



How to Develop Active vs. Passive Campus Recruiting Strategies

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Inbound Recruiting

HubSpot coined the term **inbound marketing** over a decade ago to describe a new way of marketing.

Inbound Recruiting is creation and distribution of high-quality, engaging content to influence a **relevant candidate's** decision to apply to your opportunities.

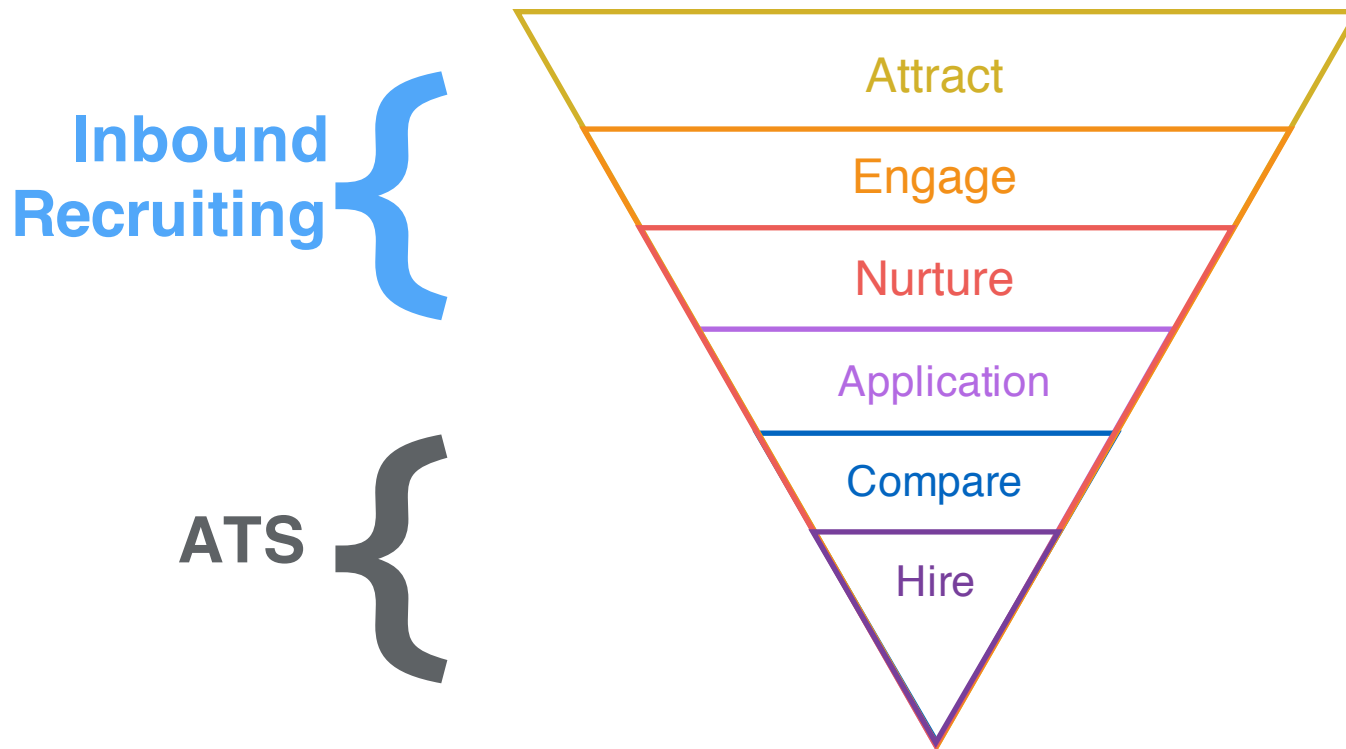
Why does Inbound Recruiting matter?

It is estimated that **74% of job applications** are started and then abandoned.

According to NACE's Benchmark Survey, **96% of employers** surveyed attended career fairs, but less than **28% found them effective**.

The “**post and pray**” model fails both employers and candidates in their quest to find the right fit.

Where does Inbound Recruiting Fit?



5 Steps for Inbound Recruiting

1. Identify Candidate Persona
2. Define Employer Value Proposition
3. Create Inbound Content
4. Distribute Content
5. Nurture Candidates

STEP 1: Identify Candidate Persona

Meet Sarah

BASIC CHARACTERISTICS

SCHOOL: Spelman College

MAJOR: Marketing

GPA: 3.5

PROFESSIONAL VALUES

Energizing others

Helping people

Maintaining order

SKILLS

Email marketing

Creating infographics

Video production

FEARS

Student Loan Debt

Missing out of opportunities

Making the wrong career choice

COMPETENCIES

Reading Comprehension

Active Listening

Critical Thinking

Career Services: Help employers understand your students better.

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STEP 2: Define Employer Value Proposition

To _____ who _____, Better Weekdays
Target Need
is the _____ that _____ because
Competitive Set Unique Point of Difference
_____, _____, and _____.
Evidence 1 Evidence 2 Evidence 3

STEP 2: Define Employer Value Proposition

To Sarah who is interested in marketing roles, Better Weekdays is a
Target Need
growth stage startup that is allows you to develop an innovative brand because we
Competitive Set Unique Point of Difference
raised millions from a billionaire, provide a supportive “get it done” culture, and solve a challenge you have experienced first hand.
Evidence 1 Evidence 2 Evidence 3

HEADLINE:

Help us personalize career pathways for your friends and peers.

Career Services: Help employers keep it simple!

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STEP 3: Create Inbound Content

purina.com my profile job alerts retirement blog

Nestlé PURINA.
Careers

f in twitter instagram play button pinterest Select Language ▼

MEET PURINA OUR VALUES CAREER OPPORTUNITIES JOB SEARCH more search options →

home / career opportunities / project opportunity

Project Opportunity

Project Opportunity at Nestlé Purina

"Think Bigger. Act Bigger. Be Bigger" — words of Our Founder that we hold close to heart. We have an opportunity to make extraordinary change in this world, beyond revolutionizing the pet care industry. We're also undertaking the battle of our global unemployment crisis, specifically the need to bridge the skills gaps we're beginning to face.

Led by our greater Nestlé organization as a global effort, we've launched **Project Opportunity**, a career acceleration initiative to help people of all ages gain work experience and strengthen their professional development skills. It's an unconditional commitment to training highly skilled workers through unique **apprenticeship, mentorship, internship and development opportunities**. It's the "dare" we accepted from Our Founder from the very beginning — the dare to **Stand Taller**.

career CONNEXION
Find out what position(s) fit you best!

- How To Get Started
- Internships
- Entry Level
- Professional
- Hourly
- Veterans

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Content Themes and Multimedia

Themes

- Projects
- Simple Job descriptions
- "Day-in-the-Life"
- Innovation
- Community Impact
- Career Progression

Multimedia

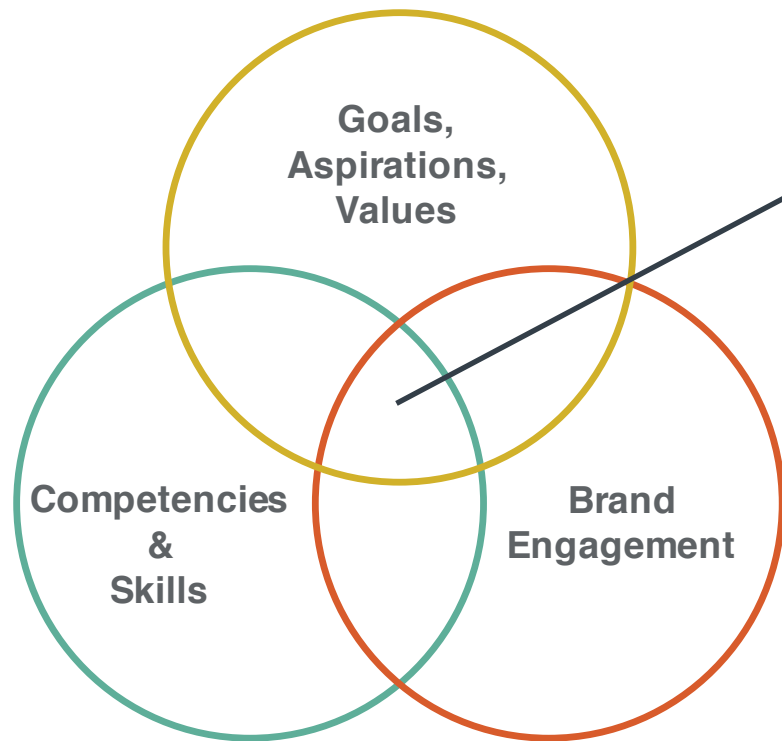
- Videos
- Blog posts
- Company News
- Infographics
- Images

Career Services: Help employers create content that will connect with your students!

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How do we know Sarah is the right “fit”?



High Quality Candidate

The combination of these data points help to identify the most relevant candidates.

STEP 4: Content Distribution

Invest in platforms that:

- Focus on college students & recent graduates
- Standardize content
- Use modern user experiences for content discovery
- Prioritize privacy of students
- Provide no “dead-ends” and “black holes”
- Measure engagement

Career Services: Help protect the user experience of your students!

STEP 5: Nurture Candidates

1. Refresh content
2. Monitor what is being asked
3. Be transparent about the process

Career Services: Support students and employer by being the ultimate facilitator during this step!

WHY THIS IS IMPORTANT

1. Students become net promoters of employer brands by sharing content
2. Hires are more likely to be retained
3. Data helps for more informed decision making in the future



Thank You!



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