



MARKETING IS TO RECRUITING

Using marketing tools and tactics to shoot your candidate experience through the roof.



THE STATE OF CANDIDATE EXPERIENCE TODAY



77%
likely to share a negative experience.



Negative
experience reduces amount of accepted offers.



Poor
employment brand in the workplace.



Fewer
and fewer quality applicants apply.



No
news = bad news

MARKETING DOES

Marketing

- ✓ Has to research target markets and tailor their messaging to several.
- ✓ Must use multiple distribution channels.
- ✓ Works with customer service to ensure seamless experience.
- ✓ Has lower cost of acquisition.

MARKETING DOES

Recruiting

- ✓ Candidates are different as are their expectations for a “good” experience.
- ✓ As application channels increase, so too must the communication loops.
- ✓ Candidate experience doesn’t happen in a vacuum.
- ✓ Much more is riding on this decision.

HOW WILL MARKETERS CHANGE THEIR SOCIAL MEDIA ACTIVITIES IN THE FUTURE?

We asked marketers to indicate how they will change their social media use in the near future. Survey takers were asked to indicate whether they will increase, decrease, remain the same or not utilize various social media networks and tools.

77%

A significant 77% of marketers plan on increasing their YouTube and/or video marketing. Businesses with 1,000 or more employees indicated this is a key growth area, with 82% responding affirmatively.

12%

Remain
the Same

10%

No Plans
to Utilize

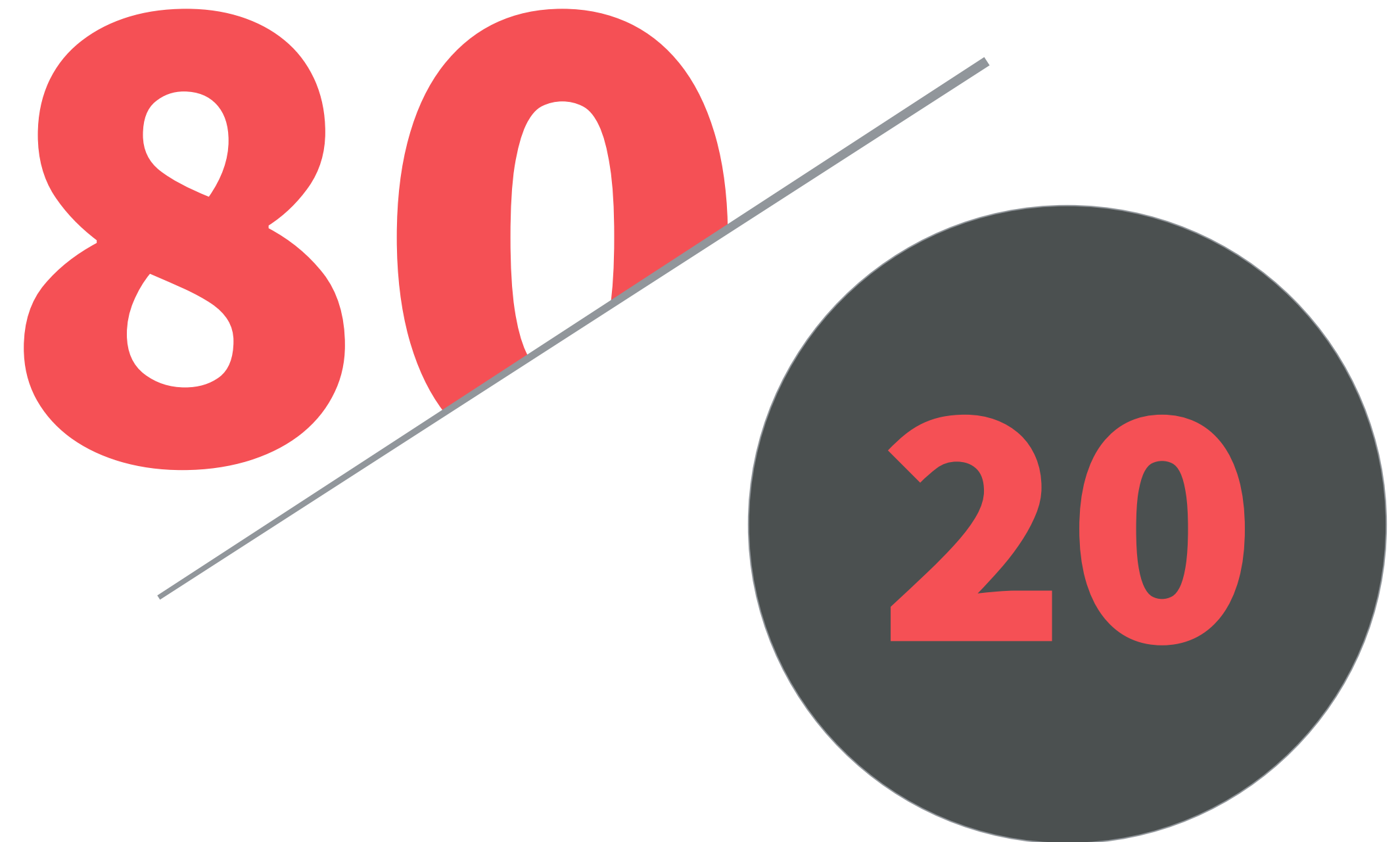
1%

Decrease

TACTIC #1:

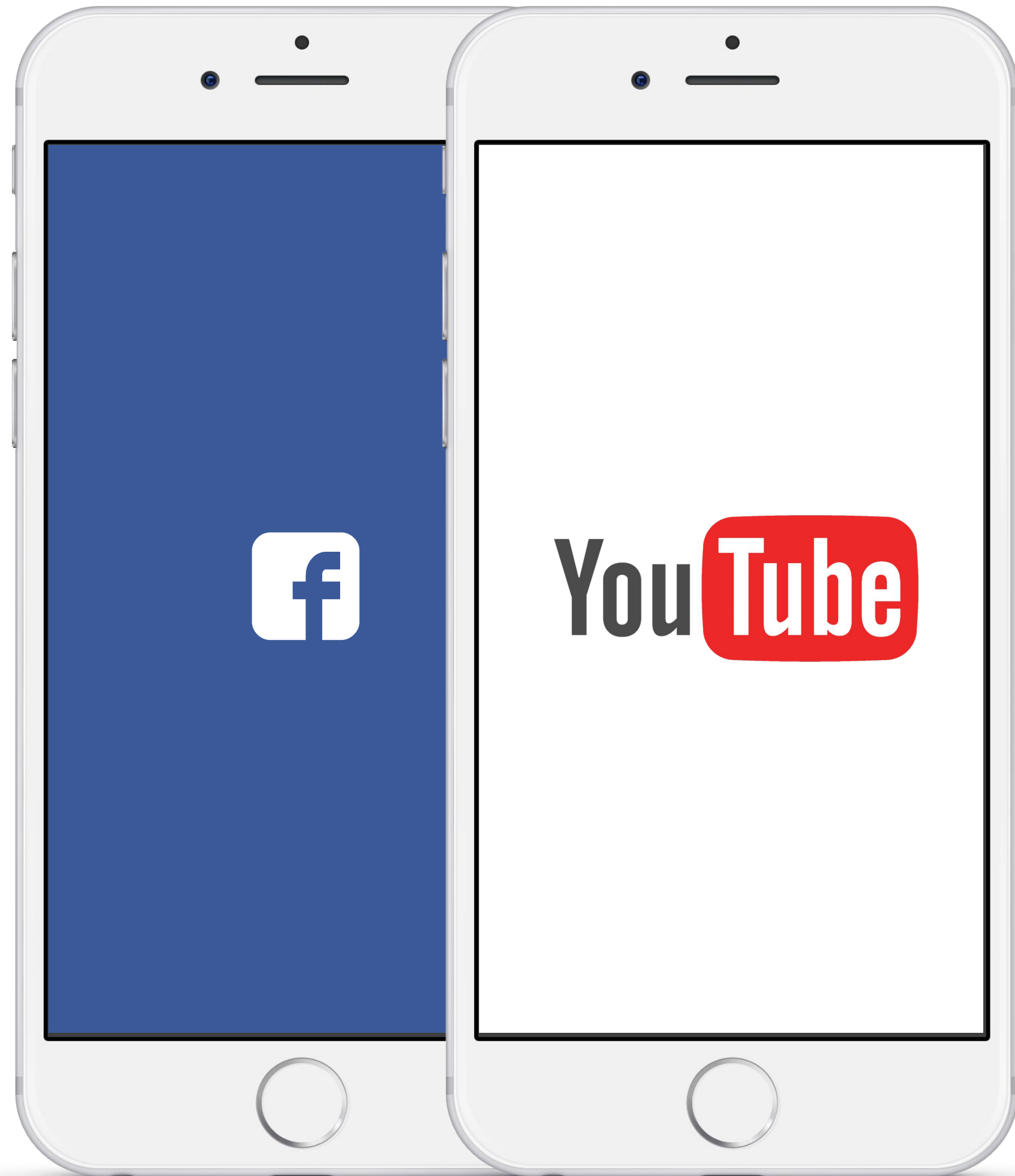
The 80/20 Rule

Marketers allow certain clients to self-select. We also know that some clients are more trouble than they are worth. The trick is not making them angry when they're shown the door.



TOOLS

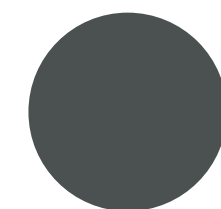
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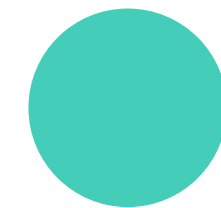
- Be crystal clear about your culture and values. Everywhere.
- Ease of access trumps fancy design.
- Provide candidates with a closer look into the organization via social channels.



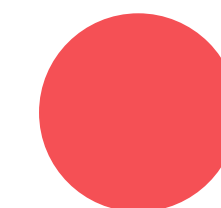
YouTube



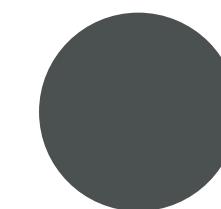
Facebook



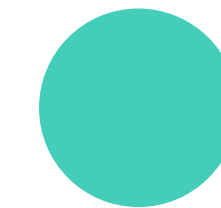
LinkedIn



Loop11



Omniture



Silverback 2.0

WHY VIDEO?

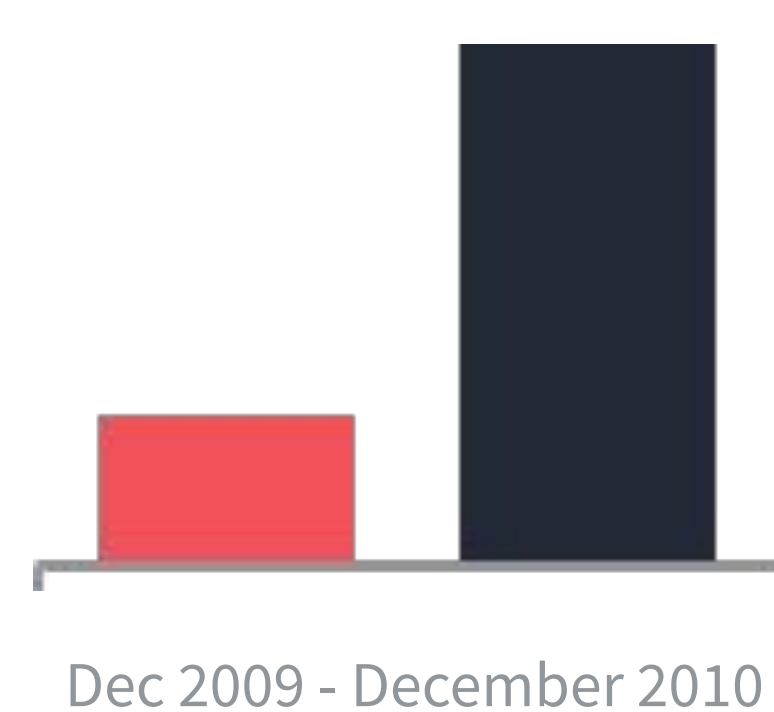
Engagement with online video continues to grow substantially.

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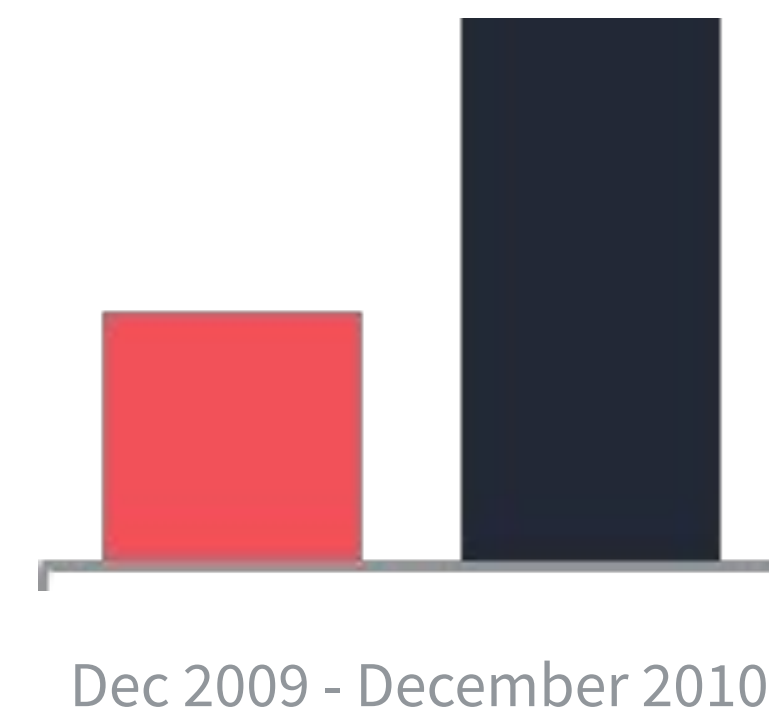
Growth in Total U.S. Online Video Market

Source: comScore Video Matrix, Dec-2010 vs Dec-2009

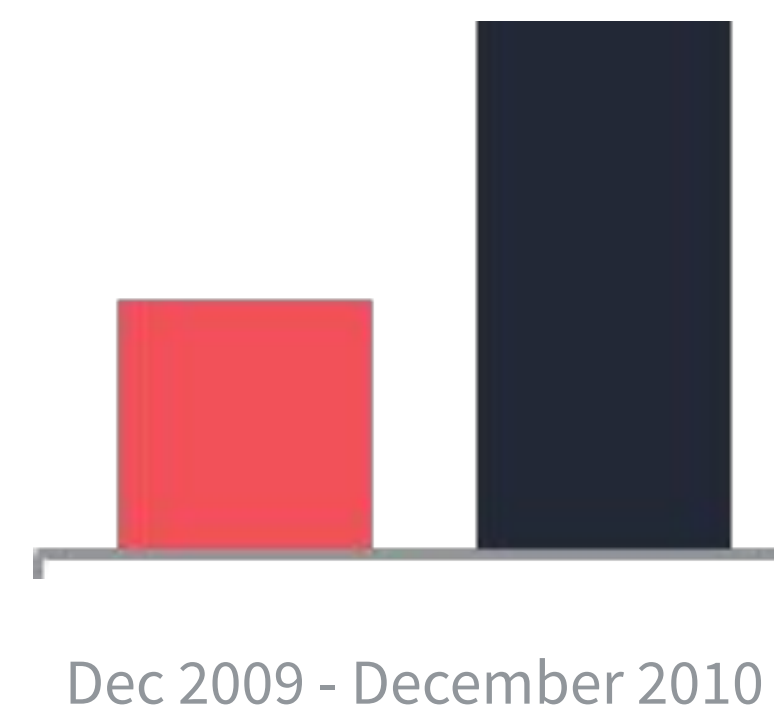
Average Daily Unique Viewers (Millions)



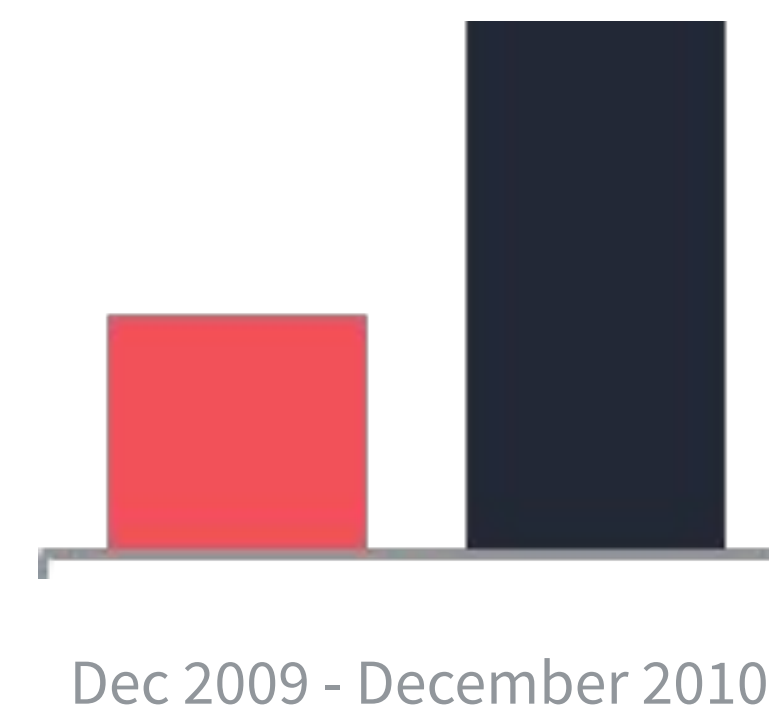
Videos Per Viewer



Viewing Sessions (Billions)



Hours per Viewer



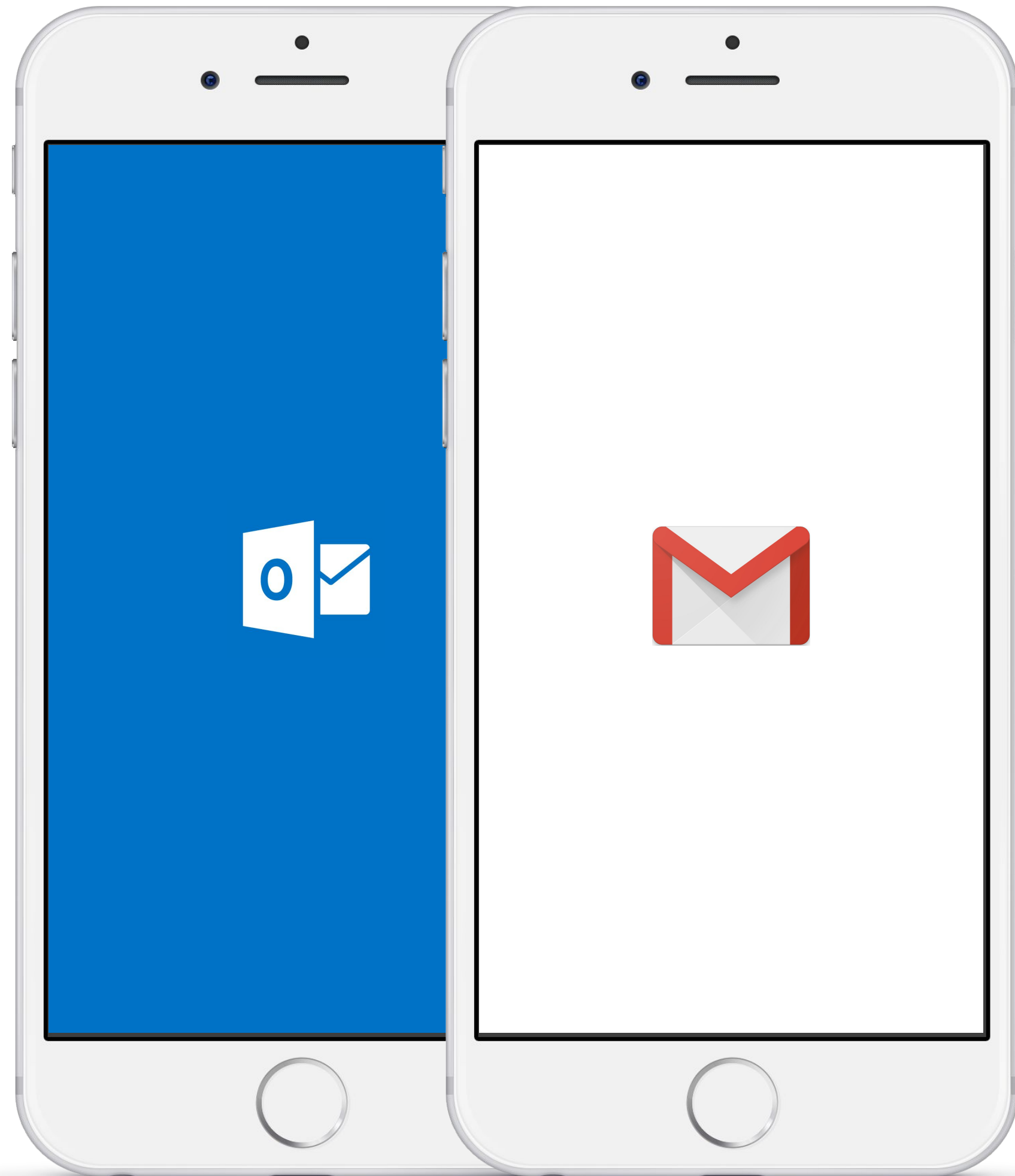
TACTIC #2:

Rapid Response Team

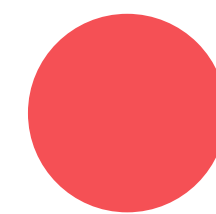
No it's not easy, but whether you do it through social channels, the telephone, auto-responders or a CRM, you **MUST** respond to people. No excuses.



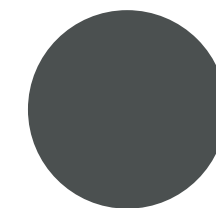
TOOLS



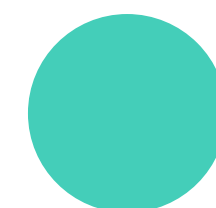
- Respond.
- In the manner you were contacted.
- There are several tools, including Gist, Rapportive, Sprout Social and more that will allow you to keep track of people that email a certain address.
- Many of these are free or very low cost and allow you to import/export CSV files.



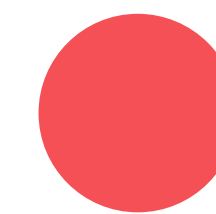
Gmail, Outlook



Salesforce/Sugar/ACT



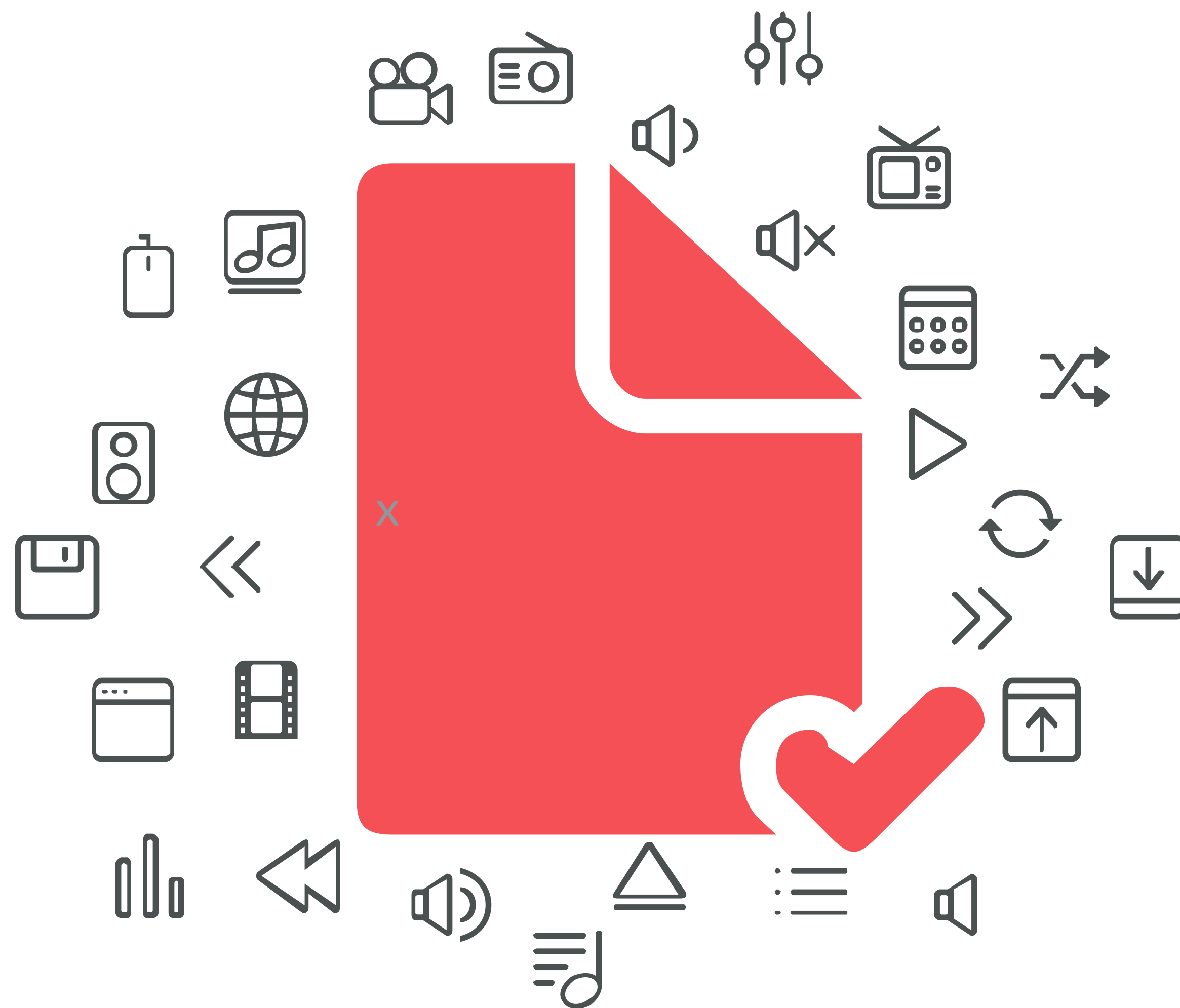
Social Channels
(Twitter)



Autoresponders or
timed responses via
Vertical Response,
Constant Contact,
MailChimp, Aweber

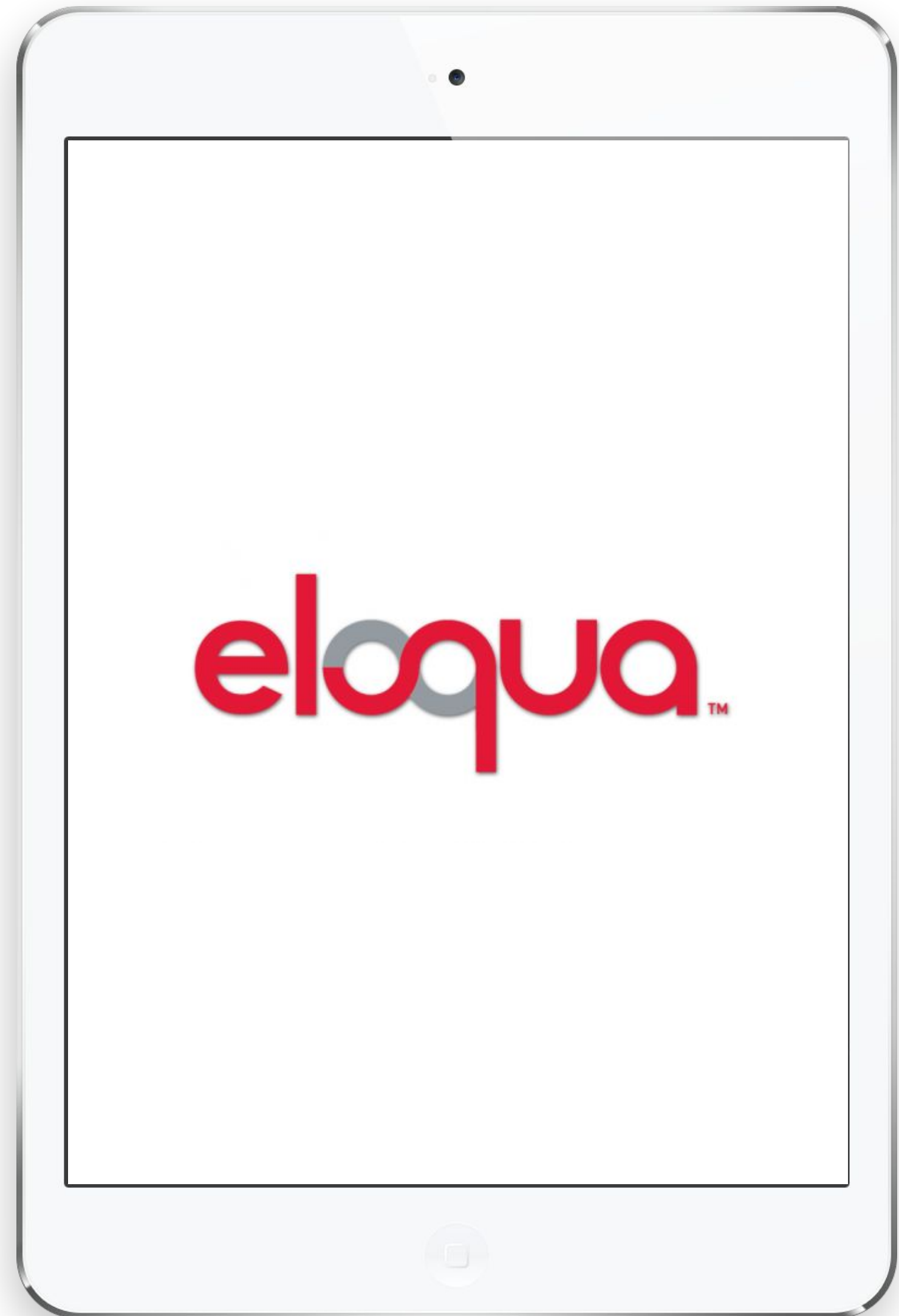
Market Research

You got it. Networks, communities, or just contact!



TOOLS

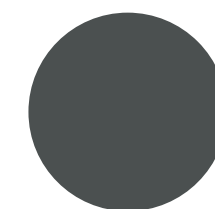
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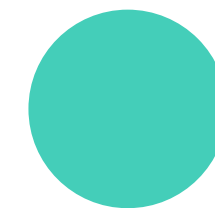
- Research can be conducted via follow up surveys
- Beta groups can be used on LinkedIn
- Testing tools within your career site and facebook
- Try your own career site.



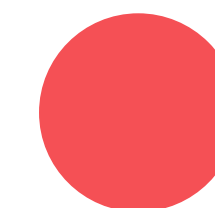
Eloqua



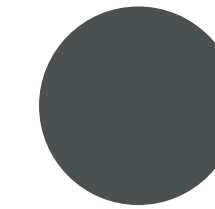
QuestionPro



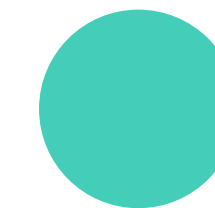
Survey Monkey



Facebook Insights



Your ATS Data



Your own two hands

TACTIC #4:

Content Marketing

Got a captive audience that needs something? Give it to them. They may not be today's hire, but they could be tomorrow's (or a customer!).



Video Increases
retention of
website contents
by up to 300%

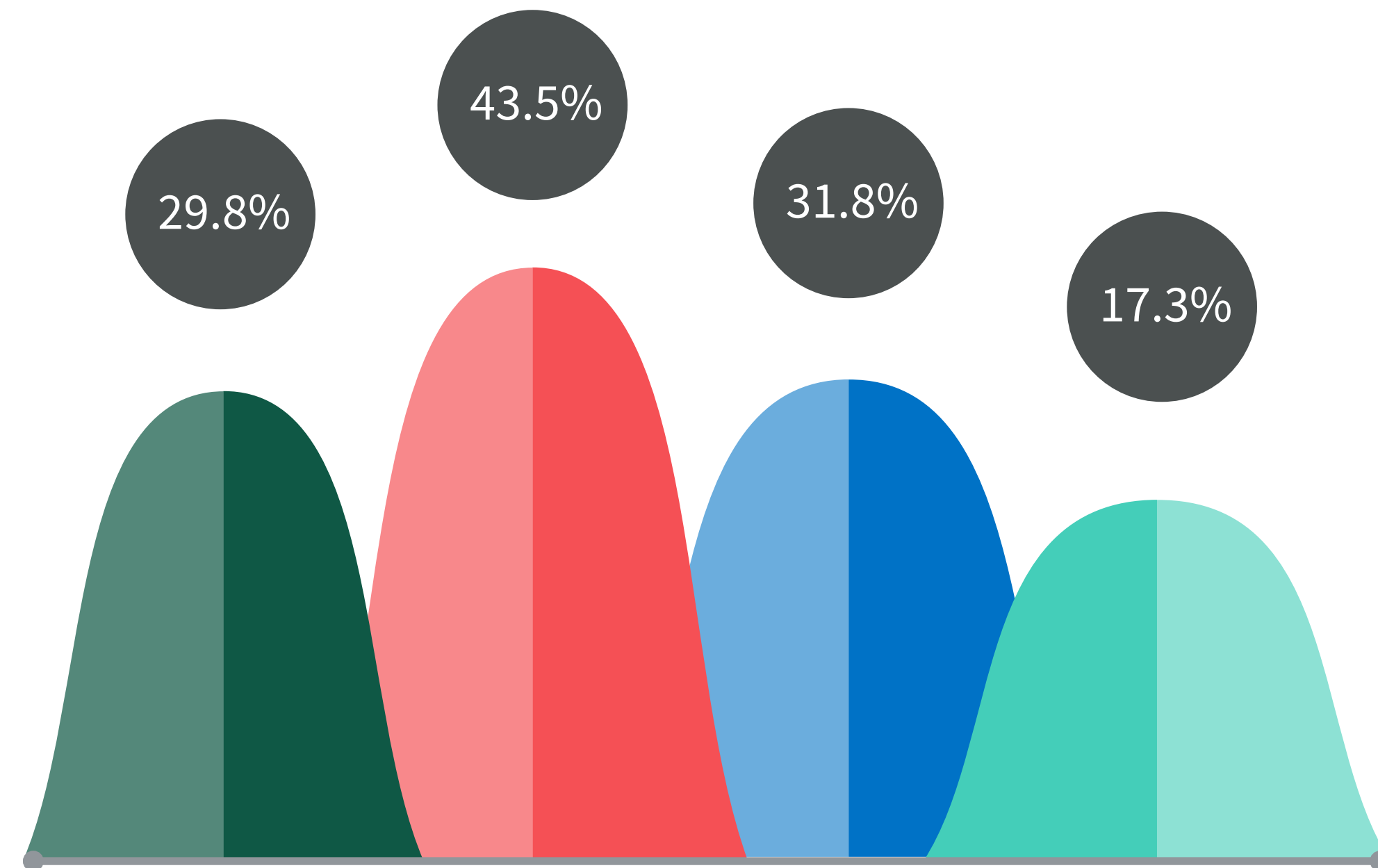
	Min. Audience Learning Potential		Max. Audience Learning Potential
Websites with Text Only	15%	to	30%
Websites with Text & Images	30%	to	73%
Websites with Text & Video	67%	to	105%



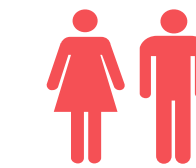
% AUDIENCE

Using Each Learning Method

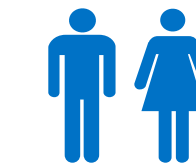
14



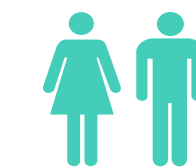
Written Language Learner



Visual Learner



Audio Learner



Tactile Learner

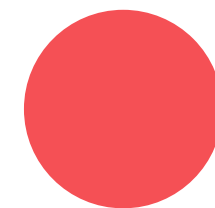


TOOLS

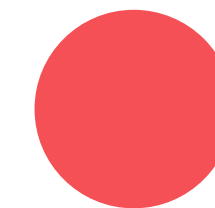
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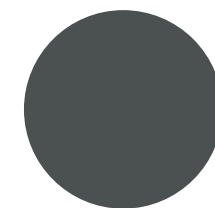
- If content creation is out of the question, try curation.
- Give information alongside the CTA, in this case, your open positions.
- People love video, especially when it shows them the answer to a burning question.



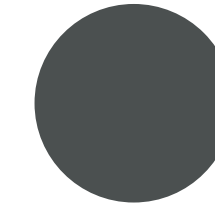
RSS Feeds



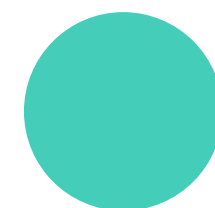
Video



Storify, Paper.li, etc



Email

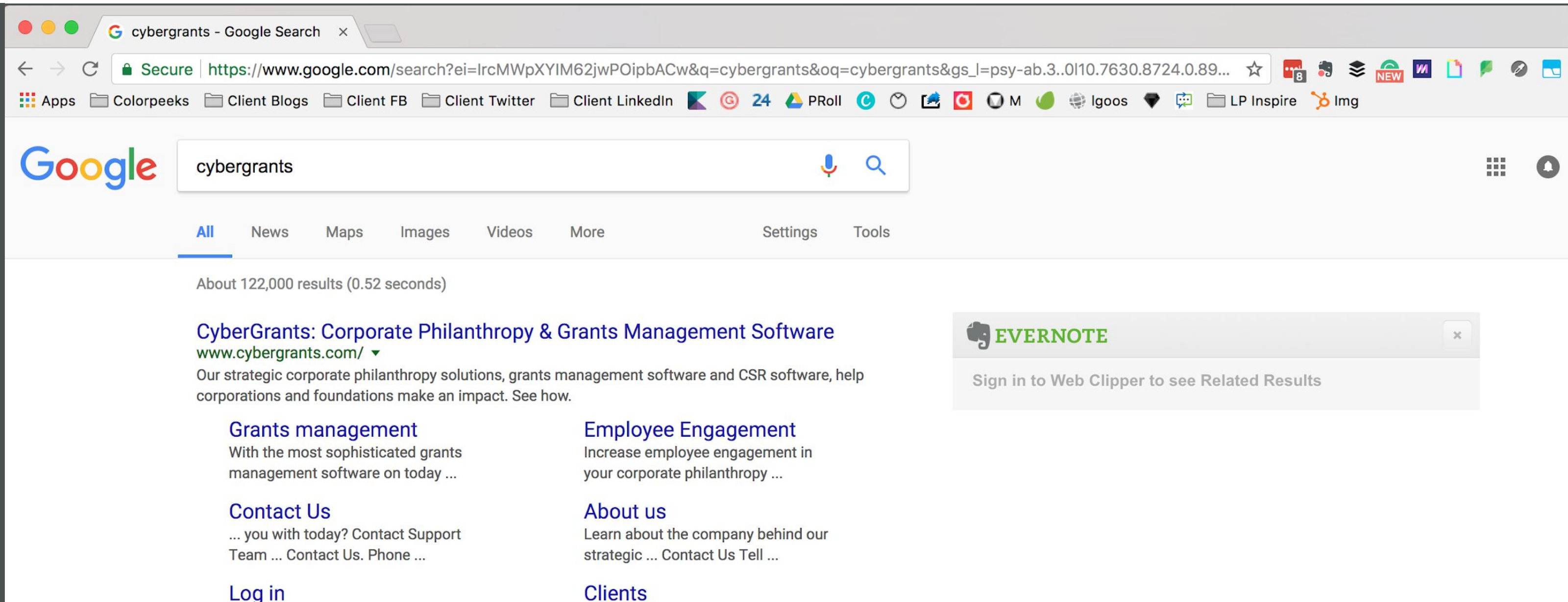


Slideshare

SEARCH ENGINE OPTIMIZATION

16

Make sure your
content is indexing
on Google!



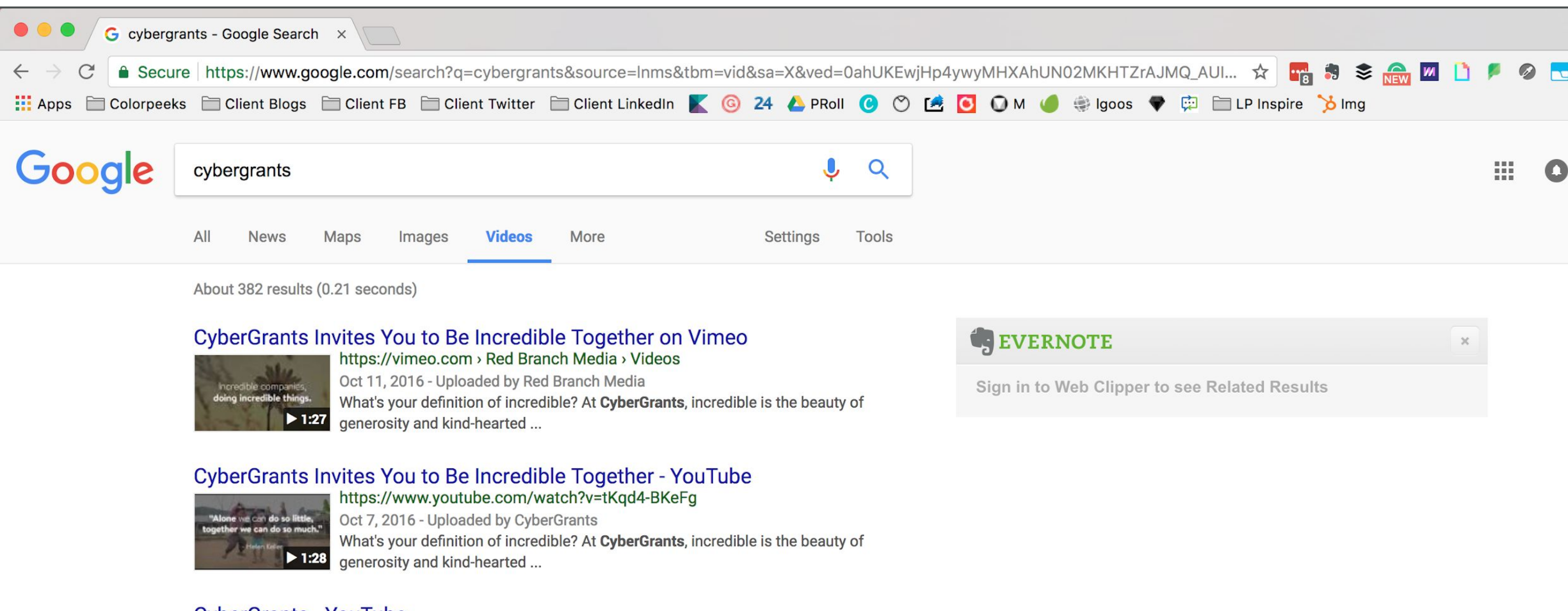
Google is the number 1 place people start their job search!

Video places top of search engine results.

Search Engine Optimized - utilizing such keywords as your company name, name of the position, and type of sector.

SEARCH ENGINE OPTIMIZATION

17



Our clients are front and center reaching top talent with multiple first and second page placement for their videos!

Traditional recruitment methods provide only ONE opportunity to capture a candidate. With the SEO links, you have UNLIMITED opportunities to capture a candidate - video appears on multiple websites!

TACTIC #5:

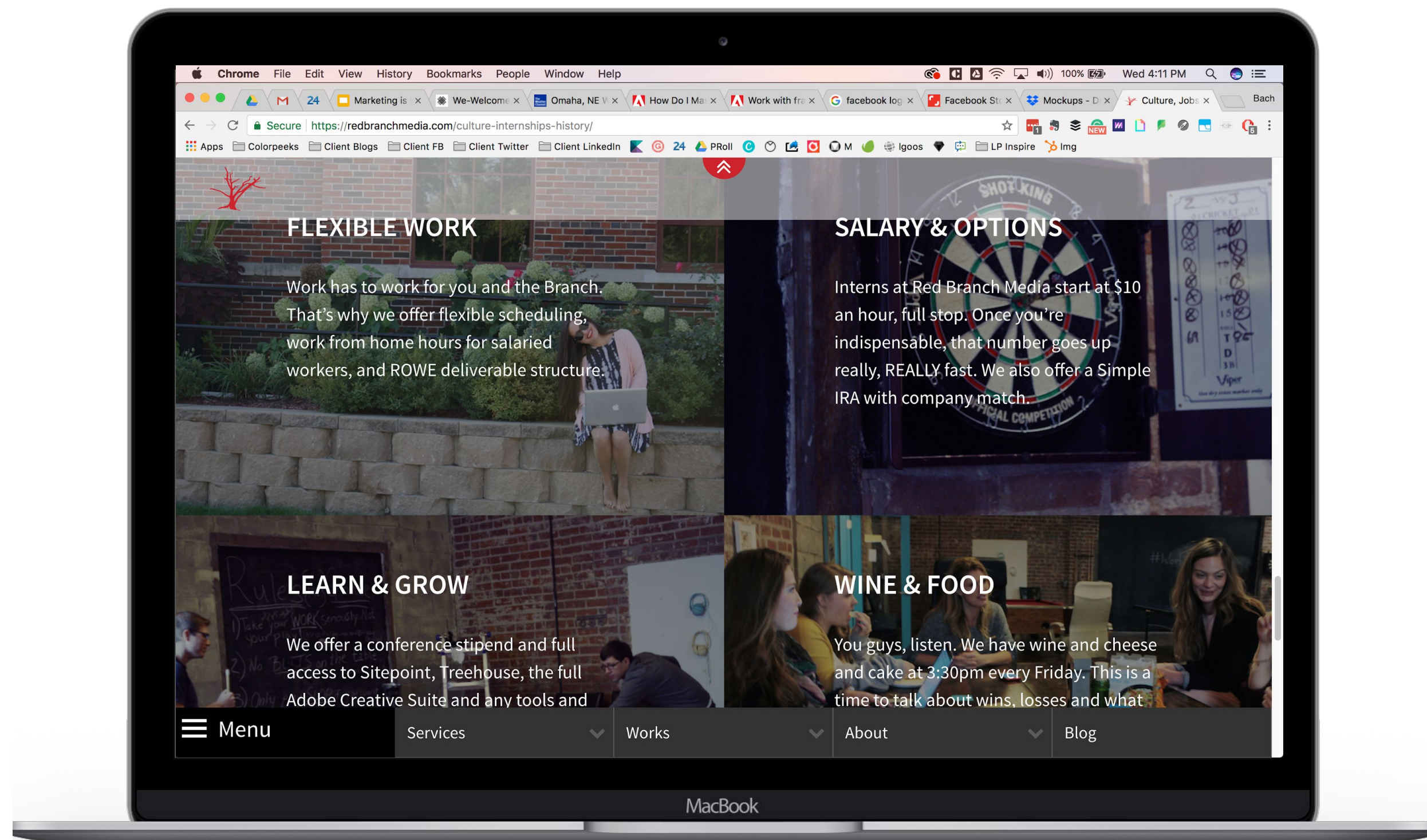
Setting Expectations

Terms and conditions. FAQs. Contracts. Statements of Work. All of these documents set expectations early and often.

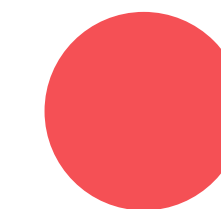


TOOLS

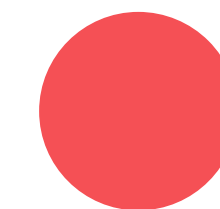
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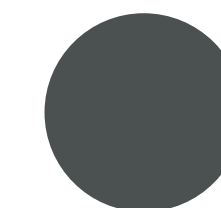
- Pay attention to the company you keep.
- How easy and informative is your process?
- Does your process match your internal processes?
- How do I know what to expect?



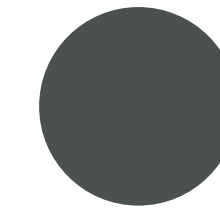
Headers and Footers



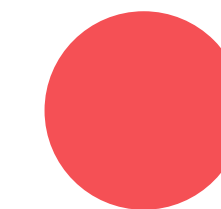
YouTube



Career Site



Flowchart

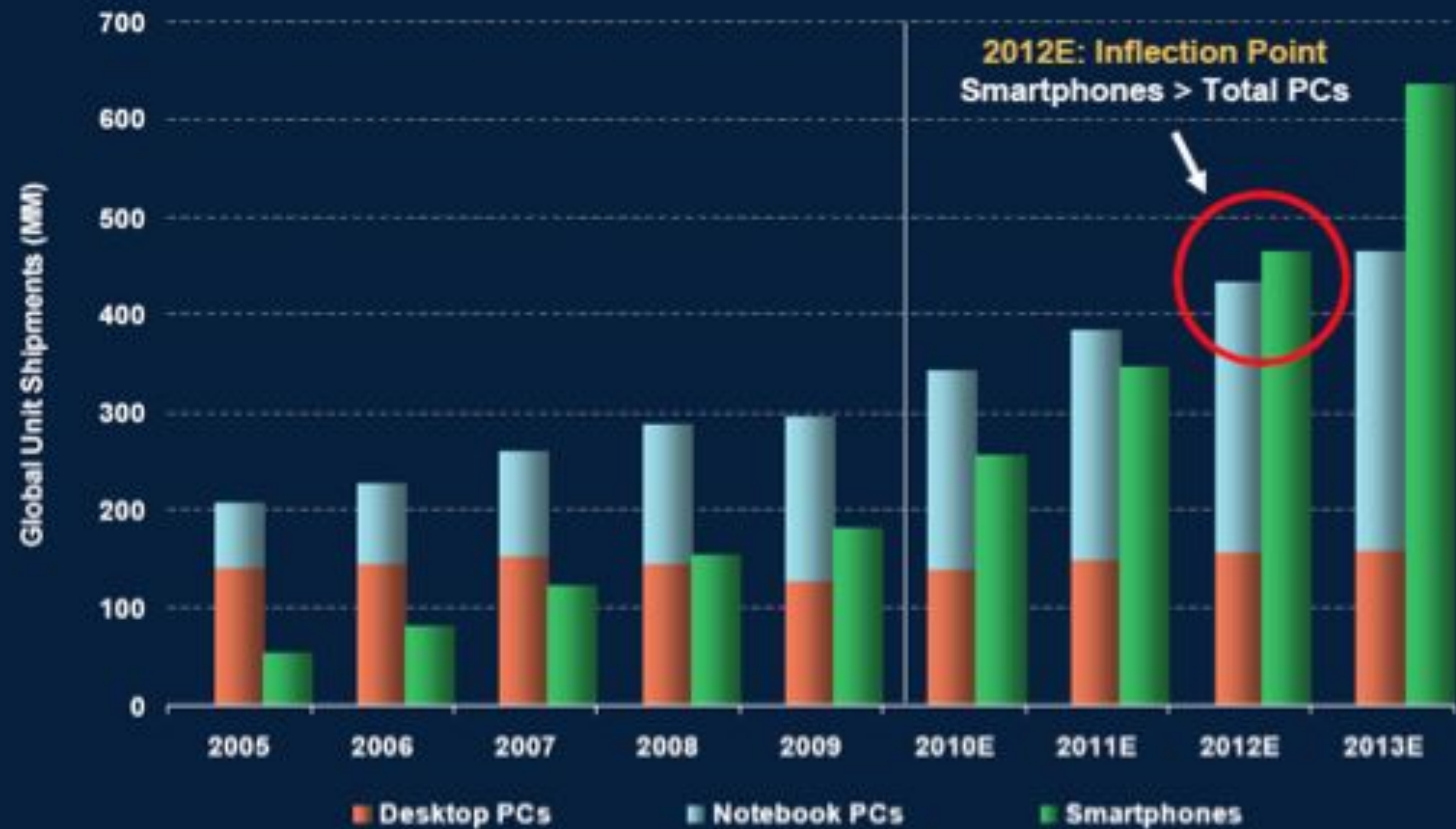


Follow up FAQ email

BE WHERE
YOUR
CANDIDATES
ARE

Go Mobile. Go Global.

Global Unit Shipments of Desktop PCs + Notebook PCs vs. Smartphones, 2005 – 2013E



Morgan Stanley

Note: Notebook PCs include Netbooks. Source: Katy Huberty, Ehud Gelblum, Morgan Stanley Research. Data and Estimates as of 11/10

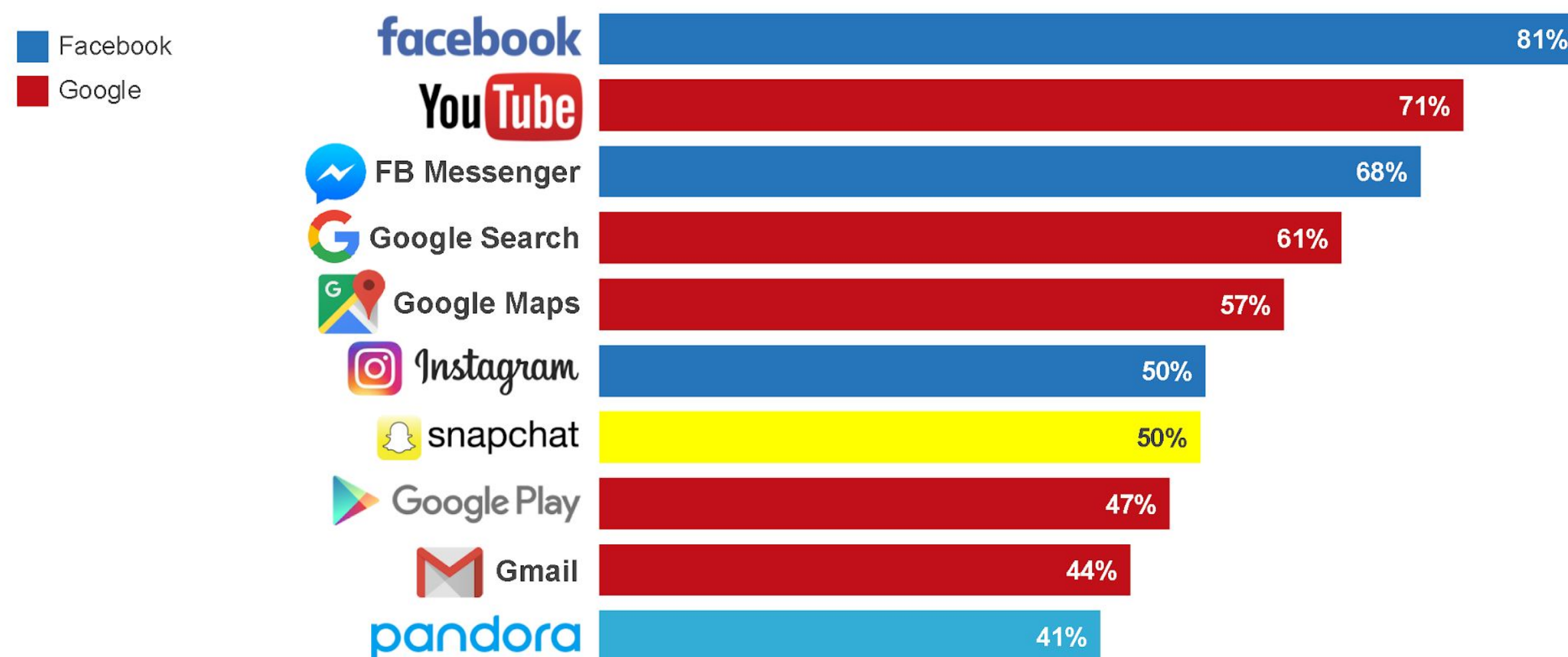
MOBILE IN SOCIAL MEDIA

The growth of social networking via mobile devices is mainly driven by Facebook, reaching 81 percent of US mobile users

Facebook and Google own the top 6 – and 8 of the top 10 – most used apps, with Snapchat and Pandora rounding out the ranking

Top 10 Mobile Apps by Penetration of App Audience

Source: comScore Mobile Metrix, U.S., Age 18+, June 2017



THIS IS THE GOAL FOR MARKETERS

22

1. A Click



**2. A Movement from one
point to the next**



3. A Smile



4. A Testimonial

SOURCES

- 1 | <http://www.hrexaminer.com/candidate-experience>
- 2 | <http://www.slideshare.net/beeshields/optimizing-the-candidate-experience>
- 3 | http://blogs.hbr.org/cs/2011/01/how_my_company_hires_for_cultu.html
- 4 | <http://www.ere.net/2011/11/01/we-did-something-about-the-candidate-experience/>
- 5 | <https://www.comscore.com/Insights/Presentations-and-Whitepapers/2017/The-2017-US-Mobile-App-Report>