Recruitment Marketing Tune-Up

Presented by: Matt Lozar
and Kathy Duffy

© 2021 Haley Marketing Group

Let's talk Recruitment Marketing

Recruitment Marketing

Everything it takes to get the right people to apply to your jobs!

© 2021 Haley Marketing Group

Recruitment Marketing

Four Pillars of Recruitment Marketing

- Career Sites
- Job Advertising
- Social Recruiting
- Employer Branding

Career Sites

Career Sites

Now, ***more than ever***, your website is the front door to your company.

© 2021 Haley Marketing Group

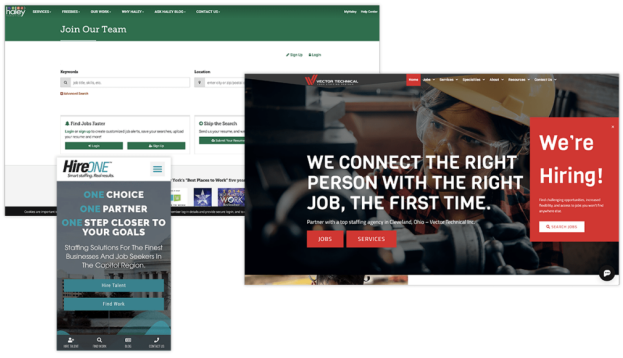
Career Sites

How should I evaluate my career site?

Career Sites

What's Important For Recruitment Marketing?

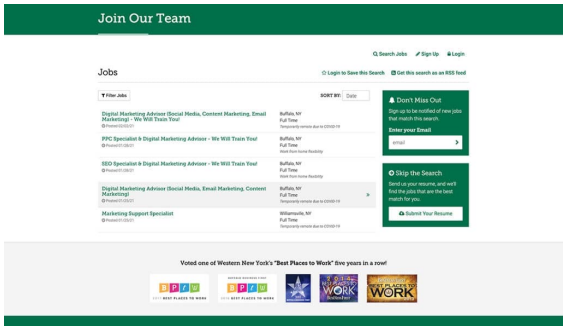
- Calls-to-Action / Conversion Optimization
- Chatbot
- Hot Jobs on the Home Page
- Testimonials on the Home Page
- Blogs – Candidate Focused



Career Portal

What's Important For Recruitment Marketing?

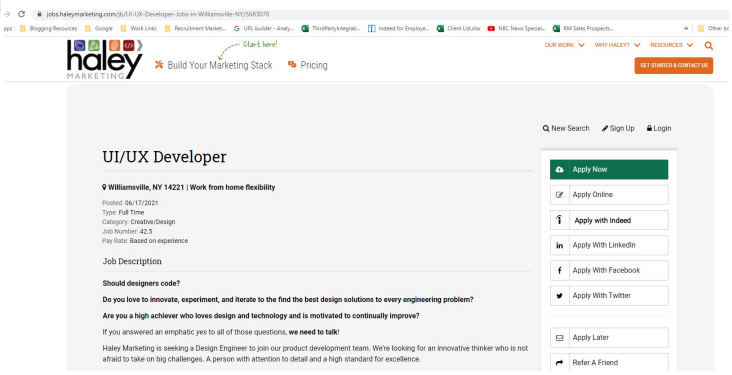
- Desktop vs. Mobile
- Integrate With Staffing Software
- Simple Application Format / One-Click Apply
- Keyword / Proximity Searching
- Recruiter Profiles
- Job Alerts



Career Portal

What's Important For Recruitment Marketing?

- SEO Value – on Your Domain
- Google for Jobs Optimized
- Job Distribution
- Source Tracking

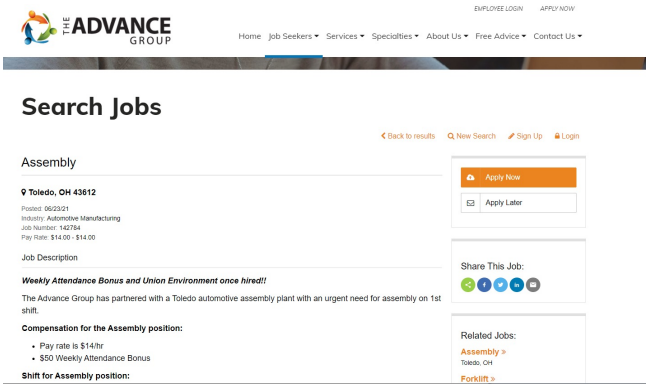


© 2021 Haley Marketing Group

Job Postings

What's Important For Recruitment Marketing?

- 300 to 800 words
- Titles That Candidates Use
- WIIFM (*what's in it for me!)*
- Shorter Apply Process (*no SSN!)*



haley MARKETING

Job Advertising

haley MARKETING

© 2021 Haley Marketing Group

What Is Programmatic?

Automated purchasing of ***job*** advertising through software.

Job Advertising

Programmatic Job Advertising –
All that changes is ***how you spend your money.***

© 2021 Haley Marketing Group

Job Advertising

What's Important For Recruitment Marketing?

- Get Your Job Ads Found
- Increase Volume
- Increase Distribution

haley MARKETING

Job Advertising

How do I get my jobs to the right candidate at the right time?
How do I increase the distribution and reach of my job postings?

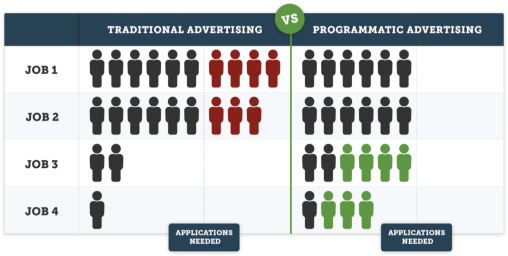
haley MARKETING

© 2021 Haley Marketing Group

Job Advertising

Get More ROI From Your Job Advertising

- Automation
- Eliminate Wasted Spend
- Budget Flexibility
- Job Title Testing
- Geographic Expansion
- Source Tracking



Job Advertising

How do I know if I have the right strategy in place?

Job Advertising

Analyzing Efficiency of Job Slots vs. Pay-Per-Click

- Company 1: 200 slots, $4,000/month
- $4.71/application
- 91 jobs with 0 or 1 application

- What should your company do?
- Is that a good ROI, or does room for improvement exist?

© 2021 Haley Marketing Group

Job Advertising

Remote in Job Title

- Regular job title: 13 applies, $16.05 CPA
- Remote in job title: 9 applies, $11.41 CPA

Job Advertising

Case Study

- Healthcare staffing agency
- Original titles: 29 apps - $54.87
- **Programmatic titles: 40 apps, $43.34**

37% more applications and 21% decrease in cost!

	Apps	CPA
Job #1		
Original Title	8 apps	$113
Programmatic Title	**12 apps**	**$76.38**
Job #2		
Original Title	7 apps	$57.93
Programmatic Title	**12 apps**	**$48.54**
Job #3		
Original Title	14 apps	$20.12
Programmatic Title	**16 apps**	**$14.67**

© 2021 Haley Marketing Group

Social Recruiting

Social Recruiting

Get beyond likes and shares – Turn social media into placements.

Social Recruiting

86% of job seekers use social media in their job search (*CareerArc).*

© 2021 Haley Marketing Group

Social Recruiting

Creating the Right Social Strategy

- Consistent Posting
- Include a Call-to-Action
- Hashtags

Social Recruiting

Creating the Right Social Strategy

- Share to Groups
- Paid Tactics
- Get Employees to Share

© 2021 Haley Marketing Group

Employer Branding

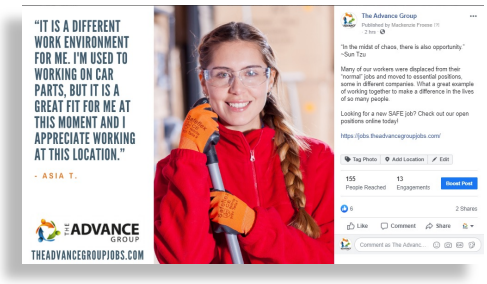
Employer Branding

It's not what you are saying … it's what people are hearing.

© 2021 Haley Marketing Group

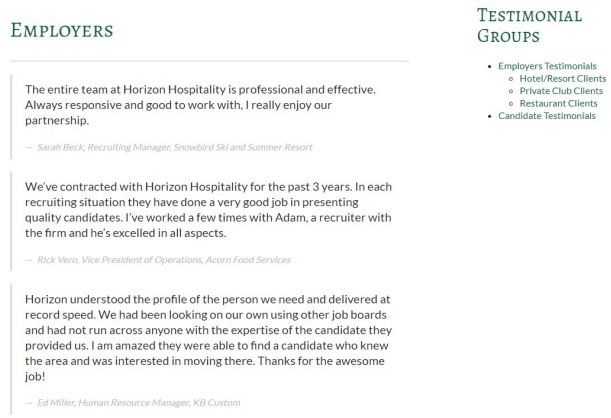
Employer Branding

- Ask for positive reviews **proactively** *(automated or manually).*
- Prioritize which platforms are **most important for your business.**
- Have a plan for negative reviews.



Employer Branding

- Showcase on your website
- Can you use their logo on your website, in your blog content or your social media?



EMPLOYERS

The entire team at Horizon Hospitality is professional and effective. Always responsive and good to work with, I really enjoy our partnership.

— Sarah Beck, Recruiting Manager, Snowbird Ski and Summer Resort

We've contracted with Horizon Hospitality for the past 3 years. In each recruiting situation they have done a very good job in presenting quality candidates. I've worked a few times with Adam, a recruiter with the firm and he's excelled in all aspects.

— Rick Vero, Vice President of Operations, Acorn Food Services

Horizon understood the profile of the person we need and delivered at record speed. We had been looking on our own using other job boards and had not run across anyone with the expertise of the candidate they provided us. I am amazed they were able to find a candidate who knew the area and was interested in moving there. Thanks for the awesome job!

— Ed Miller, Human Resource Manager, KB Custom

TESTIMONIAL GROUPS

- Employers Testimonials
  - Hotel/Resort Clients
  - Private Club Clients
  - Restaurant Clients
- Candidate Testimonials

Recruitment Marketing

Everything it takes to get the right people to apply to your jobs!

© 2021 Haley Marketing Group

Questions?

Reach out to our team today.

888.696.2900
info@haleymarketing.com

1.888.696.2900 | @haleymarketing | haleymarketing.com

Upcoming Webinars

How To Hire A-Players: It's Not All About The Money
Thursday, July 15th at 2:00 PM

Reserve your seat: www.lunchwithhaley.com