# INDUSTRIAL

# 5 WAYS TO MAKE MARKETING THE STRENGTH OF YOUR WORKFORCE RECRUITMENT

## MEET YOUR HIRING GOALS WITHOUT JUST SPENDING MORE MONEY

While your competitors are shelling out fistfuls of cash on interruptive advertising, you can take a more integrated approach to recruitment marketing that communicates your value at all critical touchpoints in the job search process and drives down your cost per lead and cost per hire.

## 01 BUILD YOUR EMPLOYER BRAND

With an aging manufacturing workforce, appealing to millennial workers who want to know their work makes a difference is critical. Attract the right talent sooner by building positive brand reputation with content that clarifies who you are, what you stand for, and how you improve employees' lives.

**50%** cost-per-hire reduction can be achieved with a great employer brand

## 02 EMBRACE SOCIAL RECRUITING

Social media is an opportunity to not only create better brand awareness, but to also engage potential candidates where they live online, especially younger job seekers. With statistics showing nearly 79% of job applicants use social media in their job search, your company cannot afford to ignore social media.

**80%**
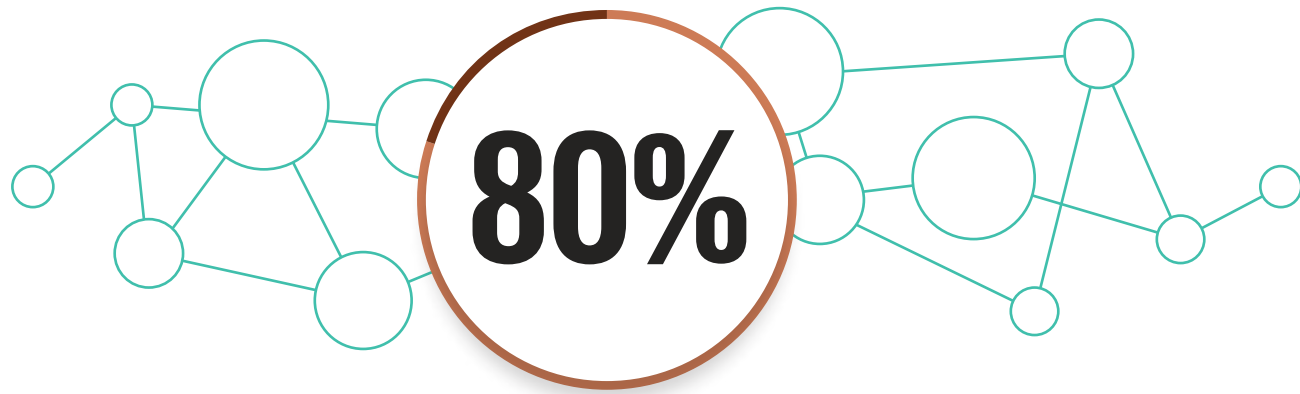
of employers say social recruiting helps them find passive candidates

## 03 GO VIDEO OR GO HOME

According to Hootsuite, nearly 1.9 billion logged-in users visited YouTube every month in 2018. Not only is video a great way to increase engagement and reach, it's also a great way to personalize your content and create a truly distinct candidate experience.

**800%** more engagement reported by recruitment agencies on job ads that have video embedded

## 04 START FROM WITHIN

With referred candidates reportedly being 55% faster to hire compared to those that come through career sites and other channels, a critical recruitment marketing strategy should come from within. Allow job seekers to see your company through the eyes of current employees, and you might find yourself with lower recruitment costs and higher ROI.

**40%** conversion rate is attributed to employee referrals

## 05 OPTIMIZE FOR MOBILE

While your website might be mobile optimized, can you say the same about the entire candidate experience? According to Glassdoor, job seekers are increasingly searching for jobs on their mobile devices, yet they complete 53% fewer applications and take 80% longer due to poorly-designed mobile experiences.

**58%** of users are looking for jobs on their phones
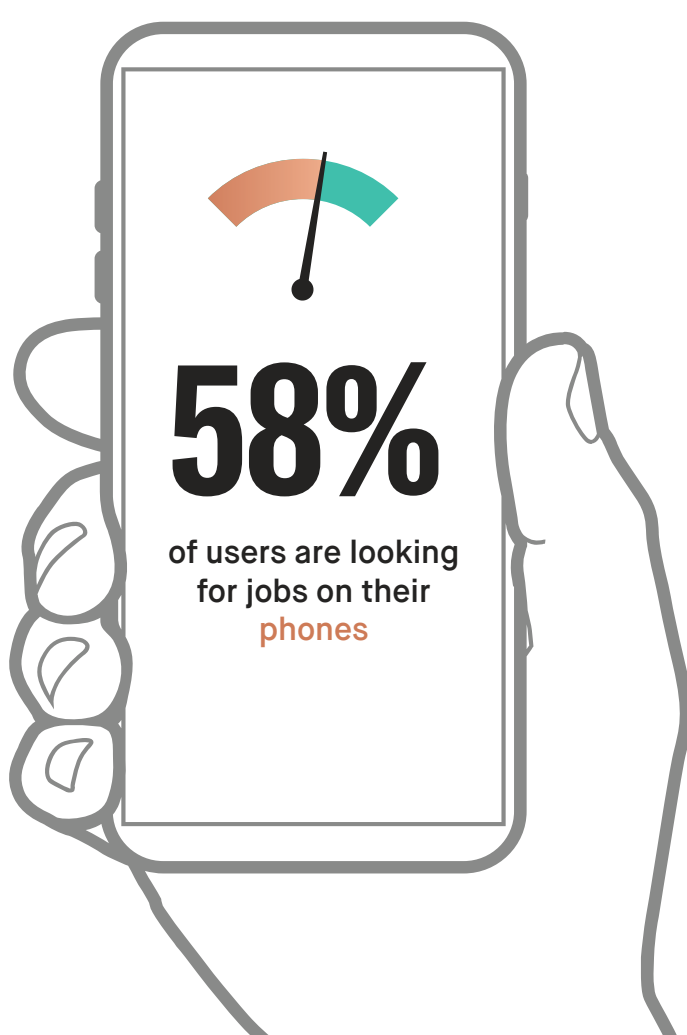
## SOURCES

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