

10 STEPS TO BUILDING AN EFFECTIVE RECRUITMENT MARKETING STRATEGY

1. BUILD YOUR RECRUITMENT MARKETING TEAM.
2. DEFINE YOUR EMPLOYER VALUE PROPOSITION (EVP).
3. UNDERSTAND YOUR CANDIDATE'S ONLINE EXPERIENCE— THEN IMPROVE IT.
4. ESTABLISH QUANTIFIABLE GOALS.
5. SET A BUDGET.
6. INCREASE JOB VISIBILITY AND IDENTIFY ADVERTISING OPPORTUNITIES.
7. FORMULATE YOUR MARKETING MIX.
8. SCHEDULE KEY MARKETING ACTIVITIES.
9. MEASURE, ANALYZE, REPEAT.
10. COMMUNICATE THE STRATEGY TO RECRUITERS.