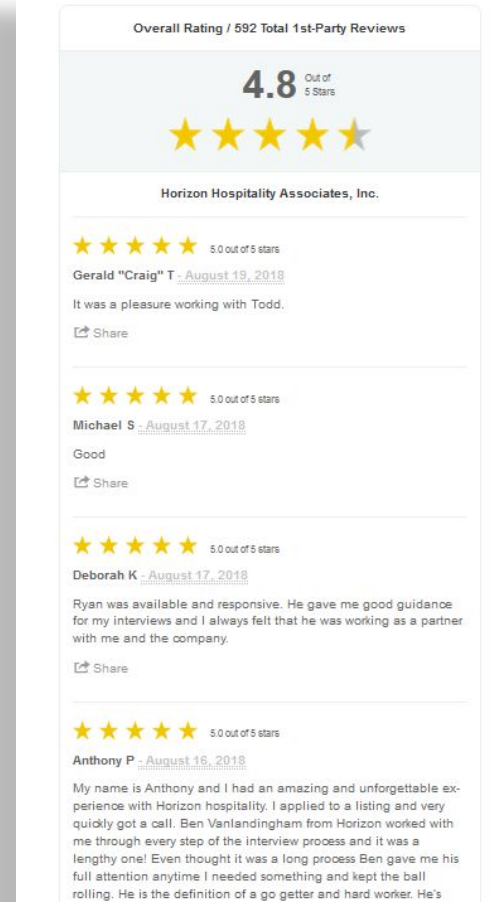
- Safety
- Flexibility
- Remote opportunities
- Remote interviews
- Onboarding processes
- Technology / communication



FOCUS ON SOCIAL PROOF

- NPS
- Testimonials
- Reviews
- Awards
- Performance metrics

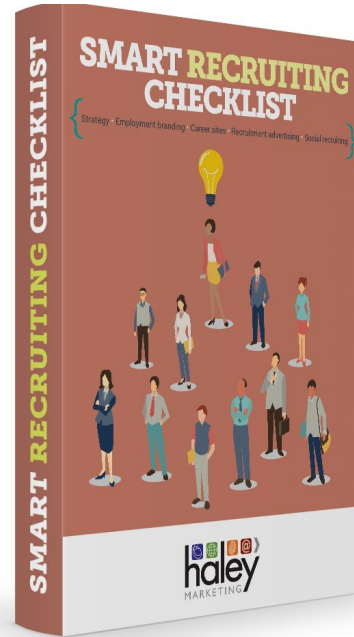
Branding matters for your company
and your recruiters!





Want ideas for your
recruitment marketing?

recruit **smarter.**



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