



Discover the Real Value of

# Recruitment Marketing

Your guide to demystifying recruitment  
marketing tech beyond the buzz



# The Current State of Talent Acquisition

The function of TA is not new; however, the technologies that power the acquisition of talent are evolving.<sup>1</sup>

**77% of CEOs say the availability of talent is the greatest threat**

to their organization, and 60% of those same CEOs said they are completely rethinking their technology and how to better engage candidates to attract talent.<sup>2</sup>

<sup>1</sup> IDC

<sup>2</sup> PricewaterhouseCoopers



# The Current State of Talent Acquisition

There's been a lot of buzz about low unemployment and the new tools you need to win top talent—specifically, recruitment marketing solutions to help you compete.

The reality is that many talent leaders don't have a view on the actual value and ROI that these new recruitment tools provide.

Here's a start in gaining an understanding of the recruitment marketing solutions that fuel your strategy.

## What is recruitment marketing?

Recruitment marketing refers to the technologies and services that are used to attract talent. In a tight labor market, attracting and engaging talent is a top priority, as it leads to an increased desire to integrate attraction tools into current talent tech stacks.

**70% of companies  
are increasing their  
investment in  
recruitment marketing.<sup>3</sup>**

<sup>3</sup> HR Federation, 2020 HCM Trends Report



# What You'll Learn

This eBook will guide you in understanding the real value of recruitment marketing to make it easier to win now and help you prep for the future. Let us enter the era of recruitment marketing, together.

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Get the right tools  
**in place**



# Increase your chances of attracting and engaging talent with recruitment marketing tools

To move your business forward and reach your goals, you need the right people in the right jobs. Your competitors are looking for many of those same advanced skill sets and you need to grab every advantage you can.

Utilization of advanced engagement and marketing solutions throughout the recruitment process is becoming a strategic requirement.<sup>4</sup>

**Recruitment marketing tools improve recruitment processes — including quality, speed, and cost of hire.**

<sup>4</sup> Gartner, Hype Cycle for Human Capital Management Technology, 2019



# Leverage branded career sites to engage top talent

Career site technology is an organization's prime real estate and is the most important recruitment marketing tool you have.

As a top of the funnel solution, your career site provides candidates with the insights they need to make informed employment decisions and connect with your recruitment brand.

## The following are fundamental building blocks to the future of career sites:

1. Create a consumer-like brand experience
2. Optimize exposure on Google and other social platforms
3. Engage candidates with compelling, relevant content and a clear call to action
4. Make your site self-service and intuitive with robust search and results

**With career site tech, Siemens saw  
a 30% global increase in conversions  
from searches in job applicants**

Career sites remain the  
**#1** place for candidate  
engagement in the  
attraction stages<sup>5</sup>

Potential candidates spend  
**60%** of their time browsing  
employer websites<sup>5</sup>

<sup>4</sup> TalentBoard, North American Candidate Experience Awards Research Report, 2018



# Leverage collaborative software that integrates with your current tech

Systems that talk to each other are more efficient and produce better results. Bring recruitment marketing and other HR processes closer together by seamlessly integrating your recruitment marketing tech with your applicant tracking system, CRM, and other HR solutions.

**For Example:** Talent pools offer a clear next step for people who are already interested in working at your organization but don't see a relevant opening on your career site.

## Offer them a way to stay connected directly from your jobs page.

By integrating your CRM with your career site, you provide an opportunity for talent to stay engaged and become part of your network — this will help you reduce time and cost to fill later.

**How:** Build relationships with configurable, automated email campaigns. Newsletters, job alerts, and videos relevant to candidates' areas of interest are a great place to start.



## How one of the world's leading theme park operators hires 47,000 seasonal workers annually

By using iCIMS CRM technology, Cedar Fair keeps former employees and new candidates warm throughout the off-season and eventually **gets them to apply or reapply for the new season.**

Cedar Fair hosts and tracks hiring events in their CRM and **tracks event ROI to make better event strategy decisions.**

Cedar Fair uses iCIMS' CRM to nurture new hires—with emails that touch upon everything from news at its parks to to-do lists of tasks. They monitor each new employee's engagement with their emails, and **if they notice a drop off, recruiters use text messaging software to follow up.**



A woman with dark hair and glasses is sitting at a desk, looking down and writing in a notebook with a pen. A laptop is open to her right. The background is a blurred office environment with windows and other people.

# Align your **internal resources**



# Bring in a higher volume of qualified talent with organizational alignment

In most organizations, the task of recruitment marketing sits somewhere between the marketing department and the HR department.

**To provide candidates with the information they need, you need to get everyone on the same page.**

When your internal talent brand teams (HR, marketing, communications) are aligned, candidates have a clear understanding of who you are, what you do, and what you stand for. Synchronized messaging ensures that your brand is reinforced with every new hire. This leads to more productive workers who feel connected to your company on a deeper level, which often results in longer tenures.<sup>6</sup>

<sup>6</sup> LinkedIn, The secret sauce of top companies: Aligning your consumer brand and your talent brand.



## A CASE STUDY

# How iCIMS revamped its career site to meet evolving hiring needs

We're hiring fast and furious. To stay competitive in the war for talent and more quickly get candidates to where they need to go, we decided to partner our brand and talent teams to create a revamped career site that resonated with targeted candidate groups.

### In rethinking our career site, we had three primary goals.

1. Get candidates excited to work at iCIMS
2. Help candidates find and apply to relevant jobs more quickly
3. Use talent pools to allow potential candidates to stay in touch if they don't find the right opening immediately

Prioritizing the candidate experience helped us to see higher ROI. With targeted career sites, focused on recruitment marketing messaging, we converted more candidates and got the right people in the right seats at the right times.



## Inside Tip

When evaluating your site, make sure to consider your hiring goals, highlight your employees, identify your integrations, monitor your performance, and optimize based on your data.





# Optimize with **real-time data**



# Eliminate the guesswork from your recruitment marketing spend

Data-driven recruitment is at the core of successful companies, but it's not always simple to produce quality metrics. **In fact, most organizations struggle with inefficiencies and limited visibility into accurate data.**

When you leverage systems that produce real-time, trusted data points, you can implement a full cycle recruitment strategy that increases ROI.



**Recruitment Marketing metrics can inform your talent acquisition strategy by revealing:**

- Where to invest/adjust your current spend in market
- How to better invest in future staffing and focus recruiting efforts on talent that's already interested in you



# Adjust your investments with real-time recruitment data

When you collect and aggregate data from the different ways in which job seekers interact with your brand, you can use that data to validate or modify your strategy and improve your ROI.

## Recruitment marketing analytics help your teams:

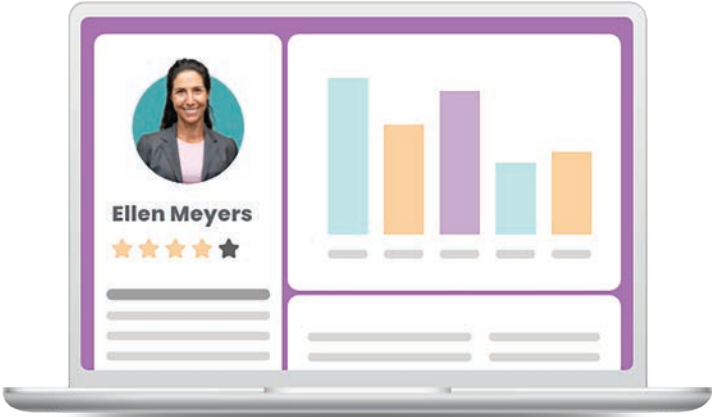
- **Use historical data to understand how job seekers find you:**  
Source analytics offer a transparent view of where candidates come from to assist in advertising strategies, helping you save money.
- **Make informed spend decisions by combining historical data and hiring trends:** The right tools, such as executive dashboards that report on core data points, help determine your next steps.
- **Build/adjust your talent acquisition strategy to meet new goals:**  
Improve your business's visibility by leveraging data-driven recruitment and making your talent acquisition strategy known.







**iCIMS**<sup>®</sup>  
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.

See it in action [www.icims.com/see-it-in-action](http://www.icims.com/see-it-in-action)