

# The Essential Guide to Recruitment Marketing

**icims**





# Great talent experiences lead to great hires

**In a fluctuating labor market, organizations can't afford to miss out on qualified candidates.**

This is no surprise, and you might already have a plan to attract talent through more impactful experiences.

But with less time, people and resources, these plans can be challenging to execute. Job seekers expect a seamless, personalized experience at every touchpoint. That includes each time they interact with your brand *before* they submit an application.

To win the best talent, you'll need a comprehensive recruitment marketing strategy that's easy to carry out.

In this guide we'll learn how innovative technology helps you attract candidates, capitalize on every single interaction and maximize recruiter efficiency.

Let's get started.



## Learn how to win talent with:

- 1 Hyper-personalized campaigns
- 2 Internal mobility programs
- 3 Employee video testimonials
- 4 Easy-to-use career sites
- 5 Real-time data



# Elevate your recruitment marketing with automation

Recruitment marketing includes activities to build employer brand awareness, advertise job postings and nurture job seekers through their journey.

These tactics are made easier with automation.

Today's technology has evolved from simple drip campaigns to include AI-powered tools that recommend actions based on candidate behavior. With these tools, your teams can make quick, confident decisions while maintaining the personal feel candidates expect.

Recruitment marketers can now support hiring teams more efficiently as they find the right people for the right jobs.

Read on for five ways to put this into practice.



## Imagine your CRM can:



Look at all the talent in your database



Identify who's ready to engage



Send content tailored to their needs



Notify your recruiters when the job seeker is ready to move forward

# 1 Automate hyper-personalized campaigns

Building pipelines is key to staying flexible in a complex labor market. Through personalized campaigns and automation, you can deliver tailored content to each unique job seeker exactly when they need to see it. You can even personalize at scale to build a pool of qualified talent that is ready to move forward when the right position opens.

## Personalized campaigns allow you to:

- **Tap into your CRM and ATS database** to nurture silver medalists with personalized text and email campaigns
- **Track job seeker engagement across your content** so you know what they'd like to see more (or less) of
- **Score candidates based on unique activity** like email opens or browser history, and then use this data to identify warm and hire-ready talent
- **Automate event invites and follow-ups** to increase attendance and convert more leads



# American Heart Association

American Heart Association's success as an organization depends on strong fundraising and public image.

For their TA team, this means picking the right talent while ensuring all candidates are treated well and feel valued. They do this by automating as much of the hiring process as possible to free up recruiters' time – time that's best spend forging real, one-on-one connections with top candidates.

Receiving between 600 and 650 applications per day, AHA typically ends up with several highly qualified runners-up for each hire they make. AHA uses its rich talent pool to stay in touch with silver medalist candidates, keeping them engaged and ready to apply for future positions.



**1,000+**

Hours of work saved  
(that's 6 months!)

**50%**

More time spent building  
relationships with candidates

**200%**

Increase in sourcing activity

## 2 Retain star employees with internal mobility programs

The talent experience lasts long after the first day on the job. Continue to deliver a winning experience for employees through internal mobility programs that connect them with opportunities to grow their career. Whether it's a stretch project outside their group or a new full-time role, employees are happier (and more likely to stick around) when you give them tangible ways to nurture their careers.

### An internal mobility platform helps you:

- Use data, not anecdotes, to find out whether you have a retention problem and understand why employees leave (or stay).
- Assess the skills available in your internal talent network, then proactively reach out to employees with advancement opportunities.
- Measure your success through benchmarks and set internal hiring targets.
- Put your employees in the driver's seat through AI-powered chat and skills-based talent-opportunity matching.



<sup>1</sup> LinkedIn, Why Internal Mobility Needs to Be a Key Part of Your Talent Strategy, 2020



**Employees stick around 41% longer when their companies promote and hire from within. <sup>1</sup>**

### 3 Recruit employees to showcase your employer brand

Recruitment marketing often involves both the marketing and recruiting departments. But employees can also be key players in attracting new talent to your organization.

The #1 obstacle job seekers experience when searching for a job is not knowing what it's like to work at an organization.<sup>2</sup>

With video testimonials, job seekers don't have to wonder. Your employees can share what it's like to work in their specific role and provide details about the company culture.

When Uber added employee videos to its career site, the talent team saw a 21.7% increase in job description page views and a 14.3% increase in time spent on page.

# Uber

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**14.3%**

Increase in  
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## 4 Engage talent with easy-to-use career sites

Career sites are the face of your organization and one of the most important recruitment marketing tools you have. Not only can job seekers learn about your brand, but their experience with your site sets the stage for future interactions. Will it be clunky and frustrating or smooth and seamless?

### Make sure that your career site can:

- Be found easily on search engines. Both your career site home page and job postings should be optimized, getting talent onto your site faster.
- Deliver a consumer-like brand experience. Features like intelligent search recommend open roles based on the job seeker's search.
- Engage candidates with compelling, relevant content (like employee videos) and a clear call to action.
- Allow talent to self-serve through a digital assistant that answers FAQs, screens resumes and automates interview scheduling.

iCIMS' 2023 Talent Experience Report found that

**52%**

of survey respondents

had not viewed an employee testimonial to learn more about what it's like to work for a company.



## PetSmart learns the candidate language

For PetSmart, it wasn't enough to connect with the pet lovers who shop online and in its stores; the specialty retailer also wanted to understand its job candidates and speak their language.

PetSmart worked with an iCIMS recruitment marketing partner to bring its career site, and its hiring goals, to life. The site's rich storytelling and authentic, personal content showcase the organization's unique culture and genuine employee experience.

[Learn more about how the team developed the site here.](#)



8%

MoM increase in career site traffic

7%

Increase in applicant conversion rate

60%

Increase in the amount of time job seekers spent active on a page

## 5 Use real-time data to adjust your strategy

Many organizations struggle to collect and analyze data in an impactful way, especially when dealing with thousands of applicants. It can be a challenge to analyze the data at scale and leave unconscious bias out of the equation. Instead, you can lean on recruitment marketing solutions that aggregate real-time, trusted data points and deliver high-quality metrics.

### Analytics help your teams:

- Use source analytics to get a transparent view of where candidates come from so you can spend your ad budget where it counts
- Communicate with top-level leadership through executive dashboards that help prove the value of your recruitment marketing efforts
- Build and adjust your recruitment marketing strategy to stay ahead of market shifts and enhance the talent experience



# Evolve your recruitment marketing

To create experiences that wow and win talent, you need a comprehensive strategy that's easy to execute.

With these five tactics, recruitment marketing and innovative technology come together to help you attract candidates, capitalize on every single interaction and maximize recruiter efficiency.

- 1 Automate hyper-personalized campaigns
- 2 Retain star employees with internal mobility programs
- 3 Develop strong connections with organizational alignment
- 4 Engage talent with easy-to-use career sites
- 5 Use real-time data to adjust your strategy

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The right talent acquisition tech can help you solve your greatest hiring challenges.

See how our all-in-one recruiting platform helps attract, engage, hire and advance the best talent.

[Learn more](#)