

RECRUITMENT MARKETING FACT SHEET



Every day we are each bombarded with thousands of marketing messages. In such a ruthless environment, talent acquisition professionals are implementing more advanced consumer marketing practices to cut through the noise and get the attention of top talent.

The scope of recruitment marketing is broad and involves a myriad of different tactics that we see in action in the consumer world, from programmatic advertising to lead nurture campaigns, to social media and content marketing.

However, the strategic considerations of recruitment marketing differ enormously from its consumer cousin.

While growing the volume of purchases is the ultimate goal

of consumer marketing, attracting high volumes of candidate applications in recruitment marketing is inefficient. It can even cause reputational harm, as you are required to reject growing numbers of disappointed applicants.

Perhaps most importantly, we are not asking candidates to make a simple purchasing decision. Changing jobs is a significant life event.

Successful recruitment marketers must switch their mindset from tactical measures to strategic relationship building, ditching vanity metrics in favor of building connections with only those candidates who are the right match for the organization.



BENEFITS

A well-considered recruitment marketing strategy should be flexible to deal with an ever-changing recruitment market and deliver a host of benefits to companies that invest the time to build one, with a regular review of performance against the measures set out from the start.

- **Cost per hire:**
By monitoring the effectiveness of recruitment marketing channels, you'll find you'll spend less budget to attract quality candidates.
- **Recruiter efficiency:**
With fewer, higher quality applications from great candidates, your team will spend less time sourcing and cold calling and more time reviewing applicants and making offers
- **Employee turnover/attrition:**
Being able to accurately portray your organization to the right target audience will mean you attract more of the right kinds of people. People who understand what your organization stands for and what kind of culture they'll be working in. This means they'll be far less likely to leave in the short to medium term.
- **Candidate advocacy:**
Candidates who have a good experience of you as an employer, regardless of whether they secure the role or not, will be more likely to apply again and will enhance your overall employer brand.

“Candidates don't want to be bombarded with job descriptions in the same way they don't want to be bombarded with any other type of advertising. They want to understand who their potential employer really is.”

FOR MORE INFORMATION, CONTACT US

To find out more, speak to your Client Manager or contact Lee Griffiths, Head of Talent Advisory Global Center of Excellence at email Lee.Griffiths@peoplescout.co.uk



RECRUITMENT MARKETING DIAGNOSTIC

Desk-based recruitment marketing diagnostic to look at your recruitment content through the lens of a candidate. We score your presence and content across social, website and job descriptions through a series of indicators to enable you to pinpoint and prioritize areas for improvement.



CAMPAIGN CREATIVE AND IMAGERY

Based on one role group

LIGHT

Formation of a creative brief using existing information. Creation of two campaign creative concepts, a playback session and development of chosen campaign creative concept.

CORE

In addition to the light package, we will complete three telephone interviews to gather stories to inform the campaign creative brief.

PREMIUM

Adding on to the light and core packages, we will complete a focus group with your target role group and create a persona card using the insight gathered. This information will be presented during an additional playback session before campaign creative concepts begin.

EXISTING IMAGERY

Review, selection and treatment application to existing imagery based on chosen campaign creative.

STOCK IMAGERY

Review, selection and purchase of stock imagery in line with chosen campaign creative.



SOCIAL/CONTENT CREATION

Three-month packages

LIGHT

Using existing information and imagery, we will create 24 pieces of content to be used across a three-month period. Assets will include a combination of copy, image and headline content, gifs and three video edits using existing footage.

CORE

In addition to the light content package, we will create an extra 12 pieces of content, including audio clips from telephone interviews.

PREMIUM

We will add on to the light and core packages with longer form blog articles and people profiles, as well as introduce stock imagery for extra variety across the suite of content.



VIDEO

LIGHT – PHOTOGRAPHIC NARRATIVE

Based on your chosen campaign creative, our light video option will tell your story through and image and copy-based video.

CORE – GLOBAL PERSPECTIVE VIDEO

Using your chosen campaign creative as a base, we will use stock footage from around the world layered with a voiceover to tell your story.

PREMIUM – YOUR PEOPLE VIDEO

Using a combination of user generated content and existing video footage, we will tell the story of your people through video.



MICROSITES

CAMPAIGN DESTINATION PAGE

Creation of a single campaign landing page to host your campaign vacancies. Includes application of branding, three months of hosting, media source tracking and Google Analytics.

MICROSITE

Five-page microsite with Google for Jobs enabled. Includes application of campaign creative and bespoke copy, hosting for 12 months, application of branding, media source tracking and Google Analytics.

MICROSITE WITH HERO VIDEO

In addition to the five-page microsite, we will create a Global Perspective video to sit on the homepage to bring your campaign creative to life.



ACTIVATION

Using our specialist social media, media planning and buying team, we can help you take your new campaign creative and advertise in the right places. We can support with social strategy, channel planning, programmatic advertising and talent pooling.