



Step Up Your Recruitment Marketing

Strategies to Attract and
Nurture Top Talent



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Employers that stand out to job seekers get the best applicants.

When you elevate your recruitment marketing strategy with personalization, data analytics, and automation, you'll quickly fill your talent pipeline with top candidates.

Here's how:

Get personal with mobile and social

Make job seekers want to apply to your organization

Keep your recruitment marketing efforts accountable

Source higher-quality candidates with artificial intelligence

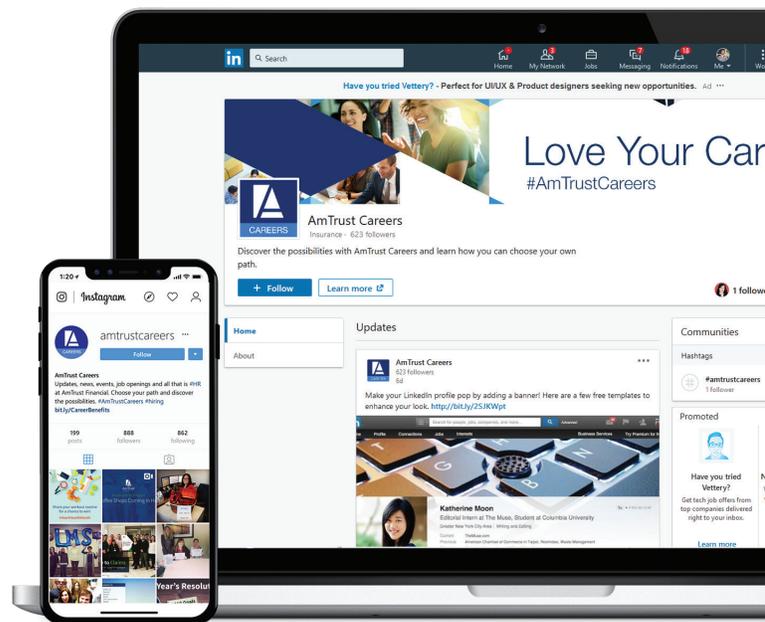


Get personal with mobile and social

Social media platforms are an indispensable channel to reach passive candidates and deliver them a differentiated experience. According to eMarketer research, 54% of the United States' social media users will be mobile-only.¹

To engage candidates with a consumer-quality experience, effective recruiters leverage current employees for short video testimonials to convey their culture and create day-in-the-life Instagram Stories to provide a peek into why it's so great to work at their organization.

The companies that get recruitment marketing extend their branding with custom AI-powered chatbots integrated into their career and social media sites, like Facebook Messenger, to communicate directly with potential candidates. The chatbot fields questions about the company, conducts preliminary screening, and schedules interviews, allowing recruiters to focus on more strategic recruitment marketing efforts.



AmTrust Financial's Social Media Recruitment Campaigns

Nearly every working American (94%) visits a company's social media page when searching for a job.

- iCIMS' Modern Job Seeker survey

SPOTLIGHT

AmTrust Financial Cuts Time to Hire in Half and Saves Millions

AmTrust Financial, a multinational property and casualty insurer, was founded in 1998 and expanded rapidly to become a Fortune 500 firm with \$6.7 billion in revenue and 7,000 employees across 70 countries. AmTrust saved more than \$13 million in costs from 2016 to 2018 by drastically slashing the use of external staffing agencies while simultaneously increasing the number of qualified candidates in its pipeline seven-fold.

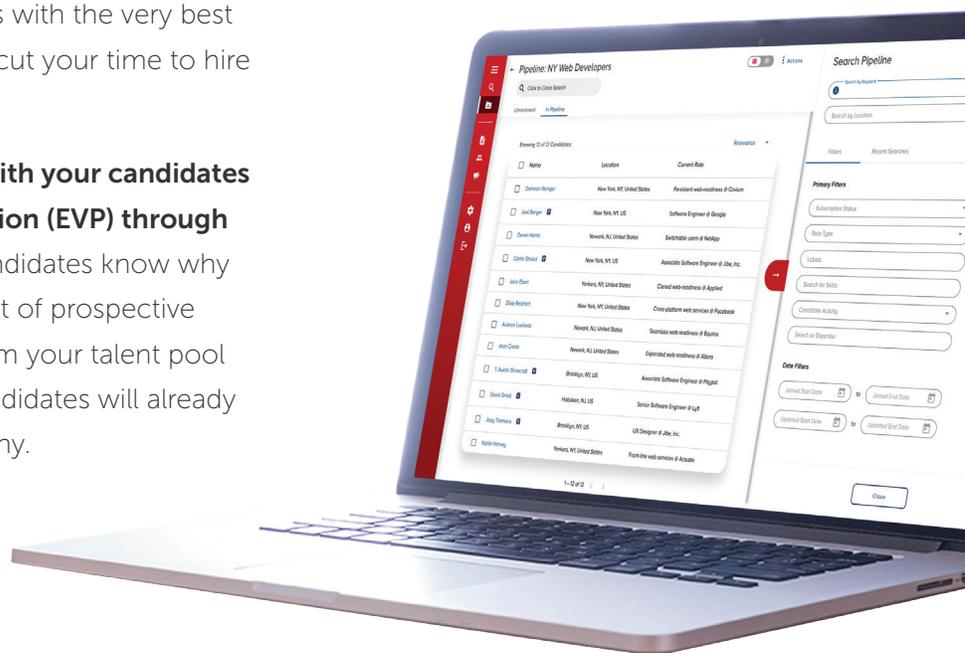
One of the keys to this continued success is their major recruitment campaigns on social media – creating and deploying compelling videos and social media content on platforms such as [LinkedIn](#), [Twitter](#), [Instagram](#), and [Snapchat](#).

Make job seekers want to apply to your organization

A recent study analysis of more than 25 million technology applicants showed that it takes an average of 80 days to hire for skilled tech roles, which is much longer than the industry average time to hire of 47 days.^{2,3} **An engaged pipeline of qualified candidates is your silver bullet to hiring tech talent faster.**

Well-managed talent pools provide employers with the very best source of qualified candidates to tap and will cut your time to hire and recruitment advertisement costs.

The key to success is staying top-of-mind with your candidates by promoting your employer value proposition (EVP) through company news and events. Your EVP lets candidates know why your company should be at the top of their list of prospective employers. When you send out alerts to inform your talent pool of new positions that are a good fit, these candidates will already know why they want to work for your company.



The most forward-looking employers also share proprietary information to help their top targeted candidates.

SPOTLIGHT

St. Jude Children's Research Hospital Engages Candidates with Unique Content

One of the world leaders in research and treatment for children's life-threatening diseases uses candidate relationship management software to track and foster long-term engagement with top clinical researchers.

St. Jude shares clinical findings, crafted by their PhDs, with the world's leading pediatric clinical researchers/doctors at top schools and hospitals, so they're top-of-mind when a prospective candidate is ready to move on to their next project.

Hold your recruitment marketing efforts accountable

The application process remains complex and frustrating for both job seekers and talent acquisition teams. Many times, candidates detour through failed search attempts, third-party job boards, and duplicate forms and profiles before they even reach your job posting. The result? Frustrated candidates who don't apply and recruiters who deal with much longer times to fill.

Instead, get candidates to your career site and open roles quicker:

Optimize your career site for Google searches to reach top talent before your competition. Candidates are directed right to your site, bypassing middlemen job boards.

Engage candidates with rich career site content, multi-touch email campaigns, and employee testimonials. You should aim to include video wherever possible.

Most candidates use mobile devices to visit your site and begin their applications, so your mobile application process — including attaching credentials like videos and portfolios — needs to be a seamless experience regardless of device.

Build a strategy for your career site as if it were part of your recruitment team. You can actively track candidate interest in your job postings directly from your applicant tracking system (ATS).

Measure your recruitment marketing investments with **career site source analytics** and these specific metrics:



Career Site

- Average number of visitors
- Bounce rate
- Average time spent on site
- Visitor source
- Hiring source / yield



CRM & Talent Pools

- Candidate response rate
- Email / text campaign reach
- Recruiting event yield
- Number of candidates
- Number of social media followers



Applications

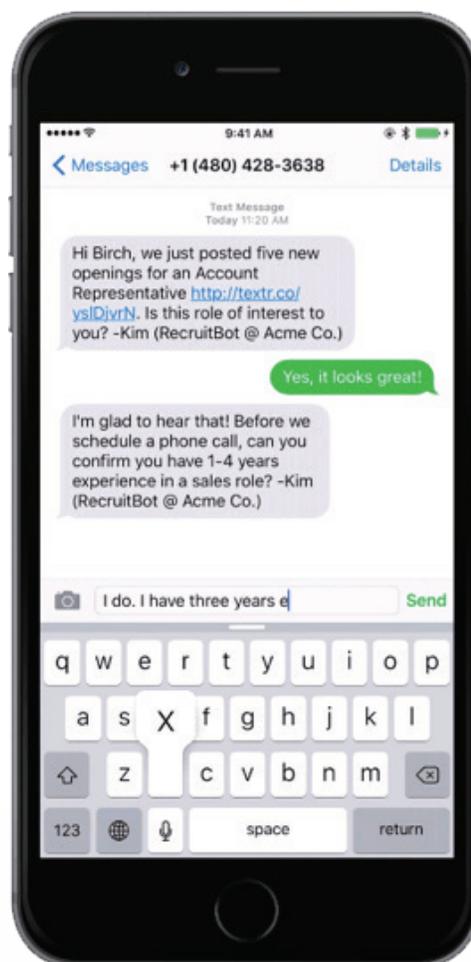
- Time-to-fill
- Applications / requisition
- Candidate-to-applicant conversion
- Talent pool-to-applicant conversion
- Source of hire

Source higher-quality candidates with AI

The \$200 billion worldwide recruitment market is driven predominantly by manual processes that are prone to inefficiency and inaccuracy. Talent acquisition teams are being asked to do more with less, which leaves them increasingly reliant on new and emerging technologies like AI and machine learning to get ahead of their hiring initiatives.

Employers, however, must be aware of the challenges of a single AI solution, including unintentional bias, unskilled implementation, poor processes, and an inability to measure results.

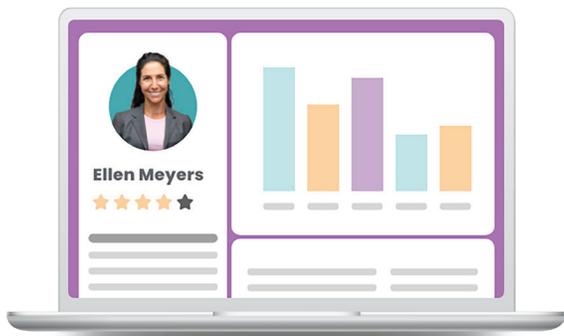
Talent Logic, iCIMS AI engine, helps throughout the recruitment marketing process. Specifically, our AI helps your candidates find their “best match” from your open positions. In turn, this allows you to fill your talent pipeline with higher-quality candidates, faster.





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The Talent Cloud



Talent Powers Transformation

iCIMS is the talent cloud company that empowers organizations to attract, engage, hire, and advance the right talent that builds a diverse, winning workforce. iCIMS accelerates transformation for a community of more than 4,000 customers, including a third of the Fortune 100, that employ more than 30 million people worldwide.

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