

# The Four Steps of Recruitment Marketing

- Tuesday September 26, 2017**  
**2:00 – 2:30 PM EDT**

DirectEmployers Association  
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# Agenda

- Introduction
- Why is Recruitment Marketing important?
- Four Steps to Successful Recruitment Marketing
- Questions
- Conclusion



*"If I were running a company today, I would have one priority above all others: to acquire as many of the best people as I could [because] the single biggest constraint on the success of my organization is the ability to get and to hang on to enough of the right people."*

**-Jim Collins, American business consultant**

# DirectEmployers



As a member-owned and managed consortium of talent acquisition and OFCCP compliance professionals, we cultivate labor market efficiencies and reduce online recruitment costs for employers.



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**Peace of Mind - Purpose Driven Reach - Personalized Support**



# Why is Recruitment Marketing Important ?

- What do businesses need? People.
- How do businesses get people? Recruitment.
- How do businesses get the right people? Recruitment Marketing.
- Brand vs. Employment Brand

*"Some people can do one thing magnificently, like Michelangelo, and others make things like semiconductors or build 747 airplanes -- that type of work requires legions of people. In order to do things well, that can't be done by one person, you must find extraordinary people."*

**-Steve Jobs, Co-founder of Apple Inc.**



**Recruitment marketing is the strategy and tactics used by an organization in order to source, manage, and nurture talent.**

# Why is Recruitment Marketing Important ?

*"Time spent on hiring is time well spent."* - Robert Half, founder of Robert Half International



- Benefits of the right people:
  - Immediate contribution
  - Diversity of thoughts & ideas
  - Lower expense of hiring



- Cost of not hiring or a bad hire:
  - Investment of time & money
  - Delay growth or strategy
  - Maintain vs. improvement

**What happens when you don't hire the right people? Or worse, the wrong people?**

# The Four Steps of Recruitment Marketing

- Sourcing
- Nurturing
- Engagement
- Analysis



*"If we weren't still hiring great people and pushing ahead at full speed, it would be easy to fall behind and become a mediocre company."*

**- Bill Gates, co-founder of Microsoft**

**Do these four steps align with your current recruitment?**



# SOURCING

Every organization does some kind of sourcing; but when it becomes difficult or expensive what are some different methods?

Media



Current Employees



Third Party



Non-Profits



*"The smartest business decision you can make is to hire qualified people. Bringing the right people on board saves you thousands, and your business will run smoothly and efficiently."*

**- Brian Tracy, author**

**Sourcing in today's hiring environment requires an multi-channel plan of attack that promotes your brand across multiple outlets engaging key talent where they exist and interact**

# NURTURING

Congratulations, a job seeker shows interest in your company !  
But the real work is now just beginning.

## Why ?

- Your competition is trying to hire too !
- Candidates easily distracted away from applying
- Declining supply of candidates

## How ?

- Messaging Content
- Diversified communication methods
- Declining supply of candidates

"Always treat your employees exactly as you want them to treat your best customers."

-Stephen R. Covey, author



Measures such as targeted job alerts, personalized outreach, and candidate relationship management drive applications and show prospects that they are important



# ENGAGEMENT

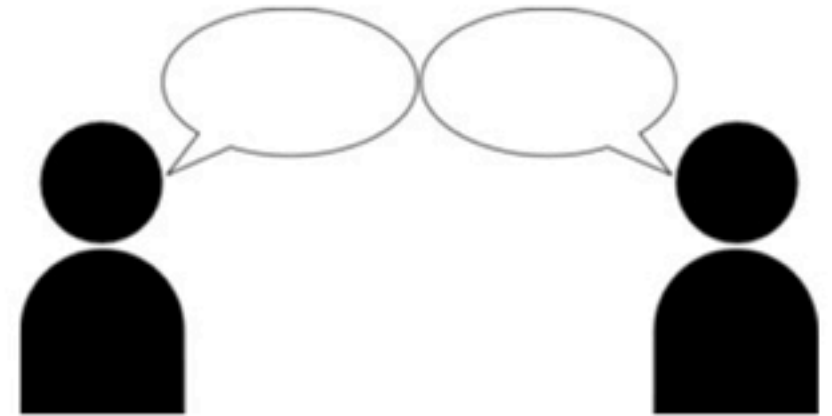
Congratulations, a job seeker shows interest in your company!  
But the real work is now just beginning.

## Why?

- Decrease time to hire
- Stay ahead of competition
- More choices

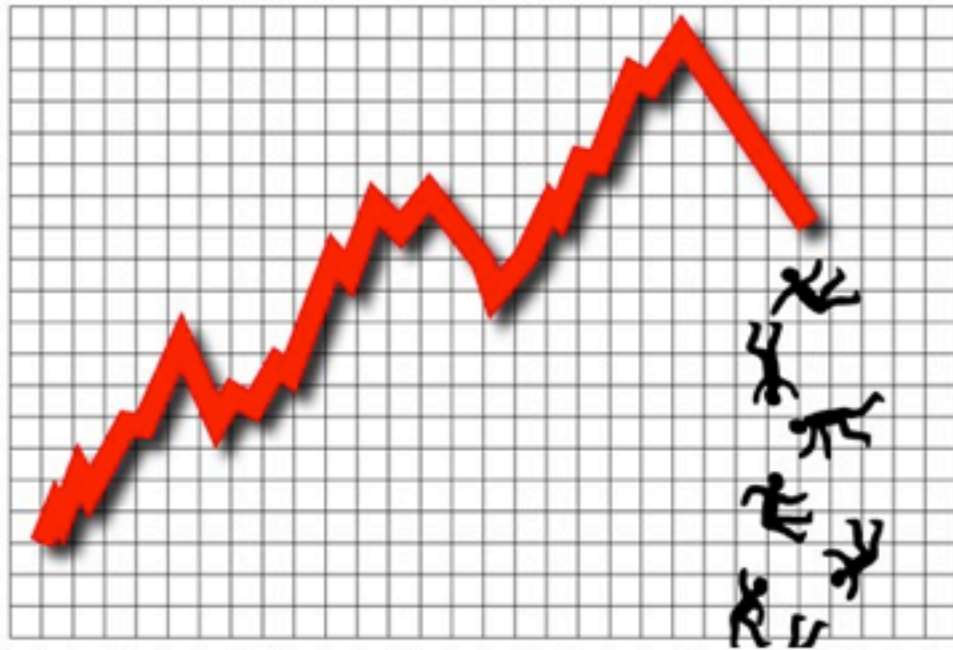
"I am convinced that nothing we do is more important than hiring and developing people.  
At the end of the day, you bet on people not on strategies."

**-Lawrence Bossidy, executive & author**



**Applicant tracking, skills assessments, and onboarding procedures make this process as smooth as possible for employer and applicant alike.**

# ANALYSIS



Some parts of the approach are going to work better for your company and industry than others. And some parts of your nurturing and engagement will deliver better results.

*"When I find an employee who turns out to be wrong for a job, I feel it is my fault because I made the decision to hire him."*

**-Akio Morita, Co-founder of Sony**

## Is it working ?

- Identify & leverage strengths and weaknesses
- Understand your investments & strategy
- Measure success of good hire vs. bad hire
- Provides information for future strategies

Analyzing what is working, via methods such as engagement metrics, talent demographics, and marketing channel performance, helps solidify the quality of your hiring and reallocates your efforts toward whatever is driving that success.

# Employment branding

- Know your business, vision, mission, values and culture.
- Define the company's unique attributes.
- Define a clear employee value proposition
- Work with the marketing and communications groups to align brand
- Analyze successes & weaknesses



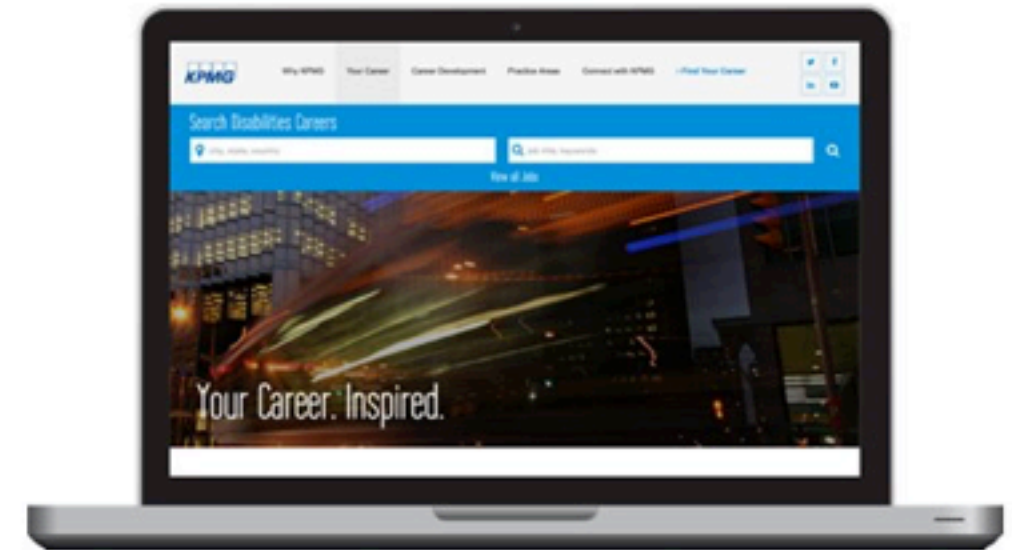


# Examples

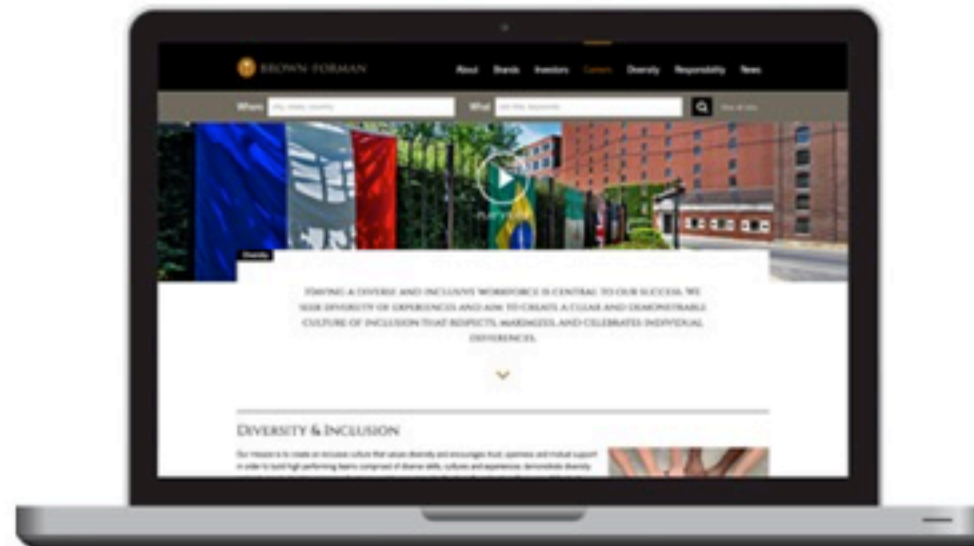
## Veterans



## Disability



## Diversity





# The Four Steps of Recruitment Marketing

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- Nurturing
- Engagement
- Analysis

As your recruitment ebbs & flows over time like your business, using the four steps of recruitment marketing in combination will provide the right foundation for building the right organization.

"It's all about finding and hiring people smarter than you. Getting them to join your business. And giving them good work. Then getting out of their way, and trusting them. You have to get out of the way so you can focus on the bigger vision. That's important. And here's the main thing: you must make them see their work as a *mission*."

**-Richard Branson, founder of Virgin Group**