Omega
Global Resource Solutions

OUR TOP 5 LATEST DIGITAL RECRUITING STRATEGIES FOR 2019:

## INCREASE YOUR JOB APPLICATIONS FOR THE NEW YEAR WITH THESE FIVE STEPS

Guide Overview:

In a period of UK-high employment, we understand the struggle of low application numbers to your job vacancies.

In our latest guide, we provide our top 5 digital strategies to attracting candidates and increasing your applications for the new year, offering an insight into how to implement these strategies and how Omega can help in the process.

Included in this guide:

- **Our top 5 digital strategies for increasing job applications**

- **Guidance on how to implement these strategies**

- **How Omega can assist in the process**

- **Free competency-based interview pack**
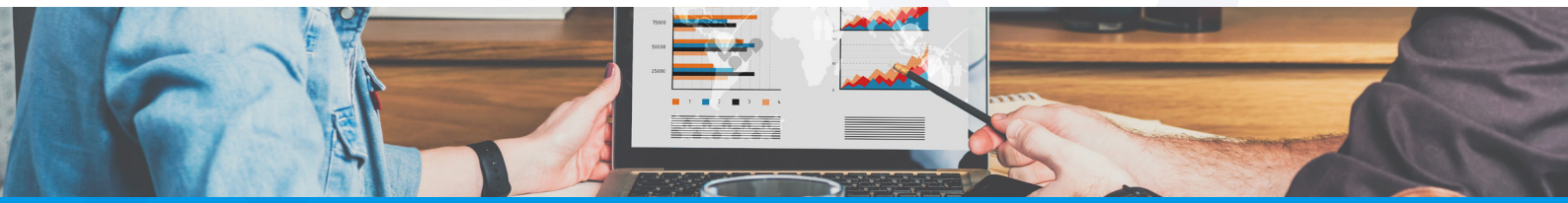
Introduction:

In today's competitive recruitment market (with a record-high employment rate of 75.6%, Office of National Statistics), UK companies are finding it increasingly difficult to attract the right candidates and fill positions. The War for Talent has been fought by organisations for a number of years, but it seems the market is now becoming solely candidate driven, with the power now in their hands.

So, what does this mean for employers? Simply, they need to stand out. In a modern world driven by advances in digital technology, job seekers are gaining greater access to information about companies through a wide variety of sources, such as your careers page, job boards, social media platforms and employer review websites.

The likelihood is that your potential applicants will have scoured the internet to find every snippet of evidence that will reassure them that your business is the best place to work, amongst the crowd. A company can stand out in many ways but judging by the surge of popularity and use in digital platforms, a good place to start would be improving your digital brand footprint.

In this guide, we have provided our top 5 digital strategies to attracting candidates, that will significantly boost your application numbers for those hard-to-fill roles in the new year!

Once you've implemented these strategies, you're going to need to pick the right candidate for the job! We've provided a competency-based interview back that assesses candidates on five essential competencies, together with template questions and a proven scoring system, just download it by clicking the link on the last page of this guide!

Video Content

1

Creating engaging video content remains one of the most efficient strategies for candidate attraction. According to a recent report by the Content Marketing Institute, 81% of the respondents agreed that video content grabs attention more effectively than static content.

The figures speak for themselves. in a separate study, they found that one-third of total online activity is spent watching video. Why? Because, as the old saying goes, 'a picture is worth 1,000 words'. In terms of hiring, video provides an ideal opportunity to promote the exciting reasons to join your business, be it state-of-the-art facilities, rewarding benefits and/or incentive packages, work environment, etc., in a fun and engaging way.

Take it from experience, whenever we produce OnSite videos for our clients during ramp-up periods, or even our own 'work for us' videos, our applications are considerably higher and we find that there's far more engagement (when we promote on social media) than our standard job posts. A simple 'Join our Team' video that showcases your employees, work environment and success (and pushing it out on social media, YouTube, etc.) could significantly improve your chances of boosting your applications.

Some examples of our client OnSite videos include:
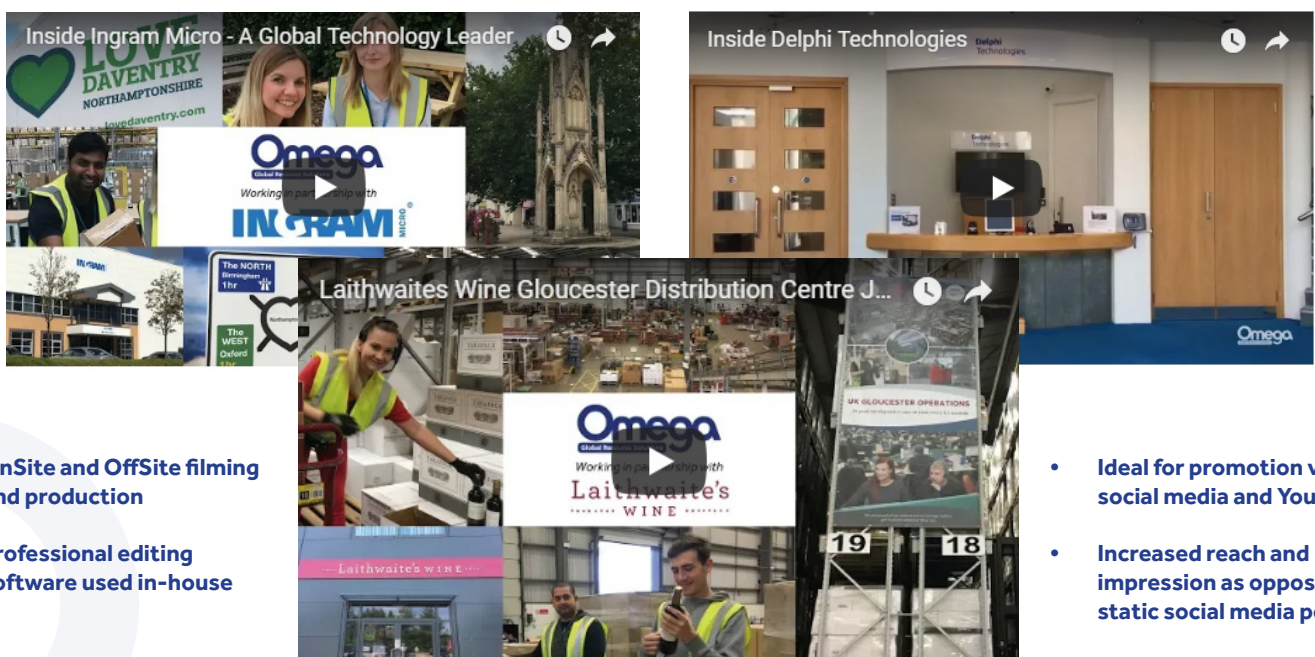
- **OnSite and OffSite filming and production**

- **Professional editing software used in-house**

- **Ideal for promotion via social media and YouTube**

- **Increased reach and impression as opposed to static social media posts**

Careers Page/Microsite

②

Your company website may be the first real interpretation that a candidate receives about your business before applying for a position.

In this context, first impressions really do make the difference. On first glance, if your website is beautifully crafted, easy to navigate and provides the necessary information that candidates are looking for, you're already one step ahead of your competitors.

If you are recruiting for a variety of positions, ensure that you include a detailed description of each vacancy to prevent confusion between roles. A 'careers' page or 'join our team' page is often necessary to include background information on your company (benefits, success stories, employee events, etc.) and to ensure that the vacancies don't get lost amongst the descriptive content on your website.

If you haven't already, ensure that your website is mobile-optimised. As a recruitment company, we cannot stress enough how important it is (especially considering today's mobile usage) to host a mobile-optimised website for job applications.

As an alternative to a careers page, Omega offer various Microsite packages that act as a secondary job site for employers. A Microsite is a great way to help promote a companies' brand, culture, values and open roles, whilst also featuring on our 'Featured Employers' section of our website, with up to 50,000 web visits a month.

Microsite
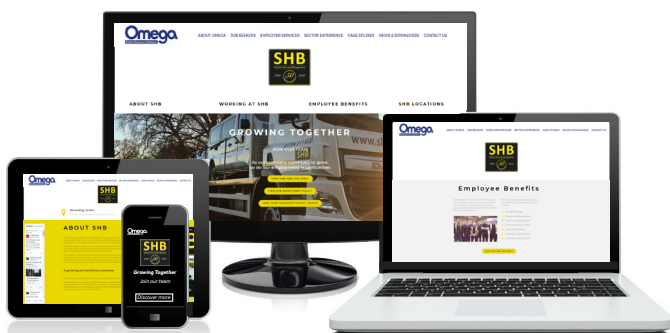
- Bespoke careers Microsite **designed to attract candidates**
- Homepage feature with over **50,000** website visits per month
- **Simple online application** process for candidates
- Opportunity to **showcase employee benefits**, facilities etc.
- Integrated Twitter and Facebook feeds

Resources Needed:

- Web Developer
- Graphic Designer
- SEO Expert
- Licensed Artwork
- Copywriter

SEE EXAMPLE

ENQUIRE ABOUT MICROSITE/CAREERS PAGE
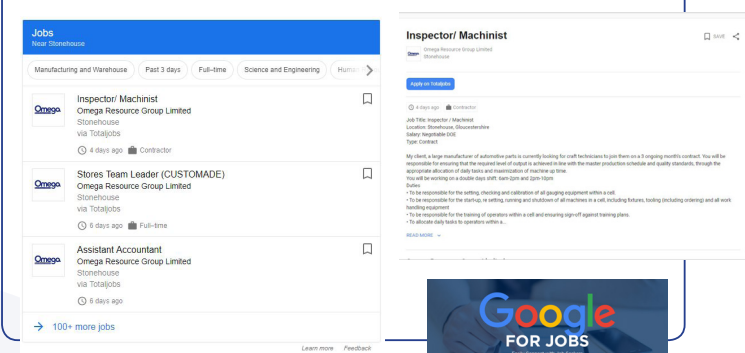
Google for Jobs

(3)

Google for Jobs creates an entirely new and simple process for job seekers to find local jobs, Whilst it's predominantly aimed at helping candidates, it also creates an opportunity to significantly increase job listing exposure for employers.

Released only in July '18, Google for Jobs is one of, if not the latest digital solution for employers to increase their relevant job applications. There is a catch, though. Google for Jobs is an enhanced search feature that aggregates listings from **job boards** and **careers sites** and displays them on Google Search. This does mean that, in order for your jobs to appear on Google for Jobs, you'll need to already be posting on job boards, which does require a budget (in most cases).

There is, however, an alternative method to mastering Google for Jobs, and doesn't require you to use job boards. It is complicated, and may require a digital development team, but there is a way! Think of it this way, in order for your website to rank highly on Google Search, you need to have a decent SEO strategy, using certain key words and phrases that link to your service and are un-competitive. In reality, this logic applies to Google for Jobs as well, in order to integrate directly with Google, you'll need to change the HTML of your job postings. Using general SEO techniques, such as short, concise bullet points in the job description and avoiding jargon will also increase your chances of ranking high on Google for Jobs.

Omega use Google for Jobs for a number of clients in Gloucestershire, Wiltshire, Merseyside and surrounding areas. Our SEO and development team ensure our jobs are prominent in key areas and are relative to those that are searching for them.

Google For Jobs

Resources Needed:

- Developer/Coder
- SEO Expert
- Use of Job Boards
- Careers Page

ENQUIRE ABOUT GOOGLE FOR JOBS

- **Complete SEO guidance and implementation**
- **Use of multiple job boards to increase exposure**

4 Organic & Sponsored Social Media Posts

We're going to assume that you're not a stranger to social media. We're also going to assume that you're aware of the remarkable surge in platform usage from the likes of Facebook, Twitter, Instagram and LinkedIn in the last couple of years.

The social media craze has yet to decline since its inception 16 years ago, and neither has its growing audience. In fact, there are now 2.3 billion social media users worldwide (nearly 1 in 3 of the global population!). Only in the last couple of years, however, has it become an incredibly powerful tool for hiring, with 9 in 10 recruiters now using social media as a primary source for recruiting. Social recruiting is no longer just a novelty, it's a must-have for any successful recruiting strategy.

There are two main ways of promoting your job vacancies via social media, organic and sponsored. Organic posts are easy-to-implement, but require a significant online following to be efficient and see results. Sponsored posts can be created through Ads Manager (Facebook) or Campaign Manager (LinkedIn), where you can choose your target audience based on multiple demographics, which is much more efficient, but requires a budget.

As part of Omega's added value solutions, we offer a fully bespoke social media advertising package, where we design the artwork and publish both organic posts (reaching our online audience of 12,000+) and sponsored posts (we choose the target audience of 100,000+ based on the most suitable demographics).

Resources Needed:

- Facebook Ads Manager
- Licensed Artwork
- Graphic Designer
- LinkedIn Campaign Manager

ENQUIRE ABOUT SOCIAL MEDIA ADVERTISING

- **Tailored campaigns** ideal for **blue and white-collar** recruitment
- **Target audiences of 100,000+** based on interests, location, etc.
- **Boost brand awareness** and recognition via regular posts
- **Drive traffic** to Microsite and/or job advert on Omega website
- Provision of detailed **campaign analytics & reports**

Search Engine Optimisation (SEO)

5

In order to get the most out of your job adverts, you need to ensure that your business website is ranking high on the major search engines. Search Engine Optimisation (SEO) is becoming an increasingly important digital strategy for any business. It involves improving the online visibility of a website in a web search engine's organic results (not paid).

SEO may target different kinds of search, including images and video, all through the use of embedded keywords on your website (that correspond with the words that your target audience will enter on search engines).

If your website and/or careers page is ranking high on google (amongst your competitors), you're much more likely to see a higher engagement in job applications. Whilst a true SEO strategy would require an SEO specialist, other options might include Google Adwords, a paid alternative which offers an immediate top-page result (depending on the budget and keywords used) and Google Display Network, a platform that can be used to create job adverts that target a specific online audience using IP functionality.

Omega's in-house marketing team provides SEO and online content solutions to various clients within a multitude of industries. Our SEO experts have improved web visibility and search positioning for numerous businesses, including SHB Vehicle Hire and Delphi Technologies.

Search Engine Optimisation

- **Marketing experts specialising in inbound solutions**
- **Exclusive access to a range of SEO and graphics platforms**
- **Experienced content and copywriters**

Resources Needed:

- SEO Expert
- Google Adwords
- Google Display Network

ENQUIRE ABOUT SEO

Competency Interview Pack

Once you've got a selection of candidates for a job, you'll need to decide which one is the most appropriate fit!

In this guide, we've included a competency interview pack that assesses candidates on five essential competencies, together with template questions and a proven scoring system.

A colour specific spreadsheet is also included for Management Information (MI) purposes.

DOWNLOAD COMPETENCY INTERVIEW PACK

Thank you for taking the time to read our guide.

If you have any questions, queries or would just like to chat your recruitment needs, please do not hesitate to contact us.

Get in touch with us today