Recruitment Marketing: Best Practices

A guide to attracting, engaging, and converting the best candidates more effectively.
Today’s candidate does not make the application decision lightly. They do their homework and seek out information on what that organization is like as an employer long before they even consider making a formal application.

Candidates expect an openness and a willingness on the part of the company to deliver the information they need to make their decision. They are thinking and acting like consumers in the pre-purchase stage. As a result, recruiters are having to think and act like marketers in order to compete for and attract the best candidates.

Unlike traditional methods such as cold-calling or LinkedIn mailing which, when used in isolation can prove jarring and annoying for candidates, recruitment marketing takes a softer, less obtrusive approach to sourcing and engaging talent. It functions by leveraging the interactive nature of digital content, allowing candidates to demonstrate an interest in an organization on their own terms, in their own time.

Recruitment marketing caters to the modern candidate’s position of power, and has become the go-to approach for forward-thinking organizations seeking to reach and engage top talent. When implemented correctly, recruitment marketing makes for a better candidate experience, a more informed talent acquisition team, and a higher caliber of candidate in your ATS, too.

This eBook highlights the best practices you should follow to optimize your recruitment marketing efforts.

### About this ebook
- Landing pages and calls-to-action
- Rich media
- Employee-generated content
- Mobile optimization
- Candidate-centric social channels
- Behavioral analysis
- Segmentation and creation of lists
- Workflow automation
- ATS Integration
Landing page

A landing page is a stand-alone web page created to capture leads and/or provide information that is directly relevant to a user’s search query.

In a recruitment marketing context, a landing page is most commonly used to build out an organization’s talent network, providing information on company culture and employee-generated content, for example, in exchange for candidates’ names, email addresses, and perhaps their area of professional interest, too.

This information is captured by a “call-to-action.”

Call-to-action

A call-to-action is a piece of content created with the sole purpose of directing those who encounter it to perform a specific action. Usually in the shape of a form, a call-to-action (or CTA) is the means by which an anonymous visitor to the page shares his/her details (name, email address etc) with the brand or employer.

In a recruitment marketing context, it is the function of a call-to-action, to instruct that visitor to submit their information via the associated form field(s) in exchange for something of value — job alerts, for example, or information on upcoming recruitment events.

A landing page that contains a call-to-action is a key component in the recruitment marketing journey, as it facilitates the conversion of anonymous website visitor into a candidate.
Audience identification and targeting

The probability of your landing page converting a visitor into a candidate and a candidate into an applicant is directly related to how relevant that content is to its target audience.

Landing pages are most effective when a target audience has been identified and the page created to deliver information that speaks specifically to that audience’s needs or interests.

In order to create targeted content, it is imperative that you know and understand the needs and expectations of your target audience i.e. those ideal candidates you’d like to see applying for the job.

For more on getting to know your audience through the creation of candidate personas, click here.

A landing page is optimized for visitor engagement and conversion when the content it displays is related to one specific theme.

For example:

- Diversity and inclusion: targets visitors who share your company’s values, facilitates email entry in exchange for job alerts.
- Graduate program: targets recent grads, facilitates email entry in exchange for updates on graduate hiring events.
- Job family: targets professionals by industry, facilitates email entry in exchange for job alerts on engineering roles, for example.
- Office location: targets local or regional candidates, facilitates email entry in exchange for job alerts on openings in that specific branch or office.
Rich media

Content can generate up to 94% more views once compelling visuals have been added, and while most organizations have product or corporate websites that reflect this, very few are adopting this best practice when creating recruiting collateral.

Bring job and careers-related landing pages to life by including images and videos and see your candidate engagement rates soar.

Remember, the modern candidate wants to make an informed decision on whether or not to apply. By showcasing the workplace environment in pictures or videos of employees at their lunch or on a company away day, for example, you offer an authentic look at what life is like at your organization. This information is key to enabling candidates to determine whether or not they might be a good fit for the company, and vice versa.

For more on this, listen to Bill Boorman talk to Clinch about what it means to incorporate “the picture, the movie, and the story of the job” into job descriptions [here](#).

Employee-generated content (EGC)

From a candidate perspective, employees are the most trusted source for information on a company and what it’s like to work there. Therefore, there is no better mechanism for shaping a candidate’s view of your company as a potential employer than content that showcases and is generated by those who currently work there.

If it is authentic and created in keeping with company approved guidelines by engaged employees who are willing to act as ambassadors for your brand, EGC will give substance to and validate your Employee Value Proposition.

It is a highly effective means by which you can position your company as an employer of choice with top talent.

Examples of employee-generated content can include:

- A blog post on the employee journey — how one team member got to where they are today, and where they hope to go from there.
- An employer-branded Twitter account that welcomes a different employee as “manager” each week.
- SnapChat, Instagram, or Facebook story that offers insight into a typical day at the office (or other working environment).
4 Mobile optimization

According to Smart Insights’ “Mobile Marketing Statistics Compilation 2017,” 80% of internet users own a smartphone. What's more, the total browse time per month is much higher on smartphones than on desktop or laptop.

That said, many internet users employ multiple devices for their digital content consumption. For example, while someone may come across a job when scrolling through their Twitter feed on their smartphone, they are more likely to conduct further research and submit an application from a larger device such as a desktop or laptop.

In order to provide an optimal candidate experience that drives conversions, it's essential that the candidate enjoys a consistent standard across all platforms.

This means making sure your recruitment marketing content is optimized for mobile. To save on time, you might consider investing in a recruitment marketing platform that generates landing pages already fully optimized for mobile.

5 Careers-centric social channels

Today's candidate operates with a consumer mindset, researching and seeking interaction with an employer prior to making an application decision. As a result, companies are encouraged to treat their candidates like customers.

With social media having firmly established itself as the preferred means by which consumers discover, research, review and share information on products and services, it makes sense that the associated apps and websites would also be utilised in a similar way by candidates looking to garner information on prospective employers.

However, this doesn’t mean that your existing social channels—those that focus primarily on product—are the best vehicle for delivering employer branded messaging and recruiting content to would-be candidates.

Creating an additional Facebook, Twitter, Instagram account, or blog that focuses exclusively on sharing content that is relevant to candidates—open jobs, insights into company culture, and employee stories, for example—is quick, easy, and free.

Candidates today expect brands to be both accessible and transparent. Dedicated social channels offer an ideal opportunity for your organization to be both, and give your employment brand a boost in the process.
Understanding who your candidates are and how they engage and interact with your recruitment collateral is key to creating more relevant, better targeted content that in turn will drive more conversions.

As recruiting becomes more data-driven, pay particular attention to metrics that offer insight on the following:

- Total number of visits / pageviews
- First and last touch
- Jobs and pages viewed
- Calls-to-action completed
- Jobs applied for

Having information to hand on all of the above not only lets you distinguish content that is performing well with candidates from that which is not, it also allows a recruiter to see which candidates are showing continued interest in the company — regardless of whether or not they are actively applying for jobs there. With data on which content these passive candidates have shown interest in, a recruiter is able to deliver more targeted messaging and increase their chances of converting that candidate into an applicant further down the line.
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Talent pool segmenting and list creation

Once you get to know your candidates better and understand which content is resonating with them as well as how they’re engaging with it, you can sort this larger, all-inclusive candidate pool into smaller groups that will allow for easy distribution of more targeted content.

The sorting of candidates into lists greatly improves your organization’s ability to deliver the right message to the right people at the right time. By improving the quality of the interactions you have with candidates, you improve the candidate experience overall and boost your employer brand, too.

For example, you might segment into lists, all those candidates who:

- Registered interest in an upcoming recruitment event
- Attended a particular recruitment event
- Applied for a particular job
- Were not suitable for a job they applied for, but may be suitable for another open role
- Have completed a call-to-action on a particular web page

Lists can be built manually, but in the interests of time, it’s worth checking out a recruitment marketing platform with CRM capabilities that can create these candidate lists automatically.

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Workflow automation

Workflow refers to a series of automated steps triggered by a candidate performing a specific call-to-action.

For example:

1. Candidate submits their email in exchange for engineering job alerts
2. Add candidate to list, “Engineering candidates”
3. Send email to candidate, “Thank you for signing up to receive job alerts”

Workflow can also be used internally — to automate the process of notifying a team member when a candidate applies for a job, for example.

By delegating such tasks to software, you’re left with more time to dedicate to building genuine, human relationships with your candidates.
Recruitment marketing adheres to the same “attract, engage, and convert” model as traditional marketing.

While conversion is the end goal, there are actually two points in the process at which a conversion happens:

1. An anonymous visitor becomes an identifiable candidate
2. A candidate becomes an applicant

In reality, the only landing pages that will generate an applicant conversion will be those pages that advertise a job. Other pages such as those created to showcase an organization’s commitment to diversity and inclusion, for example, exist primarily to help capture leads and grow out a company’s talent pool.

In the case of job pages, in order to complete the cycle, you will need the ability to track and manage those applications that come in as a result of your recruitment marketing efforts. This is where integration of your recruitment marketing software with an ATS (Applicant Tracking System) is essential.

Indeed, the integration between recruitment marketing software and ATS is mutually beneficial. An effective recruitment marketing campaign will not only facilitate the entry of more better qualified, higher caliber candidates into your ATS, it also enables early elimination of those candidates who aren’t a good fit for the role — something that is crucial to improving the efficiency of your Applicant Tracking System.
Learn more about Clinch

Contact Us

Indigo Medical Consulting:
Nexus Norwest
5/4 Columbia Court,
Baulkham Hills NSW 2153

Central Coast office:
Nexus SmartHub
Level 2, Office 7
4 Amy Close, Wyong NSW 2259
When implemented correctly, recruitment marketing makes for a better candidate experience, a more efficient, more informed talent acquisition team, and a higher caliber of candidate in your ATS, too.

To find out how Clinch can help you source and convert talent more effectively, request a demo.