Recruit Like a Marketer
Hire Like a Boss
My name is @marenhogan

If you want to speak with me after, just walk up here!
Sometimes when you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovations.

Steve Jobs

Passive candidates barely exist anymore. Today, we call them PACTIVE!
The result: a flood of resumes, and an influx of traffic to our careers page. In the two days following the article's publish date, we received between 250 and 300 applications.
THINK LIKE A MARKETER
If you find the perfect candidate...

...make a place for them, and keep the others interested.
A NEGATIVE EXPERIENCE...

- Reduces amount of accepted offers.
- Fewer and fewer quality applicants apply.
- Bad Branding

77% are likely to share a negative experience

NO NEWS = BAD NEWS
You’re not helpless. Recruiting is not helpless.

1. “I can’t possibly respond to every resume that comes into our shop.”

2. “We’re too big/small busy/understaffed/underfunded.”
They get attraction in a **BIG WAY**

Attracting people is something marketing does every day.
MARKETING KNOWS SERVICE
NURTURE YOUR APPLICANTS

Nurture your applicants… like customers

Go through your process… no matter what
BORED?
GIVE UP?
FRUSTRATED?
SIGN OFF?
USE ANALYTICS
HOW DO WE DO THIS?

Front loading

Live chat

Social

job ads

Target

Application

Employees

profiles
TOOLS TO USE
TOOLS TO USE

**CRM** (Avature, Zoho, Salesforce, Asana)

**Live Chat** (oLark, BoldChat, ZenDesk)

**Social Analytics** (SproutSocial, Buffer, Hootsuite)

**Marketing Automation** (Marketo, Hubspot, Eloqua, Pardot)

**Document Libraries** (Google Drive, Gravity Forms, Dropbox)
REACHING YOUR TARGETS

EXPAND YOUR PRESENCE
Sometimes when you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovations.

Steve Jobs
MAKE MOBILE...

Part of your everyday schedule.
TOOLS TO USE
TOOLS TO USE

- Hootsuite
- Sprout Social
- Buffer
- Qwava
- Shoulet

Manage your social profiles from one dashboard
Run Multiple GRANULAR ad campaigns
KNOW THE TALENT POOL

Create profile/templates
Build gated forms
Generate surveys
NOTICING TRENDS

1. Create a job calendar
2. Research your pipeline
# Tools to Use

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<th>Templates</th>
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<tr>
<td>- MailChimp</td>
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<td>- Most ATS</td>
<td>- Hubspot</td>
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<td>- Evernote</td>
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<tr>
<td>- Ad software</td>
<td>- Eloqua</td>
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HAVE A CLEAR CTA
Video is starting to matter.

Smart recruiters are recognizing the need to jump on board.
Your way out of BAD HIRES
TOOLS TO USE
REALIZE NOT EVERYONE IS A FIT.
ALLOW FOR SELF-SELECTION
ELEMENTS OF STRATEGY
How much information should you be giving your jobseekers?

When do they need to apply to have the best chance?

How long until they will hear from you if at all?
THANKS!

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🐦 @marenhoghan
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