



The Definitive Guide to

RECRUITMENT MARKETING ROI

Your guide to attracting talent
at every part of their journey.

Talent acquisition in a virtual age

As businesses adapt to a more virtual environment,
now's the time to assess your virtual hiring tools.

**60% OF CEOS SEE A NEW
OPPORTUNITY TO RETHINK HOW
TECHNOLOGY HELPS THEM BETTER
ENGAGE AND ATTRACT TALENT.¹**

1. PricewaterhouseCoopers

Hiring great talent starts with recruitment marketing

There's a lot of buzz about the unemployment rate. In a complex labor market, some recruiters will see an influx of candidates while others will struggle to fill positions.

So, engaging talent has become a top priority. But where do you begin?

Despite more businesses operating remotely or adapting with virtual workarounds, many corporations haven't fully bought in to virtual recruitment tools. Talent leaders need support in showcasing the value and ROI these tools provide throughout the candidate journey.

What is recruitment marketing?

Recruitment marketing refers to the technologies and services used to attract talent. These tools are used at the pre-application phase.



career sites



**candidate relationship
management**

Given the current state of TA:

**70% OF COMPANIES
ARE INCREASING THEIR
INVESTMENT IN
RECRUITMENT MARKETING.²**

2. HR Federation, 2020 HCM Trends Report

How to make your tech work as hard as you do

In this guide, you'll learn how recruitment marketing tech can make it easier for you to win talent today and help progress candidates through the entire hiring process - in a way that's trackable and more efficient.

Let's get started.



Start at the top and get

THE RIGHT TOOLS IN PLACE

Candidate attraction tools to keep your business moving forward



RECRUITMENT MARKETING TOOLS IMPROVE RECRUITMENT PROCESSES —INCLUDING QUALITY, SPEED, AND COST OF HIRE.

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.³

Step One: Use branded career sites to engage talent first

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 fundamentals of career sites that convert:

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

Career sites remain the #1 place for candidate engagement in the attraction stages⁴
Potential candidates spend **60%** of their time browsing employer websites⁴



**WITH CAREER SITE TECH,
SIEMENS SAW A 30% GLOBAL INCREASE
IN CONVERSIONS FROM FROM
SEARCHES TO JOB APPLICANTS**

SIEMENS

⁴ TalentBoard, North American Candidate Experience Awards Research Report, 2018

Step Two: Integrate your current tech with collaborative software to keep candidates interested

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 ATS, 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. Without constant communication, your next hire may decide to go with the competition—the one who kept in contact.

The solution:

Reduce time and cost to fill by integrating your CRM and career site.

Your takeaway: Build relationships with relevant content aligned to candidates' interest levels:

- configurable, automated email campaigns
- newsletters
- job alerts
- videos



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.**

[Discover How Cedar Fair Made it Happen](#)

Align your brand and hiring teams for a

BRANDED, ENGAGING CANDIDATE EXPERIENCE

Step Three: 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.

Your takeaway: Synchronize messaging to ensure 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.⁵

A Case Study

How iCIMS revamped its career site to meet evolving hiring needs

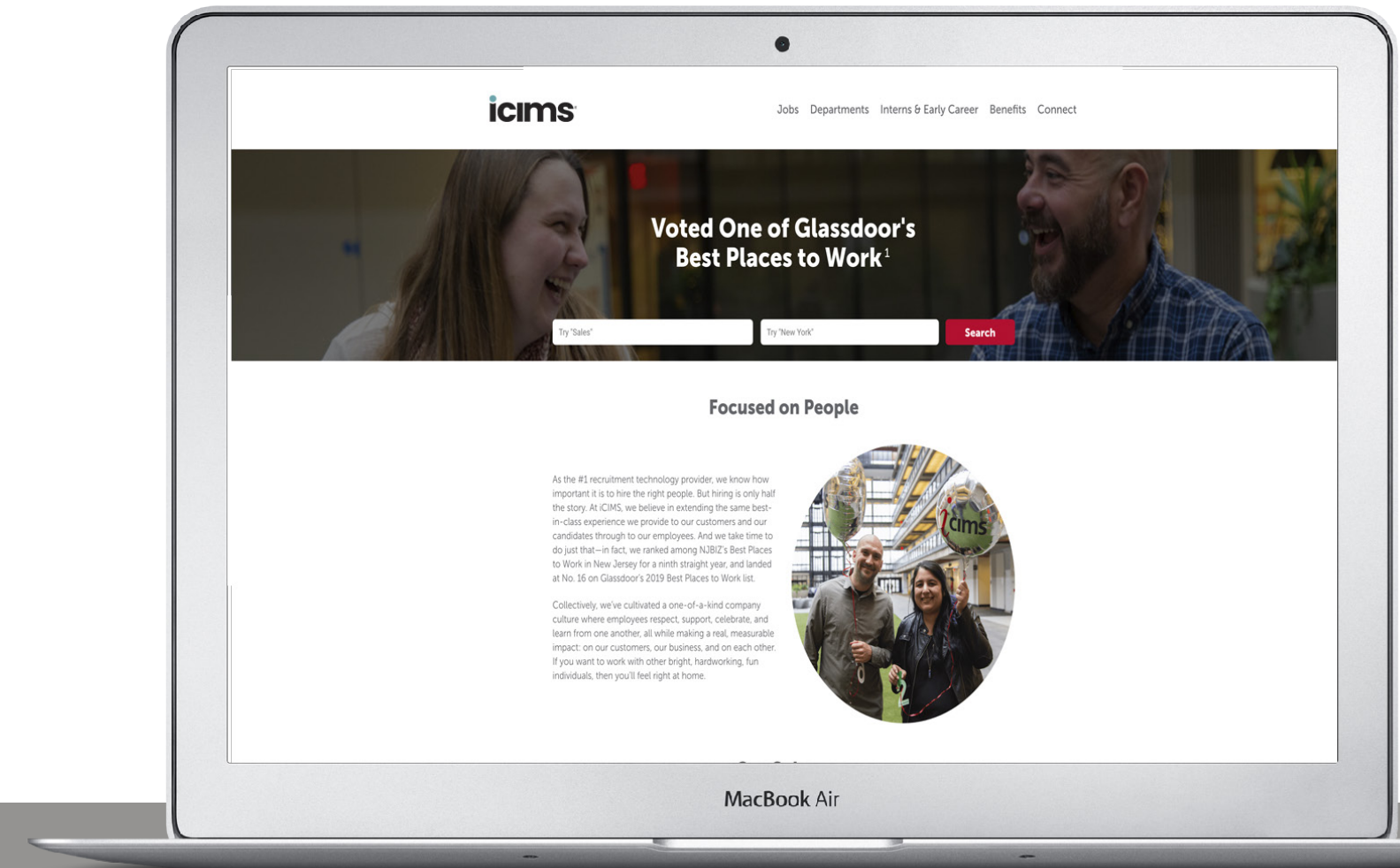
We're hiring fast and furious. To stay competitive and get more candidates where they need to be more quickly, we decided to partner our brand and talent teams to create a revamped career site that resonated with targeted candidate groups.

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.



YOUR TAKEAWAY:

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




Bring it all together with
REAL-TIME DATA

Step Four: Eliminate the guesswork from your 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

Step Five: Adjust your investments with real-time data

When you aggregate data from all the interactions job seekers have with your brand, you can use that data to validate or modify your strategy. This will improve ROI, too.

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.
- **Guide quality job seekers on an engaging path to your next opportunity:**
AI-powered matching algorithms provide a seamless path for ideal job seekers to the most relevant jobs, while your team gains time to prioritize authentic interactions and strategic decisions.

Learn how AI and ML embrace modern-day candidates and recruiters



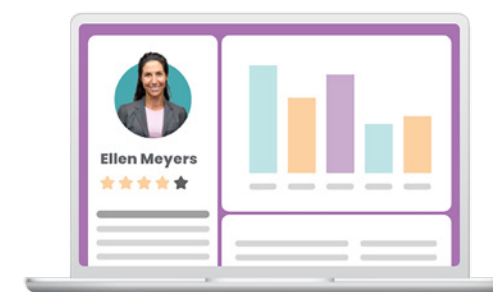
Recruiters, it's time to go beyond post and pray.

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