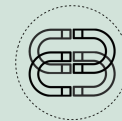


KEY MODERN TALENT MARKETING TACTICS

BY SUSANNA RANTANEN



RECRUITMENT COMMUNICATION

Reaching out to your existing talent audiences to inform about your open vacancy with minimum costs involved.

Key tactics:

- Publishing and sharing the job post on own website and relevant (industry) often free job media.
- Process related communication with your applicants.

Key need:

"We need applications to start the selection process."

Audiences reached:



- Current & former employees
- Currently active job seekers who recognize your name or visit your website.
- Your applicants

The success of your recruitment communication is measured in:



How many times the job post was viewed.



Quality of available candidates.



Number of received applications.



Candidate experiences of both the selected & no-thank-you - applicants.

RECRUITMENT MARKETING & ADVERTISING

Marketing and advertising your recruitment need to larger talent audiences, and paying for the extra attention and expected results (reach and conversions).

Key tactic:



- A marketing campaign in a paid media to get the job post (and possibly other content) in front of a larger target audience.
- Calling active job seekers to consider and apply to your vacancy by the end of the application period.

Key need:

"We (desperately) need quality candidates to start the selection process."

Audiences reached:



- Your current & former employees.
- Active job seekers matching with the hiring profile.
- Active job seekers finding your campaign & calls to action appealing enough to apply.

The success of your recruitment marketing campaign is measured in:



Generated traffic to the job post.



Quality of available candidates.



Number of achieved conversions to applicants.



Cost of a quality applicant available in the selection process.

DEVELOPING EMPLOYER IMAGE (MEB©)

Clarifying what we represent as an employing business, to whom we are an ideal place of work and how we make our work - life better.

Key tactics:

- Revamping your career site to appeal to active and passive job seekers, and building awareness with strategic copy, content, images and calls to action.
- Using social media to build awareness and drive traffic to the career site.
- Developing employee awareness internally and together externally.

Key need:

"The talents we seek are either not aware of us at all or have a wrong impression about us. We need this to be fixed!"

Audiences expected to be reached:



- Your current & former employees, and management.
- Your current & former job applicants.
- Relevant interest groups who follow your business as an employer.
- Active job seekers in your key target segments.
- Passive job seekers in your key target segments.

The value of your modern employer image is measured in:



The growth of career site traffic and % of returning visitors.



The ability to earn and stay Top of Mind of your ideal talent audiences.



The size of your reached ideal talent audience.



Impact on overall hiring success & quality of your applicants..



How your talent audiences speak about you to others.



Improved employee awareness and commitment to culture & customer promise.

BUILDING A MAGNETIC EMPLOYER BRAND©

Applying a systematic marketing approach to invite your ideal talents into a Candidate Journey with your company to build an audience of fans & employer brand advocates who eventually start to convert into job applicants and customers.

In addition to what takes place in the employer image -phase:

Applying The Method to activate the **Candidate Journey of the Information Era©**.



Key need:

Winning in the War for Your Top Talent.

Audiences expected to be reached:



Your strategically ideal talents who are likely to form an emotional connection with what you represent.

The impact of your Magnetic Employer Brand can be measured in :



Ability to stay firmly Top of Mind of your key talent segments.



Decrease in the overall cost of hire.



Positive impact on customer experience.



The size of your fan, advocates and talent prospect - audiences.



Time between hire to being fully productivity.



Positive impact on Key Business Metrics.



The size of talent funnel & number of warm talent leads.



Higher employee brand affection.



Positive impact on leadership experiences.