

Recruitment Marketing

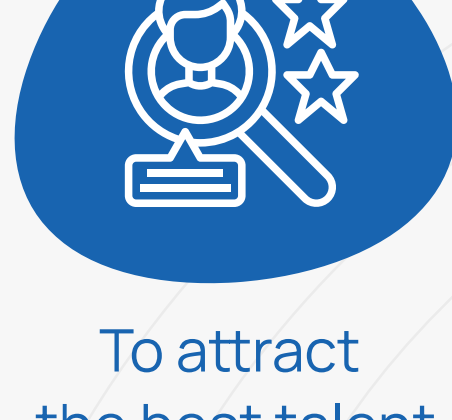
What is Recruitment Marketing?

Recruitment marketing is a strategic approach to attracting, engaging, and nurturing talent for the purpose of filling open job positions within an organization. It involves creating and promoting a positive employer brand and using various marketing tactics and channels to reach and communicate with potential candidates.

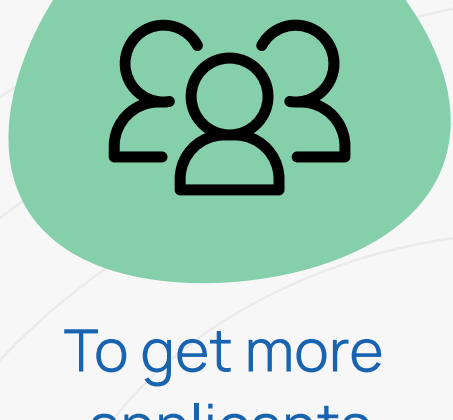
What is the Difference between Recruiting and Recruitment Marketing?

	Recruiting	Recruitment Marketing
Objective	Short-term approach to attracting talents towards job openings.	Long-term and continuous approach to attracting talents towards the employer brand.
Priority	Filling an open position at the earliest.	Building brand reputation consistently over a period of time.
Activities	Posting jobs across different job boards, interviewing, assessing, engaging with candidates, etc.	Posting about the company's work culture, policies, facilities, and benefits across social and various marketing channels.
Audience	<p>Limited</p> <p>Recruiters use one-to-one approach to attract and engage job seekers when openings arise.</p> <p>Largest target audience is mostly freshers.</p>	<p>Unlimited</p> <p>Recruiters use one-to-many approach to broadcast message of employer brand; not limited to openings only.</p> <p>Aims to penetrate the passive candidate pool.</p>

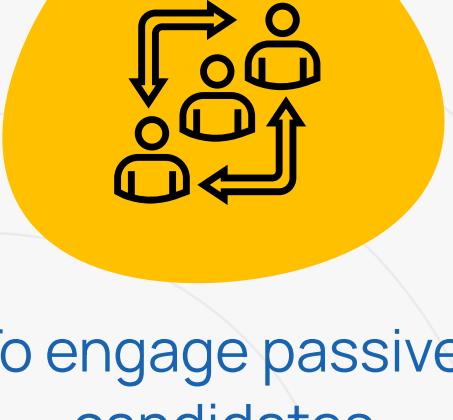
Why do we need to do Recruitment Marketing?



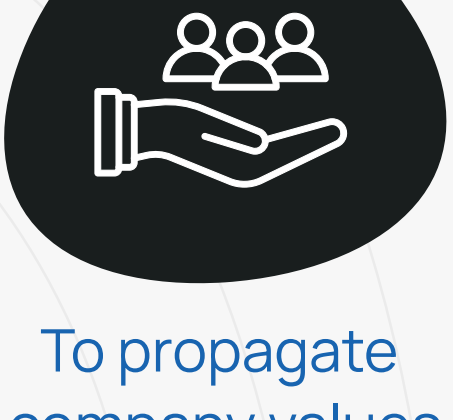
To attract the best talent



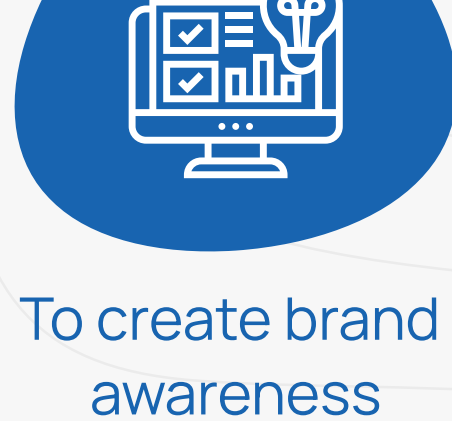
To get more applicants



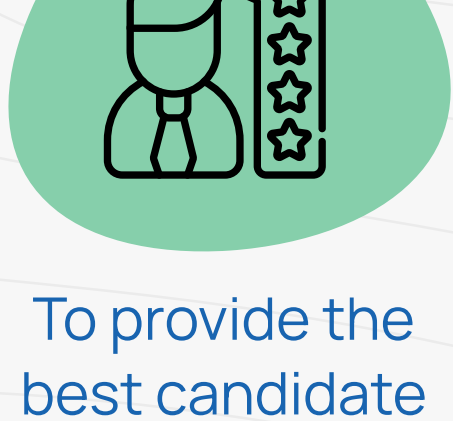
To engage passive candidates



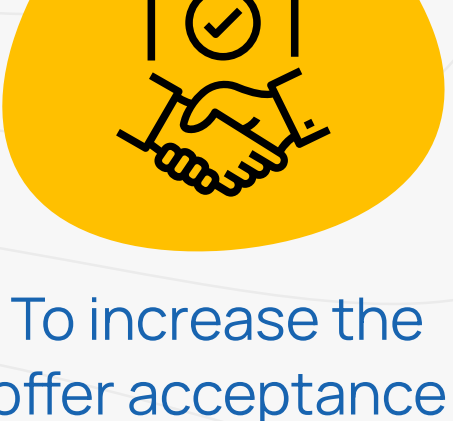
To propagate company values



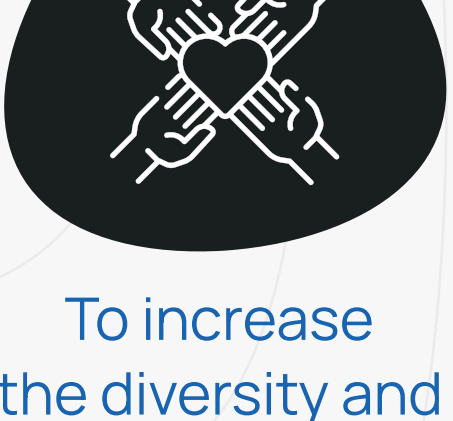
To create brand awareness



To provide the best candidate experience



To increase the offer acceptance rate



To increase the diversity and inclusivity of applicants

How to do Recruitment Marketing?



Define your candidate persona

Define your employee value proposition



Create engaging content on EVP of the company (blog, newsletter, e-book, emails, videos, webinars, infographics, carousels, etc.)



Optimize your career site



Distribute the content on social media



Create a compelling company profile on employment review websites like Glassdoor



Nurture the candidates in a highly personalized manner



Ask employees to share the content on their social channels



Recruitment is marketing. If you're a recruiter nowadays and you don't see yourself as a marketer, you're in the wrong profession.

- Matthew Jaffrey

Global Head Of Sourcing & Employment Brand @ SAP

The results you can expect from recruitment marketing

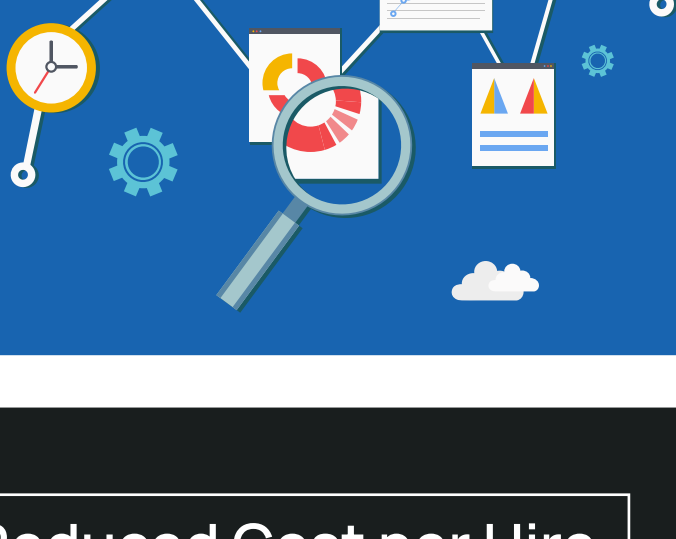
Widened Talent Pool

Recruitment marketing helps to source passive candidates that form **70% of the workforce** as per LinkedIn data.



Higher NPS Value

If done right, you can expect **NPS (Net Promoter Score)** above 50 (above average NPS)



Reduced Cost per Hire

Reduced cost and time per hire due to an attractive & trustworthy employer brand awareness. LinkedIn found a **43% decrease in cost per hire** for businesses with a strong employer brand.

