



VONQ

WHITE PAPER:

# LEARN HOW TO RECRUIT LIKE A MARKETER IN 5 STEPS

*AND REACH THOSE HIGH POTENTIAL CANDIDATES*

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# INTRO

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As a recruiter in 2017 you need to be more and more familiar with marketing to stay ahead in the war for talent. Your recruitment marketing process starts with defining and reaching the right candidates in order to guide them through a so called 'funnel', finally converting them into applicants. But how do you get candidates in the funnel in the first place? And when they're in it, how do you get them to apply? That's where marketing comes in!

In this white paper we explore 5 powerful steps to help you recruit like a marketer and get the most out of your recruitment strategy and process:

- 1. Determine your recruitment objectives**
- 2. Create a Candidate Persona**
- 3. Apply 'funnel thinking' to your recruitment strategy**
- 4. Choose the most relevant online recruitment channels**
- 5. Increase effectiveness by utilizing innovative recruitment technology**

After reading this whitepaper you will know exactly how to *recruit like a marketer*.

**Happy reading!**



# STEP 1.

## DETERMINE YOUR RECRUITMENT OBJECTIVES IN ADVANCE

As a recruiter, you often encounter recruitment challenges that strongly influence your budget. For example, hiring 10 new colleagues this quarter, reducing the cost per hire, or shortening the time to hire. Marketers owe much of their success to data. Data provides empirically supported insights and the opportunity to base your decisions on facts instead of a gut feeling. This makes it much easier to predict your ROI (Return On Investment) and invest your recruitment budget wisely. You can only spend it once, so you it's best to do it as effectively as possible.



DETERMINE WHAT YOU WANT TO MEASURE AND **WHAT METRICS** YOU NEED FOR THAT

Because you're seldom recruiting for a single vacancy, but multiple at the same time, and therefore exploiting various initiatives in a certain period to reach candidates, is it important to define your objectives well. Only then will you keep control over your recruitment process and be able to know if you're still on the right track to meet them.

So don't forget to write down your recruitment objectives, so you can determine what you want to measure and which data you need. This is how you will also determine what you are not going to measure. The following tips will quickly help you organize your recruitment process effectively:

- **Write down your most important recruitment objectives**  
This could be improving your employer brand, for example, but also recruiting 10 more colleagues this year.
- **Describe the KPI's related to your recruitment objectives**  
Formulate them SMART, so you'll know exactly what you're aiming for.
- **Determine what data components you'll need to meet your KPI's**  
This could be website-traffic number and the costs you've made per campaign.
- **Don't keep your successes to yourself, but share them with your colleagues**  
This way you'll also contribute to the higher level company goals.

## STEP 2.

# CREATE CANDIDATE PERSONAS

Now that you're aware of what your recruitment objectives are, it's important to map your target audience well. Marketers create buyer personas to tailor their marketing message for their target audience. For recruiters it's also important to tune their message and marketing mix as much as possible with what resonates with their target audience. In order not to lose sight of who you're searching for, it is wise to create candidates personas before you start your search and recruitment process. In fact, the candidate personas form the foundation of your recruitment strategy.

A candidate persona is a fictitious archetype of a person with the characteristics of your ideal candidate. Among others, it has demographic and psychographic data, information about education and professional experience, the competence and skills your candidate has to possess, and the online behavior of the target audience he or she belongs to.



# CANDIDATE PERSONA



## STEP 2.

# CREATE CANDIDATE PERSONAS

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Addressing this will give you a competitive edge: You won't come away with treating all your target audiences the same way. If you want to reach top talent for your organization, you will have to invest time in creating candidate personas. This will help you create an unique message for your target audience and reach candidates through relevant recruitment channels. But how can you create a candidate persona? Here are 4 useful tips:

- **Find out who your top performers are**  
Research the characteristics, experience and skills of your top performers and use this information to define your ideal candidates.
- **Analyze your network**  
Use LinkedIn to analyze your own network. Research the profiles of people with the positions as the ones you are recruiting for and look for similarities in education, experience and skills.
- **Look at your competitors**  
Check out your competitors descriptions and find out on what online recruitment channels they advertise them. Maybe you will come across something you haven't thought of.
- **Document your personas**  
By clearly documenting your candidate personas and sharing them with your recruitment team and colleagues everybody in the company will know exactly who you're looking for and help you look in the right direction.



A CANDIDATE **PERSONA** IS A  
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# STEP 3.

## APPLY 'FUNNEL THINKING' IN YOUR RECRUITMENT STRATEGY

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Marketers are data specialists that steer their actions according to so called 'funnel thinking'. You can compare this funnel with the one a consumer goes through when making a purchase, the buyer journey. Small decisions are constantly taken during this process, eventually determining if a consumer purchases a product or not.

Compared to the application process of a candidate it is hard to see many differences. Before a candidate applies he or she also makes small decisions before clicking the application button. The candidate journey can therefore be closely compared to the buyer journey of a consumer.

Funnel thinking will help you gain insights into what makes your recruitment strategy successful. By splitting your recruitment process up in stages and measuring how many candidates you need in each stage, you'll manage your approach much more effectively. Eventually you want to know how many potential candidates need to visit your career page and what percentage of them need to view your vacancy page in order to receive the number of applications needed to meet your hiring objectives.

### **AIDA-model**

The AIDA-model is a method often used in marketing to pull a target audience through the imaginary funnel and make it take certain action. According to the funnel idea behind this model the target audience goes through various stages before finally making taking the last step: the action.

A background image showing a person's hand writing on a whiteboard with a marker. The whiteboard has some faint, illegible writing on it.

**CANDIDATES GO  
THROUGH AN IMAGINARY  
FUNNEL BEFORE THEY  
ACTUALLY APPLY**

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# STEP 3.

## APPLY FUNNEL THINKING IN YOUR RECRUITMENT STRATEGY

### The AIDA-model in practice

In order to achieve this goal, you need to put your touch points into action by placing them online. The next step is to select which media channels will allow you to reach the right audience for your vacancy.

If you want to get potential candidates to apply, you'll have to 'pull' them through various stages. First, your target audience has to know your organisation if looking for certain type of employees (*Awareness*). The expression in the stage is primarily aimed on a organisational level. Next, the target audience interests has to be provoked (*Interest*). Eventually this interest has to be converted into a desire to join your organisation (*Desire*). The final goal is to convince your audience to take action and apply (*Action*). To guide this whole process a target audience has to be confronted with multiple so called 'touch points'. These touch points can be created by using the right online recruitment channels. So choosing these is the next step.



# AIDA- MODEL

# STEP 4.

## SELECT THE MOST RELEVANT ONLINE RECRUITMENT CHANNELS

Now that you've created your candidate personas and you know how to apply 'funnel thinking' in your recruitment strategy, it's time to create the ideal mix of online recruitment channels. Where a marketer creates a marketing mix to promote a product or service within his or her target audience, as a recruiter you will have to do everything you can to let your vacancy reach the ideal candidate. Time to select the most relevant online recruitment channels!

We'll give you advice for each stage according to the AIDA-model. There are appropriate online recruitment channels for every stage a candidate experiences. This is how you'll create the touch points needed to 'pull' your target audience through the funnel and make candidates take action. Based on your candidate personas you'll know if you're dealing with an active or passive target audience. This also influences the recruitment channels you should select.

### **Stage 1. Create visibility and awareness within your target audience**

To create awareness at the top of the funnel it's important that your target audience has a clear and positive image of your employer brand. You can contribute to this by letting employees share their experience of working at your organization. For example by using videos, or sharing an interview on an online platform for specific professionals. This way you'll generate relevant company wide reach within your target audience.

### **Stage 2. Gain your target audience's interest with relevant content**

To translate awareness within the target audience into concrete interest, we manipulate the candidates' attitudes. In this stage you're supposed to specifically address the job you're advertising, in order to influence potential candidates. You can do this by promoting certain content and video using social media for example. One of the benefits of using these online recruitment channels is the ability to aim them with high accuracy at a specific target audience, and thereby utilizing your recruitment budget efficiently.

### **Stage 3. Make your target audience take action**

Now that your target audience is familiar with your organization and has shown interest in joining it, it's time to take it to action. Online recruitment channels that focus on the bottom of the funnel make sure your vacancy reaches your ideal candidates and triggers them to apply. For this the best online recruitment channels are job boards like Indeed and Monsterboard, or niche websites where specific target audiences are. Like Github or Stack Overflow, where IT professionals share and gain expertise. The main goal of using online recruitment channels is to make your target audience take action, in other words, generating applications.

After selecting the right online recruitment channels it is important to measure if you've made the right decisions, or if you should make adjustments. More about this in the next and final step.



# STEP 5.

## IMPLEMENT INNOVATIVE RECRUITMENT TECHNOLOGY

Many recruiters use their gut feeling as a barometer during their daily activities. Unfortunately this has a high uncertainty factor, to let your success depend on. It's essential to measure your performance in all stages of your recruitment process and use the acquired data to plan your next steps, in a well-advised manner. This is called predictive hiring and it is becoming increasingly important because it's introducing predictive analytics to the recruitment process. Imagine being able to foresee the results of advertising your campaign with a certain mix of online recruitment channels, in terms of the clicks, views, applications you'll generate and hires you'll make. For many recruiters this may sound like science fiction, but it is actually already possible by using the right technology.



**INNOVATIVE RECRUITMENT TECHNOLOGY CAN HELP YOU TAKE YOUR FIRST STEPS TOWARDS PREDICTIVE HIRING**

As a recruiter selecting relevant online recruitment channels to reach your target audience can take up a lot of your time. For example, will you choose to advertise your IT vacancy on LinkedIn, or on a niche website like Github? You can only invest your recruitment budget once and therefore you play an important role in selecting the most relevant recruitment channels and increasing your chances of success. You will have to research on which channels your target audience resides, approach the recruitment channels, negotiate prices with them, upload your vacancies and remove them after finishing your campaign. Smart recruitment technology, like a [Job Marketing Platform](#), can help you organise this process much more efficiently, by helping you make decisions based on predictive analytics and performance data. It will also provide insights into the effectiveness of your selected mix of recruitment channels. With this information you'll be able to adjust and optimize your recruitment activities.

## STEP 5.

# IMPLEMENT INNOVATIVE RECRUITMENT TECHNOLOGY

Distribute your vacancies on relevant online recruitment channels is an important aspect of your role as a recruiter. Another, just as important, aspect is engaging candidates and managing their screening process. An ATS (Applicant Tracking System) can help you tremendously. Increasingly more often various systems and tools are connected with each other, making the whole recruitment process manageable and measurable in one environment. This offers valuable insights and can save you a lot of time and money. For example, by integrating a job marketing platform into your [ATS](#) you can instantly see which candidates have been interviewed, where they came from and adjust your recruitment strategy accordingly.



# RECRUITMENT CHANNELS

# FINALLY. SO, ARE YOU READY TO RECRUIT AS A MARKETER?

— We'll show you the steps described in this whitepaper for you once more, this time in the form of a checklist:

- ☐ **Have you determined your recruitment objectives in advance?**
- ☐ **Have you created candidate personas for each vacancy?**
- ☐ **Are you applying funnel thinking?**
- ☐ **Have you determined what online recruitment channels are relevant in reach?**
- ☐ **Are you using innovative recruitment technology to make your recruitment process more efficient and effective?**

Can you check all the boxes? Then you're on the right track! If not, now you know what recruitment strategies you can apply in order to reach the right candidates!

**Happy recruiting!**



# HAPPY RECRUITING