



# RECRUITMENT MARKETING PLAYBOOK

From A Novice To Advanced In 5 Steps.

**VONQ.**

PLAYBOOK  
April 2018

Want to know more?  
Send us an email to  
[Hello@vonq.com](mailto:Hello@vonq.com) - [www.vonq.com](http://www.vonq.com)



## RECRUITMENT MARKETING IS NO LONGER THE FUTURE, IT IS THE PRESENT.

**“70% of companies** are planning to invest in **Recruitment Marketing** over the next 12 months.”



# A MAJOR PARADIGM SHIFT IN THE WAY WE RECRUIT.

**“86% of HR professionals** agree that recruitment is becoming a lot **like marketing.**”

Gartner Customer 360 Summit

## BEFORE:

VS

## TODAY:

- Traditional media use
- Job boards mainly
- One place to target all candidates
- Pre-scheduled timing on media channels
- One-way communication

**DECISIONS BASED ON GUT FEELING!**

- Internet's infinite possibilities
- Niche job boards, online communities, social media channels, etc.
- One size doesn't fit all
- Talent is online all.the.time!
- Social Media demands full transparency

**DECISIONS BASED ON DATA!**



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STEP 1:

# GET STARTED WITH RECRUITMENT MARKETING.

Before we start building our strategy, let's get the scope of Recruitment Marketing right.

# FIRST THINGS FIRST: RECRUITMENT MARKETING TODAY\_

“In today’s *content-rich world*, where the competition for attracting and retaining talent is more fierce than ever, *inbound recruitment* marketing offers recruiters the advantage of being able to efficiently reach your *target audience* and build interest in your brand.”

Ben Gledhill - Head of Resourcing at Yodel

**YODEL**

# GET THE SCOPE OF RECRUITMENT MARKETING RIGHT\_

Recruitment Marketing is redefining the recruitment landscape today.

Recruitment Marketing goes beyond simply finding the right talent for your current job opening. Instead, it also focuses on activating your employer brand to help you target qualified candidates, faster and for less.



## PRO TIP\_

We've looked into the pros and cons of all the four components of the recruitment mix - Employee referral programs, Sourcing, Recruitment agencies and Recruitment marketing - and have compiled all the insights for you.

[DOWNLOAD THE FREE WHITE PAPER](#)

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**Employee Referral Programs**  
Recruitment = Networking

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**Smart Recruitment Marketing**  
Recruitment = Marketing

**Recruitment Agencies**  
Recruitment = Partnerships



**Sourcing**  
Recruitment = Sales







STEP 2:

# DEFINE CLEAR OBJECTIVES.

Let's start with setting clear objectives.



# OUTLINE YOUR RECRUITMENT MARKETING STRATEGY AROUND YOUR MAIN OBJECTIVES

Setting your objectives closely-related to your top metrics, i.e. Quality-of-Applicant, Cost-per-Applicant and Time-to-Hire, helps you achieve your recruitment goals. In Recruitment Marketing there's no 1-size-fits-all solution. While most recruitment techniques focus on the single goal of finding your next great hire within a short period of time, Recruitment Marketing can also help you reach your more complex recruitment goals (e.g. strengthen your employer brand).

Depending on the complexity of your recruitment challenge, Recruitment Marketing can help you on several levels:

## A. Organisational level

Increase the overall preference for your company as an employer of choice.

## B. Target group level

Increase the overall preference for your company as an employer of choice, within a specific target group.

## C. Job level

Get a higher number of qualified applicants.

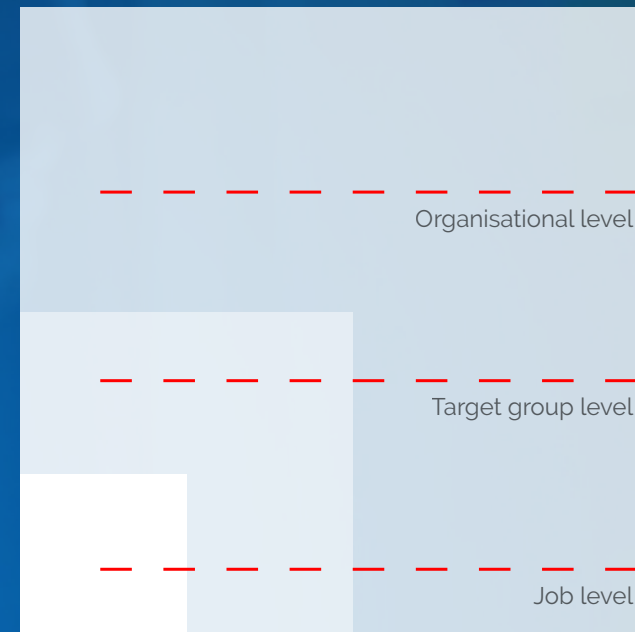


## PRO TIP

You can decide to focus on a certain goal or decide to work on achieving several goals at the same time. Often, taking actions to strengthen your employer brand helps you increase awareness within a specific target group and attract a higher number of qualified candidates too. As a result of achieving (1 or all of) these goals, your top 3 metrics, i.e. Quality-of-Applicant, Cost-per-Applicant and Time-to-Hire, will improve too. Want to know more?

[READ MORE ABOUT THE 1 FIX FOR YOUR TOP 3 METRICS](#)

COMPLEXITY



INVESTMENT

\*Campaign **complexity** and **investment** increase steadily for the various levels, with **organisation level** as the most complex and highest in investment solution.



STEP 3:

# BUILD A ROBUST RECRUITMENT MARKETING STRATEGY

It is time to learn how to nurture your candidates in the best possible way.

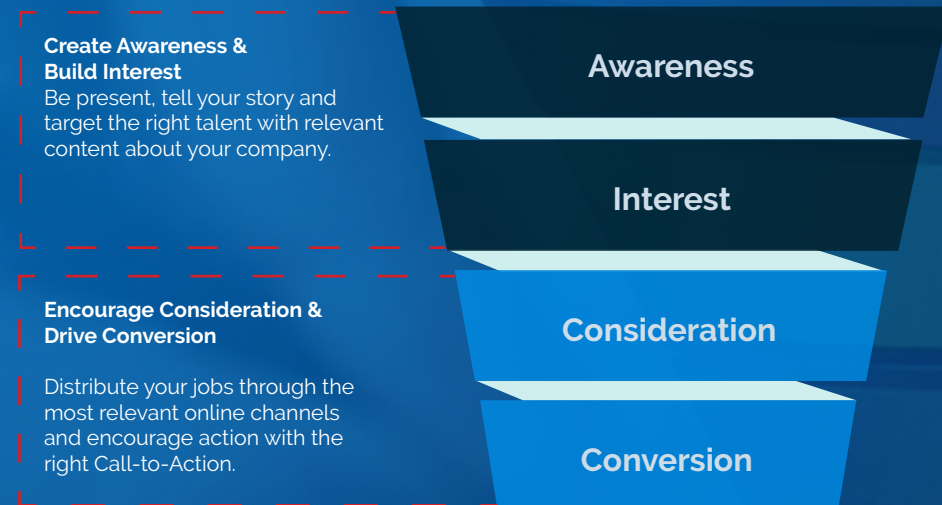
# FROM A POTENTIAL CANDIDATE ALL THE WAY TO A QUALIFIED APPLICANT.

Once you've defined clear objectives, you can start building your Recruitment Marketing campaign. This means that, thanks to the various Recruitment Marketing techniques, you can outline how to nurture your candidates in the best possible way - all the way from a potential candidate to a qualified applicant.

Depending on your main recruitment objectives, there will be various Recruitment Marketing techniques helping you along the way. Here, we will look at the entire journey of nurturing a potential candidate into an applicant, or the so called perfect customer journey.

Nurturing candidates is all about leading them down through the **Candidate Journey** funnel, where they take this final step – they apply on your job ad. The next 4 steps can lead you through the process of nurturing candidates:

- STEP 1:** CREATE AWARENESS
- STEP 2:** BUILD INTEREST
- STEP 3:** ENCOURAGE CONSIDERATION
- STEP 4:** DRIVE CONVERSION (APPLICATION)





# BUT FIRST, YOUR TARGET AUDIENCE! \_

Talent may do the job, but only the right talent would excel at doing so. Right? Make sure you have a clear understanding of who your ideal candidate is, so start by **outlining a candidate persona**. What is your ideal candidate's online behaviour?; Which are the media channels they use the most? are only a few of the questions you need to answer before you depart on the journey of nurturing your candidates in 4 steps.

“In Recruitment Marketing, what's of paramount importance is to understand your target audience in the best possible way. You start by researching and creating a candidate persona and you then create content to engage that specific persona.”

Simon Rutter - Global Strategic Employer Brand and Communications Director at Takeda.



## PRO TIP \_

To create a Candidate Persona you can start by **Analysing your network**. Platforms like LinkedIn are perfect to do that. Check out profiles of people with similar job profiles. Look for similarities in work experience and education, what groups they are part of, what influencers they are following, what type of content they share and what they find interesting. All that will help you approach similar candidate in a way that resonates with them.

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## CANDIDATES BEHAVE DIFFERENTLY ONLINE

### IT DEVELOPER



reddit



stackoverflow  
TALENT



GitHub



Technojobs

### MARKETER

Marketing Week



LinkedIn

Pinterest



we  
are  
social

Instagram

# THE CANDIDATE JOURNEY STEP 1: CREATE AWARENESS\_

In the **awareness stage** you want to solely create awareness and make sure that potential candidates start noticing you. So, tell them more about what your company stands for and let them know that you are looking for talent.

**"75% OF JOB SEEKERS**  
WOULD CAREFULLY ASSESS  
A COMPANY'S EMPLOYER  
BRAND BEFORE APPLYING  
FOR A JOB."

**"62% OF JOB SEEKERS** VISIT  
COMPANIES' SOCIAL MEDIA  
CHANNELS WITH THE GOAL  
TO ASSESS THEIR EMPLOYER  
BRAND."

# THE CANDIDATE JOURNEY STEP 2: BUILD INTEREST

Here, it is important to have a clear answer to Why would potential candidates want to work at your company?. In other words, help potential candidates determine whether your company would be the right fit for them.

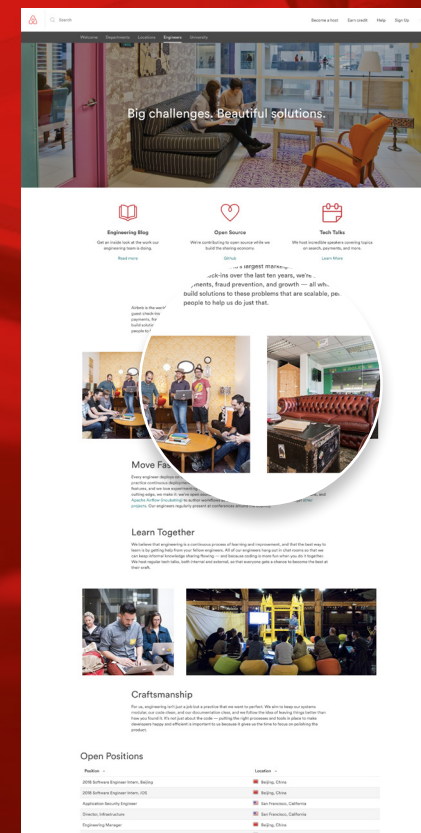
You can help potential candidates get a feeling about what your company stands for by telling your story in a way that pulls potential candidates.

How? With the help of relevant content about your company, preferably narrated by current employees at the company.

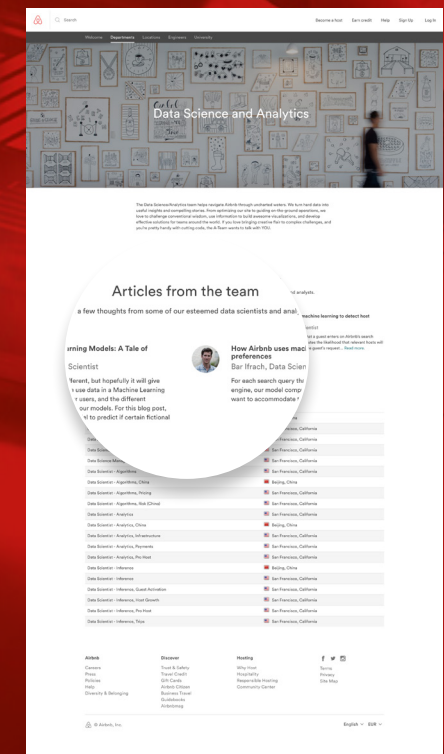
## HOW AirBnB SUCCESSFULLY BUILDS INTEREST

Let's look at 2 great examples from AirBnB, who managed to successfully encourage talent to apply by offering dedicated landing pages with content specific per department.

### Engineering department



### Data Science Analytics department





# THE CANDIDATE JOURNEY STEP 3: ENCOURAGE CONSIDERATION\_

Now you need to start investing time and effort in **encouraging potential candidates to apply**. In other words, to take them from simply considering to having a true interest in your vacancies by answering the following: What are the possibilities at your company? What kind of people are you looking for? Is your content specifically targeting your desired candidates?.



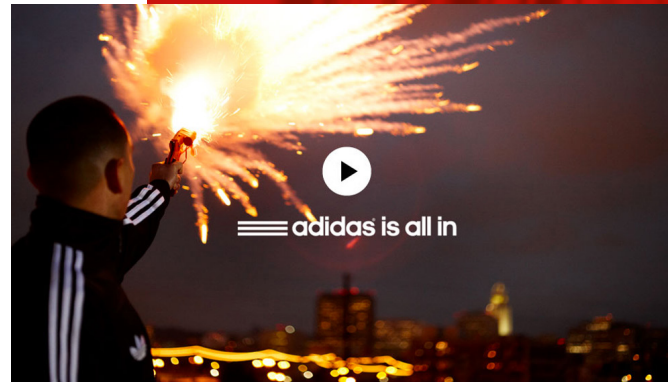
## PRO TIP\_

It is essential to offer potential candidates an easy reach to a dedicated landing page, where they can find more information about the specific type of role at offer. Think of how much incentives can vary per specific audience: while IT engineers might be interested to find more details on the projects they will be busy with, Sales professionals would be more interested in the impact they can have on business development.

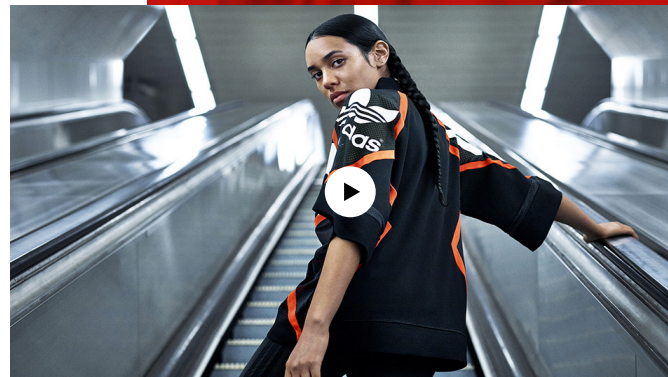
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## HOW ADIDAS SUCCESSFULLY ENCOURAGES CONSIDERATION

Let's look at two great examples from Adidas, who managed to clearly communicate their company value proposition, while creating ads specifically targeted at UX (ad #1) and CampaignManager talent (ad #2).



Ad #1 UX designer



Ad #2 Campaign Manager talent

# THE CANDIDATE JOURNEY STEP 4: DRIVE CONVERSION\_

It's time to take the final step and nurture potential applicants into candidates. First, make sure that your content and Call-To-Action buttons are all conversion driven, and that you have a dedicated landing page per vacancy. Then, once on your landing page, it is important to improve candidates' experience by reducing to a minimum the required steps before they can submit their application (\***research shows** that 75% of potential candidates drop out before they hit the apply for button!).



## PRO TIP\_

Knowing how many candidates have completed the application process as compared to how many had started to do so (clicked on Apply for) is the type of data you need to pay close attention to. Tracking how many and when exactly people abandon the online application process before they fill in all the necessary data is key. It is a strong indicator on how effective your application form is. Depending on your findings, you might need to reduce the required steps, fix technical issues, further optimise for mobile device, etc.

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## A CHECKLIST TO BUILD YOUR JOB AD

	CTA BUTTON	IMAGERY	JOB TITLE
✓	Clear actionable message (e.g. Apply now; Apply here)	Photos of your existing employees	Easy to read font size
✓	Visible enough (not too small, no black or white button colour)	(Naturally) smiling people	Prominent place on the ad





STEP 4:

# MEASURE SUCCESS

You can't improve what you don't measure!



# YOU CAN'T IMPROVE WHAT YOU DON'T MEASURE.

After you define clear objectives (see Step 2), build a robust Recruitment Marketing strategy ( Step 3) and initiate its implementation, you need to start analysing the outcomes on a regular basis and optimise as necessary.



## PRO TIP

There are a few simple steps you can take to monitor, analyze and improve your recruitment process. Following these will enable you to find the right candidate while shortening your time to hire and decreasing your cost per hire.

Download the complete Framework to help you acquire talent in 5 steps today!

[DOWNLOAD HERE](#)

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“YOU WON'T BE ABLE TO MEASURE THE SUCCESS OF YOUR RECRUITMENT EFFORTS UNLESS YOU'VE DEFINED **CLEAR OBJECTIVES** FIRST.

THIS WAY, YOU'D BE ALSO ABLE TO COMPARE YOUR VARIOUS RECRUITMENT CAMPAIGNS AND SEE WHAT WORKS AND WHAT DOESN'T.”

Dustin Wilshire - Senior Manager Talent Acquisition  
Global Operations at Adidas



# CAMPAIGN RESULTS

Depending on the objectives you've set (see Step 2), you can expect quick (e.g. on job level) or long term results (e.g. on organisational level). Here are some of the results you can expect per level:

## Employer Branding & Visibility

- Increased awareness within your specific target group
- Increased preference for your company as an employer of choice

## Recruitment

- Increased quality of applicants
- Increased traffic to your website
- Higher No. of applicants

Impressions

Sessions

Job Ad views

Applications

STEP 5:

# LEARN FROM BEST PRACTICES.

Let's see why others turned to Recruitment Marketing to reach their goals.



# SEE HOW OTHERS ACHIEVED SUCCESS WITH RECRUITMENT MARKETING.

With the help of Recruitment Marketing you spend your recruitment budget on the most relevant online media channels for your desired audience. As a result you get qualified candidates, faster and for less.

See what some of VONQ's customers have to say about their immediate gains and long-term benefits!



How Nature's Pride Reduced Their Cost-per-Hire By More Than 80%.



GoodhabitZ: International Expansion With A Minimal Time To Hire



Wilgaerden: Building A Strong Employer Brand While Generating Three Times More Hires

# SEE HOW NATURE'S PRIDE REDUCED THEIR COST- PER-HIRE BY > 80%.

## CHALLENGE:

- Increased recruitment needs due to exponential company growth;
- Inability to recruit qualified candidates for any of the target groups;
- Desire to shift the recruitment efforts in-house;

## SOLUTION:

- Job marketing campaign;
- A robust recruitment marketing campaign for a specific target group;
- Activating the company employer brand;

## OUTCOME:

- Shorter Time-to-Hire
- Lower Cost-per-Applicant
- In-house know-how on Recruitment Marketing

“Our biggest gain? - Being fully in control of our recruitment process, the ability to measure results on our own, and the possibility to do it all from a single place – VONQ’s Job Marketing Platform.”

Carolien **Molenaar** -  
Recruiter at Nature's Pride

Nature's  
Pride



# STAY ON TOP OF THE LEADING TRENDS IN RECRUITMENT MARKETING.

See some of today's top recruitment gurus' predictions on the development of Recruitment Marketing:



# STAY ON TOP OF THE LEADING TRENDS IN RECRUITMENT MARKETING.



"The **sophisticated digital marketing** techniques that are now available make it possible to cut through the noise and reach **target audiences** with a degree of precision that would be thought of as wholly impossible just a few short years ago."

Matt **Alder**

Recruitment Marketing Expert & Author of **Exceptional Talent**



"There are three core elements in **talent demand generation**: recruitment marketing, technology and sourcing. You need **recruitment marketers** who know the best ways to engage potential hires through job boards, search engine marketing, social media and the rest."

Adam **Gordon**

Co-founder & CEO at **Candidate.ID**



"Even today, many **hiring teams** (big and small) still struggle to measure their source of hire, their advertising spend, the effectiveness of their recruitment channels, and many other **measures** of recruitment marketing success."

Alan **Walker**

Co-founder at **TheTalentFinders**

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## PRO TIP

**KEEP A CLOSE LOOK ON WHAT'S NEW IN RECRUITMENT MARKETING**

Did you enjoy the Pro Tips in this Playbook? You can get more of these directly in your email:

[GET THE WEEKLY PRO TIPS](#)



# READY, STEADY, GO!

Here are a few more tools to help you start building your Recruitment Marketing strategy today!

# RANK YOUR ORGANISATION ON RECRUITMENT MARKETING?

So, now that you've breezed through the 5 steps, you are all set to assess your Recruitment Marketing level.

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RANK YOUR ORGANISATION ON RECRUITMENT MARKETING

NOVICE

Reactive  
Gut feeling  
Manual

Strategic  
Predictive  
Automated

BEGINNER

Reactive  
Gut feeling  
Manual

Strategic  
Predictive  
Automated

MATURE

Reactive  
Gut feeling  
Manual

Strategic  
Predictive  
Automated

ADVANCED

Reactive  
Gut feeling  
Manual

Strategic  
Predictive  
Automated

PREDICTIVE HIRING

RECRUITMENT MARKETING

EMPLOYER BRANDING

MACHINE LEARNING

PROGRAMMATIC ADVERTISING



# CREATE A CANDIDATE PERSONA

Use the template to create your Candidate Persona.



Interests:

Think of social media, specific online platforms, etc.

Work experience in the following field:

Education:

Bachelor

Master

Other, .....

Years experience:

Field of education:

Personality:

Think of language skills, problem solving skills, IT skills, etc.

Gender:

Name:

Job Title:

Region:



Motivators:

Think of salary, interesting projects, opportunities to get promotion, etc.

Behaviour:

Where is your target group present?  
Think for example of LinkedIn or specific niche channels.

Goals:

Think of learning on the job, a fast career progression, etc.

Pain points:

Think of lots of workload, no onboarding, etc.



# FROM A NOVICE TO ADVANCED

## WHAT'S NEXT?

Now that you've breezed through the 5 steps of setting up your Recruitment Marketing campaign, you are fully equipped to give it a try yourself.

Eager to go from a novice to advanced with an expert by your side? Want to build a robust Recruitment Marketing campaign today, but not sure where to start?

Our experts are always glad to help!

**GET A FREE EXPERT ADVICE**

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