

Recruit Like a Marketer

Hire Like a Boss

My name is @marenhogan

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If you want
to speak with
me after, just
walk up here!



PASSIVE



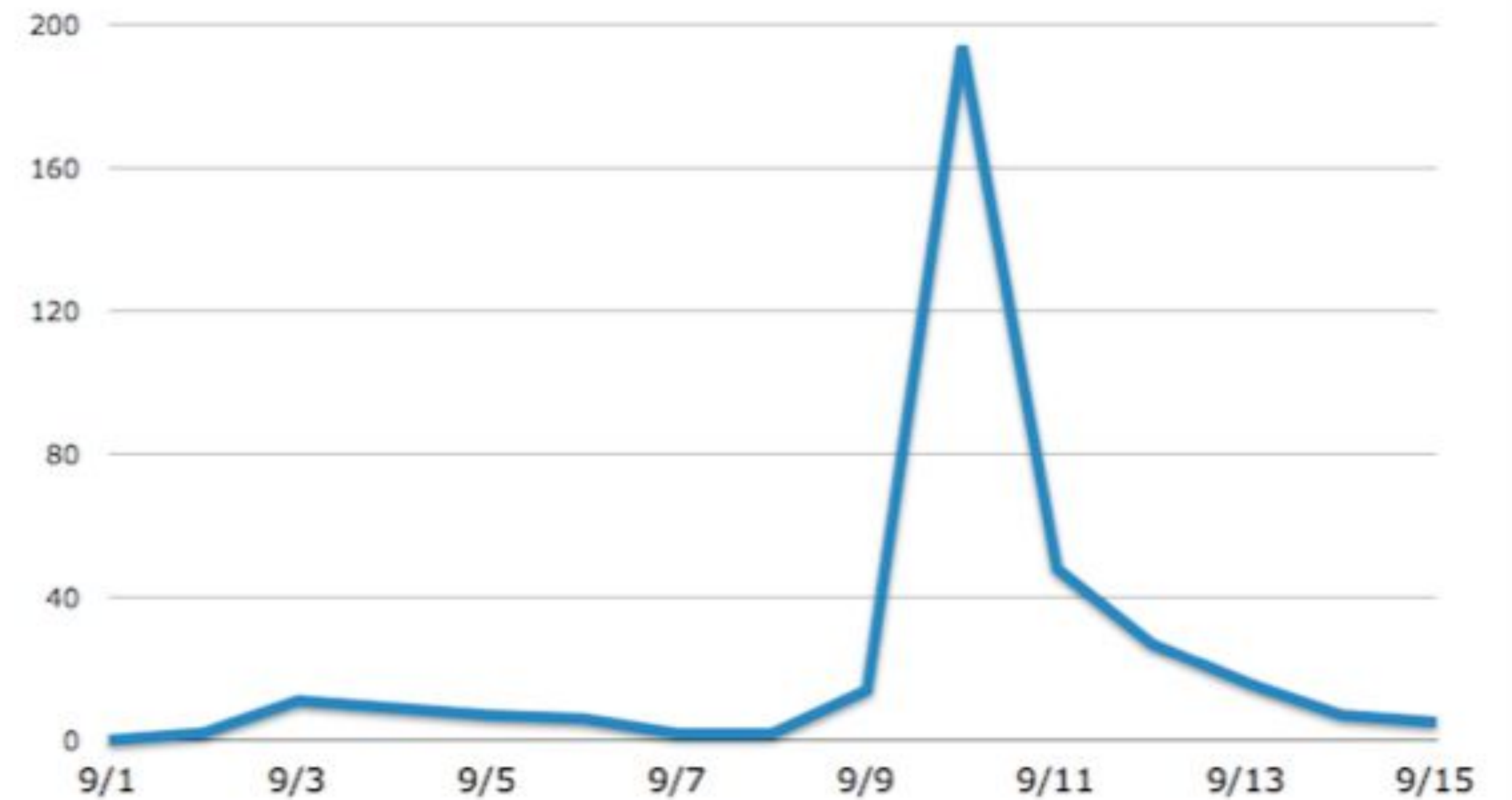
**Passive candidates barely exist anymore.
Today, we call them **PACTIVE!****

PR FOR PASSIVES



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.

Number of Applications



A woman in a plaid shirt is standing and pointing at a whiteboard with a blue marker. She is smiling and looking towards a group of four people seated at a long wooden table. The seated individuals, three men and one woman, are looking at the whiteboard. The room has large windows in the background. The entire image is overlaid with a semi-transparent red filter.

THINK LIKE A MARKETER

If you find the *perfect* candidate...

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...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



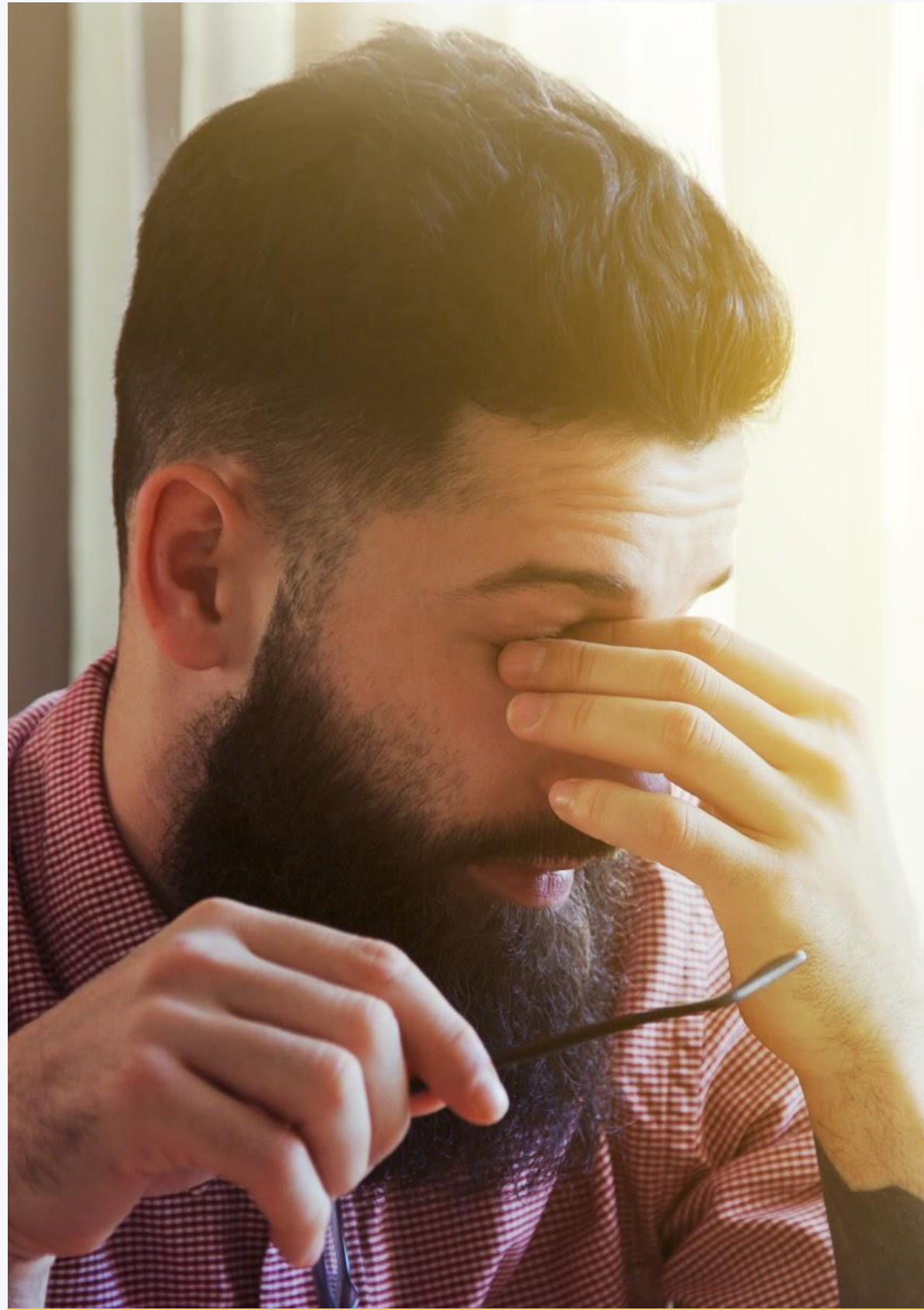
Nurture your applicants...
like customers



Go through your process...
no matter what



BORED?



GIVE UP?



FRUSTRATED?



SIGN OFF?



USE ANALYTICS

HOW DO WE DO THIS?





TOOLS TO USE

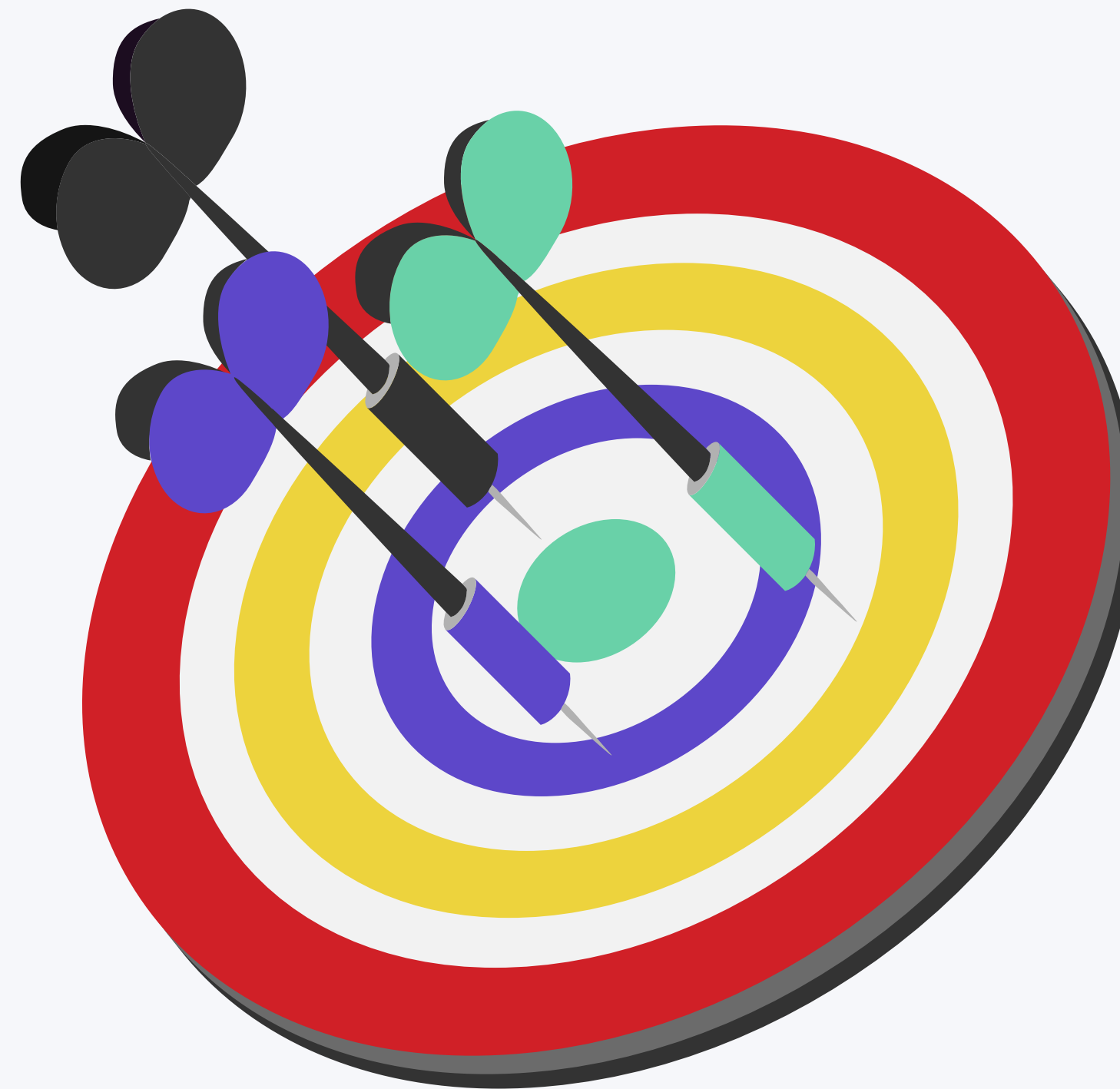
TOOLS TO USE

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CRM (Avature, Zoho, Salesforce, Asana)

Live Chat (oLark, BoldChat, ZenDesk)

Social Analytics (SproutSocial, Buffer, Hootsuite)

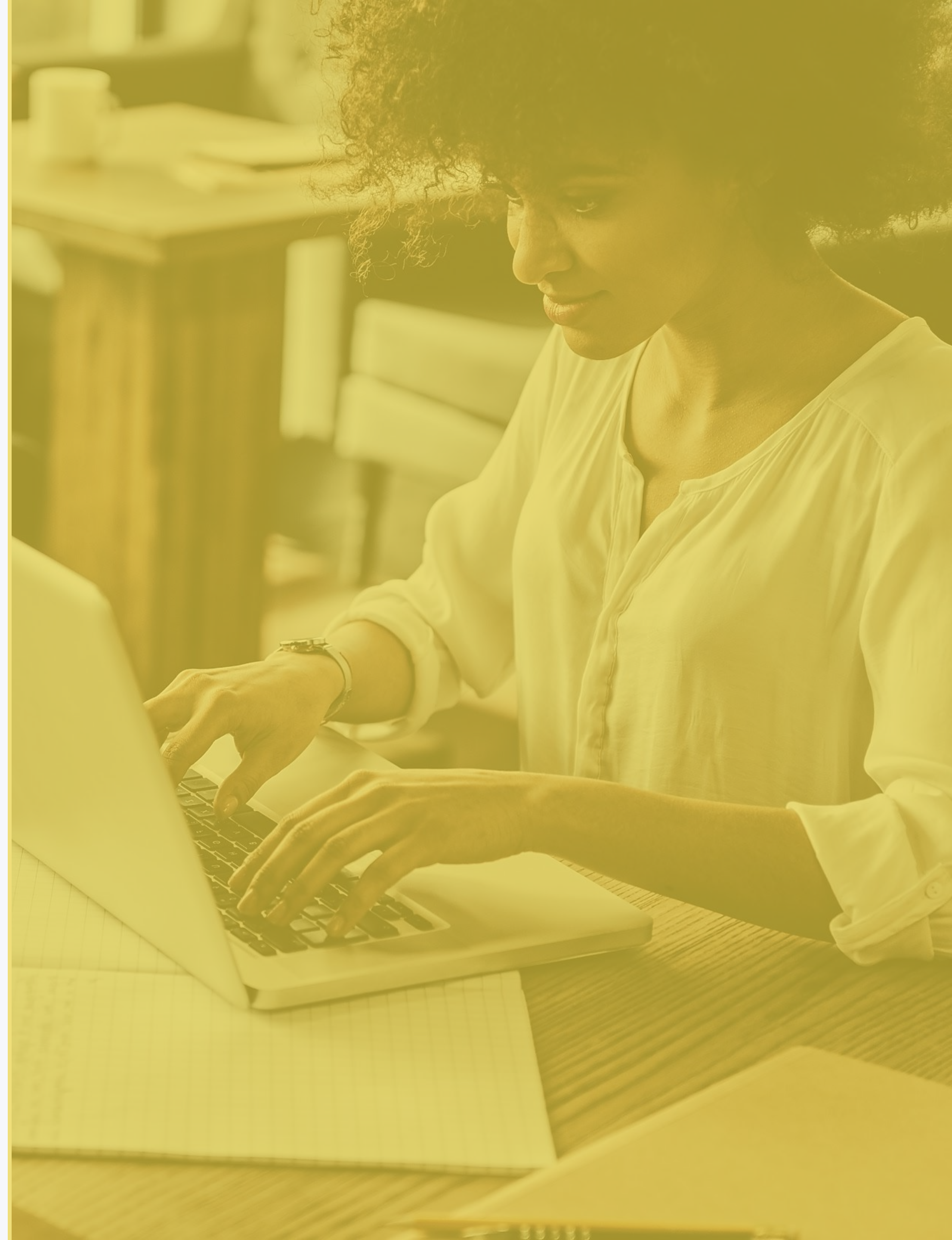


Marketing Automation
(Marketo, Hubspot, Eloqua, Pardot)

Document Libraries
(Google Drive, Gravity Forms, Dropbox)

**REACHING
YOUR TARGETS**

**EXPAND YOUR
PRESENCE**



REACH *A LOT*, WITH *A LITTLE*

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NARROWCASTING



**GO
MOBILE**

MAKE MOBILE...

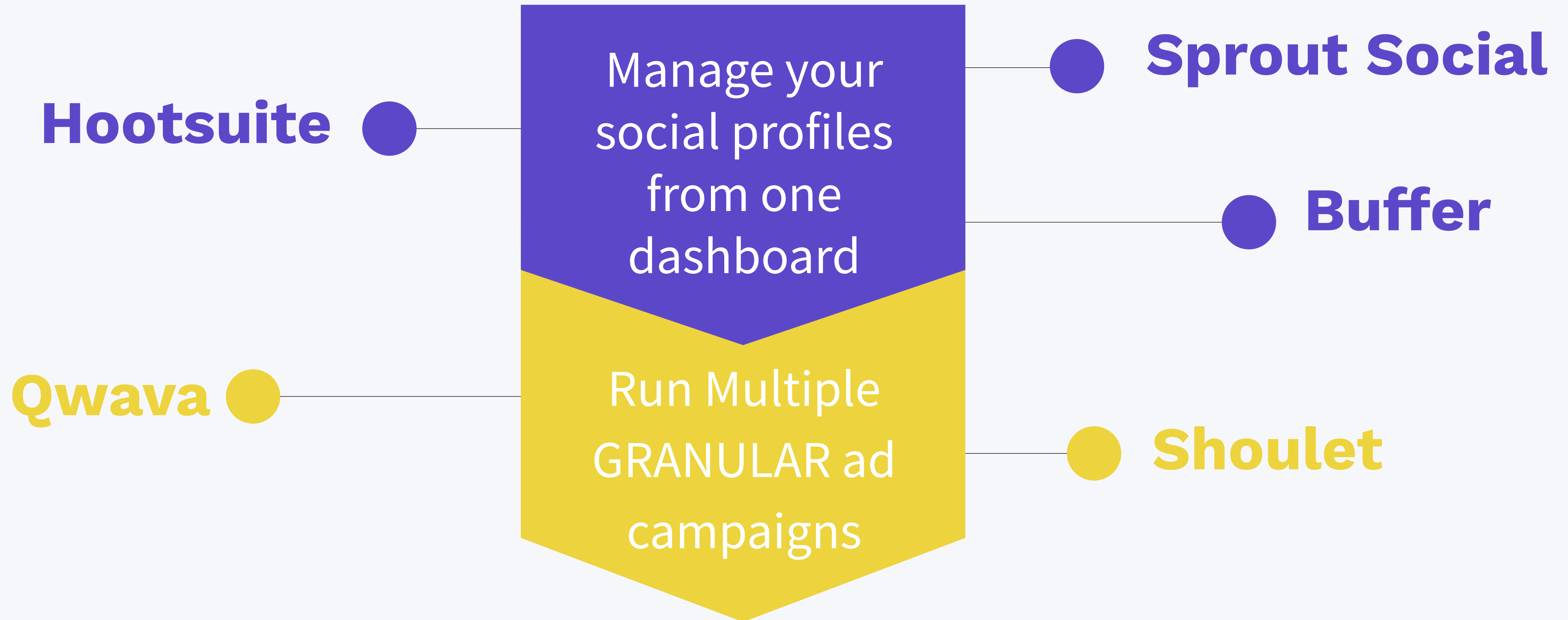
Part of your
everyday schedule.



TOOLS TO USE

TOOLS TO USE

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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

Templates

- MailChimp
- Most ATS
- Ad software

Marketing Automation (forms)

- Marketo
- Hubspot
- Eloqua
- Pardotf

Surveys

- Survey Monkey

Project Management

- Yammer
- Evernote
- Basecamp

A background image of three business professionals in an office setting, overlaid with a semi-transparent yellow filter. A man with glasses and a striped tie is on the left, a woman is in the center, and another man is on the right. They are gathered around a table with documents and a calculator. The text 'HAVE A CLEAR CTA' is prominently displayed in white, bold, uppercase letters across the middle of the image, with a short white horizontal line underneath the first few letters.

HAVE A CLEAR CTA

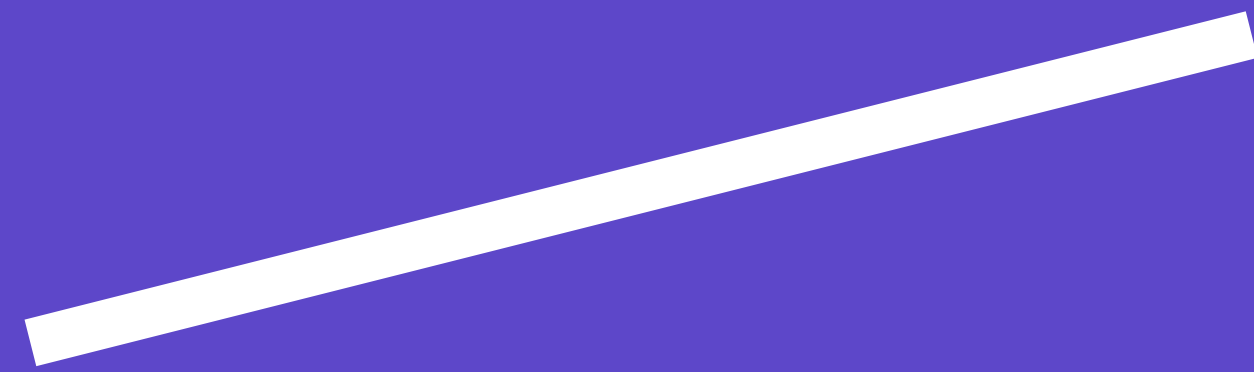
CREATE A COMMUNITY THROUGH VIDEO



Video is starting to matter.

Smart **recruiters** are recognizing the need to jump on board.

80



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**Your way
out of
BAD HIRES**

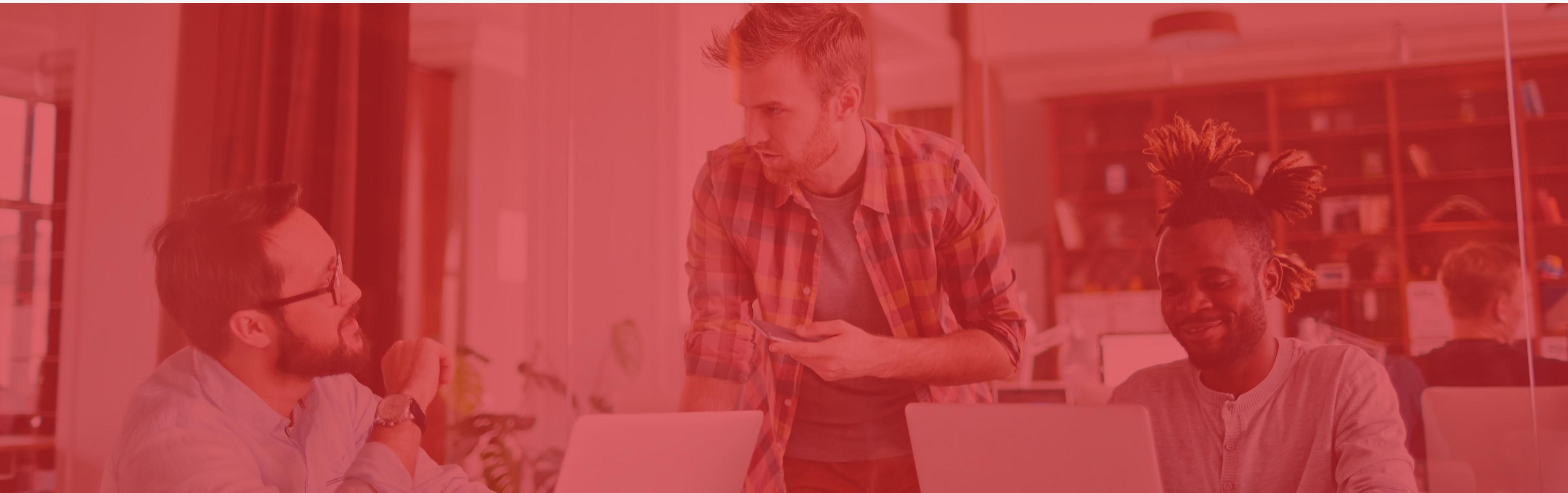


TOOLS TO USE

A woman in a business suit is sitting at a desk, looking down at a laptop with a distressed expression, her hand on her forehead. A hand from another person is pointing at the laptop screen. On the desk are a cup of coffee, a pair of glasses, and some papers. The entire image has a yellow overlay.


**REALIZE NOT
EVERYONE IS A FIT.**

ALLOW FOR SELF-SELECTION



MEASURE





ELEMENTS OF STRATEGY

ANSWER THE QUESTIONS

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**How much
information should
you be giving
your jobseekers?**



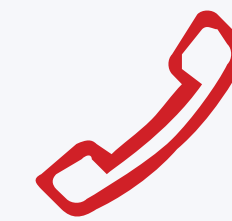
**When do they
need to apply
to have the
best chance?**



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



THANKS!



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SOURCES

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