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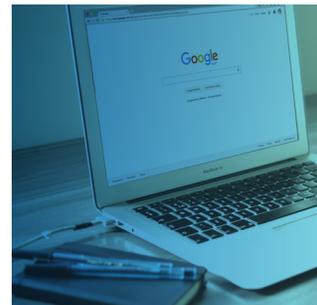
TOP STRATEGIES FOR INBOUND RECRUITING

By Joe O'Connor, CEO

CEOS RANK ATTRACTING AND RETAINING TOP TALENT AS THEIR #1 INTERNAL CONCERN FOR 2019.

A global survey conducted by The Conference Board revealed CEOs rank attracting and retaining top talent as their #1 internal concern for 2019. Among the various hurdles barricading talent acquisition teams from obtaining these highly sought after candidates, one of the most challenging obstacles is the current employment status of these candidates. If the highest quality prospective candidates are already employed, how can your talent acquisition team still capture their attention? What recruitment marketing strategies could assist you in standing out as an employer they would leave their current position for?

For the last 80 years, recruitment strategies have remained unaltered in their attempts of gaining talent through text-based job descriptions posted on job boards and through personal outreach. However, the recruitment landscape has changed dramatically in the past decade, with 75% of job seekers reporting that they begin their job search on Google, not job boards. As a recruiter, how do you expect to attract top talent when 75% of prospective candidate traffic is being driven toward search engines like Google?



According to The Wall Street Journal, candidates spend about 49.7 seconds skimming through a traditional job description they are uninterested in. Today, candidates are investing more energy to thoroughly research a company before applying. They are investigating aspects such as the office environment, current and past employee testimonials (both negative and positive), and diving deeper into an understanding of the corporate culture before they consider investing their time into an application. In an evolving world of active and passive candidates, it is imprudent to believe recycling the tired, former recruitment strategies will be able to engage top talent. Candidates not only want to feel confident in the position they are applying for, but also with the culture and lifestyle they'll potentially be a part of. Consequently, the responsibility to adapt falls on the shoulders of the company. It is essential to prioritize employer branding in order to actively attract and engage top talent within your industry.

Many companies are beginning to leverage traditional marketing strategies as part of their recruitment efforts, one being inbound recruiting.

INBOUND RECRUITING

According to Hubspot, inbound recruiting utilizes the employer brand and marketing strategies to attract, engage and delight candidates, which in turn builds relationships with high-quality candidates.

“By taking an inbound marketing approach to recruiting, companies can connect with passive and active job seekers, engage with their network, and delight candidates through the application process.”

- Hubspot

INBOUND RECRUITING METHODOLOGY



HR managers and recruiters are investing more time, energy and creativity in their efforts to bring their company’s career pages, social media presence and SEO to greater heights. As you begin to dive into inbound marketing, ask yourself the following questions:

1. WHERE DO CANDIDATES FIND YOU?

The candidate experience is at the core of a solid inbound recruiting strategy. If a candidate was to use Google to search for a job related to your industry, where and how do you come up in their search? Is your digital presence strong enough to reach them?

Whether your job posts are listed on job boards, review sites like Glassdoor, or social media, it's important to make sure that you have a widespread digital footprint so candidates are able to find you.

2. WHAT DO THEY SEE WHEN THEY GET THERE?

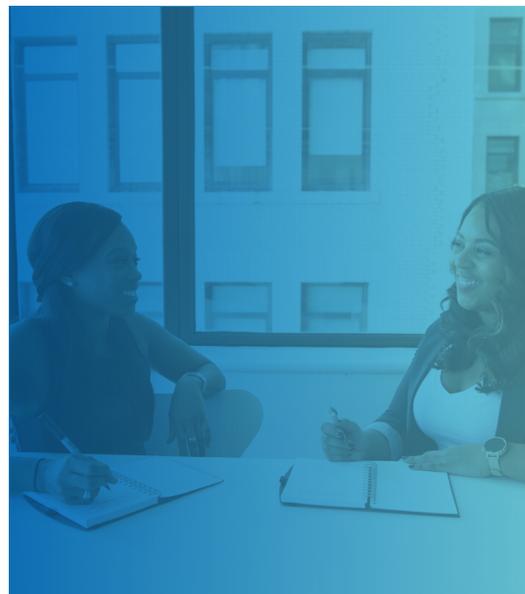
Once candidates get to your social media pages, website or job post, what is their experience? Think like a marketer and showcase your brand as if you were selling product to a consumer. Use photos and videos that will inspire and engage candidates. Make sure your website is up to date and mobile friendly. Utilize your website to highlight your employees so candidates will get a feel of who their colleagues might be.

Your job posts and careers page should also be mobile optimized and include visuals whenever possible. The text-based job description is quickly becoming a relic of outdated recruitment efforts; candidates are looking for authenticity and engagement from the very first interaction.

3. HOW ARE YOU BUILDING RELATIONSHIPS?

Marketing is all about building a lasting relationship with customers, and inbound recruiting is no different. Ongoing engagement with passive candidates can be key to quality hires. Include them in recruiting events, email them with helpful content about your brand or invite them to connect with someone at your company through a live chat feature.

Reply to users who comment on your social posts or ask questions in a timely fashion. Maintaining positive and authentic interactions with users, regardless if they become a candidate or employee, will help to foster loyal brand advocates. Partner with your marketing team to develop content that showcases open job positions and staff achievements, and consider diving into digital advertising to boost exposure.



INBOUND RECRUITING STRATEGIES TO START IMPLEMENTING TODAY

1. CONTENT CREATION

Create relevant content with the candidate in mind. Social media, blog posts and even content on job boards should all be reflective of your brand.



2. SOCIAL MEDIA RECRUITING

Social media is a key tool for inbound recruiting. Utilize social media regularly to showcase your employer brand and to provide potential candidates an inside look into your company.



3. CAREER SITE

Active candidates may often find your company on a job board or career site as their first touch with your company. Make sure there are opportunities for them to learn more about your brand, and also ensure you are maximizing job posts to showcase your culture.



4. DIGITAL ADVERTISING

Digital advertising can be hyper targeted and cost effective to jumpstart inbound recruiting efforts. Boosted posts and targeted campaigns can get your brand and message in front of your ideal candidates.





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