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
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.

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
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.

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.
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.

**TACTIC #1:** The 80/20 Rule
TOOLS

➔ 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
- Loop11
- Facebook
- Omniture
- Linkedin
- Silverback 2.0
WHY VIDEO?

Engagement with online video continues to grow substantially.

**Growth in Total U.S. Online Video Market**

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

- **Average Daily Unique Viewers (Millions)**
  - Dec 2009 - December 2010
  - Dec 2009 - December 2010

- **Viewing Sessions (Billions)**
  - Dec 2009 - December 2010
  - Dec 2009 - December 2010

- **Videos Per Viewer**
  - Dec 2009 - December 2010

- **Hours per Viewer**
  - Dec 2009 - December 2010
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
TACTIC #3: Market Research

A good marketer knows his or her markets, all of them. How can you use this information to your advantage?

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

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
- Facebook Insights
- QuestionPro
- Your ATS Data
- Survey Monkey
- 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%

<table>
<thead>
<tr>
<th></th>
<th>Min. Audience Learning Potential</th>
<th>Max. Audience Learning Potential</th>
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<tbody>
<tr>
<td>Websites with Text Only</td>
<td>15% to 30%</td>
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<tr>
<td>Websites with Text &amp; Images</td>
<td>30% to 73%</td>
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<tr>
<td>Websites with Text &amp; Video</td>
<td>67% to 105%</td>
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</table>
% AUDIENCE
Using Each Learning Method

- Written Language Learner: 43.5%
- Visual Learner: 31.8%
- Audio Learner: 29.8%
- Tactile Learner: 17.3%
TOOLS

➔ 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
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

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.
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.
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.
THIS IS THE GOAL FOR MARKETERS

1. A Click

2. A Movement from one point to the next

3. A Smile

4. A Testimonial
SOURCES