RECRUITMENT MARKETING

Talention
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Recruitment marketing aims to create an impressive candidate experience. This is done through the interplay of target group-specific content (employer branding content) and the recruitment marketing strategy. These two components enable companies to build up and maintain a relationship with their candidates. By using this method, companies can reach active and passive candidates and make them enthusiastic about the company.

Content

What is your perceived employer brand today? Give your leads an authentic insight into your company by creating contents that are aligned to the interests and needs of your target group. Anchor yourself in the minds of your target group as an attractive employer.

Leads

How high is the chance that a specialist or skilled worker who doesn’t know anything about your company at all will simply apply for a job on your website? The chance is very low. You certainly notice that it’s hard to recruit skilled workers and specialists. Use your network, active sourcing, your career page, events, etc. and gather contacts. Build up a relationship with candidates and easily and quickly recruit top talents from your own talent pool.
Channels

Active and passive candidates come into contact with your company through a wide array of channels and platforms. With sophisticated recruitment marketing, you select the channels that fit with your target group. Compare different channels and evaluate these for your recruiting success. Reach your target group there where they are and convince them with your offer and your employer brand.

Analytics

Analytics play a key role in order to understand how recruitment marketing has an impact on your qualitative receipt of applications. Understand where your candidates come from. Analytics show you at which points candidates are lost in your candidate journey. You’ll also learn how you can reduce the bounce rate and boost the conversion rate.
Recruiting as a competitive edge

Recruiting is a decisive factor when it comes to corporate growth and sales revenue. A company can only grow and be successful with the right people. However, it’s becoming increasingly difficult to find the right employees. Today, the downturn in sales revenue in German mid-sized companies is over EUR 31 billion due to the lack of personnel. Nowadays, suitable candidates often have a permanent position and are not actively looking for a job. Strategic positioning as an attractive employer in the market is becoming ever more important.

Recruiting has changed

Recruiting today has changed drastically. Due to the increasing reduction in unemployment, growing shortage of specialists/skilled workers and digitalization, recruiting today calls for new measures to successfully recruit the right candidates amid the competition.

The way in which people are looking for jobs today has changed in the course of digitalization. The recruiting of passive candidates plays an important role. The only way to systematically reach and convince candidates today is by using sophisticated recruitment marketing methods and by building up an attractive employer brand.
Recruitment marketing method

The recruitment marketing method uses principles of inbound marketing. It also focuses on building up the employer brand and placing targeted online advertisements for job offers.

This method states that recruiting does not just simply happen. It is actively pursued in that you, as a company, offer contents which attract the right candidates at the right place at the right time.

The recruitment marketing method covers the long road from an unknown person through to the successful hiring as an employee. One key part of recruitment marketing is the analysis and optimization of the candidate journey. The candidate journey is the path a candidate takes until he sends his job application to a company. On this journey, candidates experience several points of contact and develop an individual perception of the company.
This graphic illustrates the single phases that a potential employee goes through in the candidate journey. A person who is initially unknown goes through various phases, in which they become a visitor, candidate, applicant, employee, and ultimately a promoter. In recruitment marketing, all data on all activities and interactions in each phase are gathered and analyzed in comprehensive analytics.
1. Attract

This first phase describes a person’s first contact with your company. The goal is to provide the right contents at the right time in this phase. Build up more reach in the suitable target group and bring this group to your career page (career site).

Key Components:

- **Career page:** Your career site is the most important platform for your content. You should present yourself as an attractive employer (employer branding) and communicate the right added value for your target group here.

- **Keywords & SEO:** The right key wording is an essential component so that you can be found by your desired target group. For more reach, you should make sure that your career site, landing pages and job advertisements contain the right keywords.

- **Social media:** Reach your target group in their familiar surroundings with social media measures. These include active sourcing activities as well as group postings or also the placement of ads such as Facebook ads, LinkedIn ads or Xing ads.

- **Job fairs:** Job fairs can be a first point of contact of your company with potential candidates.

- **Campus:** University marketing can be a channel in any form, e.g., as a cooperation event, lectureship or an open house day, in order to establish contact, especially with students and graduates.
2. Convince

As soon as an unknown person turns into a visitor, your next goal should be to convince this person of your company. For this purpose, you have to provide the right content for this target group and give candidates the opportunity to get in touch with you or to store data (convert).

Key Components:

- **Call to Action:** This means all measures which contain the call to establish contact. That could, e.g., be buttons or banners which should animate the visitor to convert.
- **Landing pages:** In order to provide the right contents for each target group, you should work with thematically different landing pages.
- **Forms:** By filling out a form, visitors become candidates (leads). This must be neither too long nor too short.
3. Win over

Core focus of this phase is on now getting the candidates, who you basically were able to convince of your company in a first step, to get motivated to apply for a job with you (lead-nurturing).

Key Components:

- **E-mail:** Send e-mails to your target group in regular intervals with information about the added value of your company. Build up trust and strengthen the connection.

- **Events:** Invite selected candidates to events. Organize target group-specific events like, for example, a "hackathon". Give the candidates the opportunity to get to know you personally.
4. Hire (recruiter)

This phase describes the section in which the applicant becomes an employee. The recruiter’s job starts here. The marketing delivers the convinced candidates.

In various phases, the recruiter selects whether the applicant fits into your company.

If the applicant is not hired, the recruiter gives the applicant back to marketing as a lead. If the applicant is hired, he will be relevant in marketing as a promoter.

Key Components:

- **Workflows**: Standardized workflows, likes acceptances or rejections, as well as confirmations of receipt and dates make applicant management easier.
5. **Excite**

In this phase, employees turn into excited promoters. Use the referral potential of your employees or former staff to generate new leads. Create strategies and campaigns to initiate and control referrals.

**Key Components:**

- **Referral:** Actively communicate incentives or, for example, a reward the employee gets for his or her further recommendation.
- **Alumni:** Stay in touch with former employees and leverage their referral potential.
Recruitment marketing software (RMS) covers all areas to attract unknown persons and to transform them into applicants. When a person turns into an applicant, that's where the traditional applicant tracking systems (ATS) come into play. Interfaces to data exchange are in place between these systems.

Recruitment marketing software is used again after successful hiring in the promoter area. At this point, referral potential is used to generate new leads.

Our software supports you in implementing the recruitment marketing methodology in your company. We'll show you the single features on our software page.
We’re happy to give you tips about how Talention can support you through sophisticated recruitment marketing measures so that you get more qualified applicants faster.

Get a free Demo