

Marketing Strategies to Boost Recruitment Success

7 strategies to reduce time to find and time to hire metrics

iRecruit™

 By [Brian M. Kelly](#)

The most successful organizations today use recruitment marketing strategies to define and build their employer brand to attract candidates. Recruitment marketing is all about being visible. Being findable. Reaching out to potential candidates and communicating with them. Creating an ongoing dialogue that enables the candidate learn about your brand, your purpose.

The primary goal of recruitment marketing is to build a talent network of qualified candidates in order to increase the number of applicants, and ultimately reduce time to find, and time to hire metrics.

Here are 7 Strategies You Can Do Today to Boost Recruitment Success

1. Make Sure Your Career Center is Visible on Your Website and Easy to Find

Review your company website with fresh eyes, imagine you are seeing it for the first time. Now imagine you want to find out if your company is hiring and you want to see a list of job openings. Where do you go? Can you get there in one click?

Your “Jobs!” or “Apply Now” or “Careers” link should be immediately visible above the fold (no scrolling). Make it as obvious as possible that this is where candidates can go to learn about your job openings. Don’t bury your “Jobs” link under a menu tree/maze, or force an applicant to scroll down a long page to find the link buried in the footer of the webpage. It

may seem obvious, but candidates simply can’t apply if they can’t find where to go.

2. Revise Your Job Descriptions with SEO in Mind

Whenever you post a new job to your applicant tracking software, make sure you keep the job advertisement short and readable – about 500-600 words maximum. Don’t use internal only titles like “Adm. Asst. II” which are unlikely to be used as keywords in an online search. Do post a job title that someone would use to search “Administrative Assistant,” and repeat your job title 4-5 times in the actual description. Use lists to make it clear what any requirements are, and what the job duties are. Tip: Search Indeed.com or ZipRecruiter.com to see what your competition is using as keywords.

3. Edit Your Online Job Application

When was the last time you tested out your online job application form? How many questions did it have? How long did it take you to complete? Completion rates for job application forms drop drastically the more questions it has. You can increase your conversions dramatically simply by making it quicker and easier to apply. An initial job application should not have to take more than a few minutes to submit.

Your applicant may have just found out about the job, and wanted to find out more. Value the applicant’s time as much as you value your own. Establish a mutual interest before you ask for additional information. In addition, your applicant tracking

software should not require or force anyone to register in order to apply.

4. Tell a Story with a Career Path

One of the easiest ways to increase retention in entry level employees, and to increase the number of entry level applicants you receive is to show the candidate a Career Path. This is a simple, yet effective way to visually demonstrate how an entry level worker can grow in their role(s) at your organization as they gain experience, knowledge, and training on the job. Example General Labor:

Career Pathing:



The General Labor example shows how the entry level can move to specialist, or crew lead through to superintendent. The purpose of a Career Path is to show the potential options at your organization that the candidate has.

5. Don't let your Applicant Tracking Software become a black hole

Research has shown again, and again that there's almost nothing a good candidate likes than feeling like their resume has fallen into a "black hole". It's true, no one likes to be ignored. Candidates should be treated as if they are important customers according to Indeed's Senior Vice President for Marketing Paul D'Arcy who spoke at the Indeed Interactive conference in 2017. This is especially important if you are in a public-facing business like a restaurant, or bank, or retail organization.

Many employers treat their Applicant Tracking Software as a data collection tool without realizing it's also a fantastic communications tool. So how can you improve your communications with candidates?

- Respond Immediately to Applicants.
- Follow Up on the Status of the Position.
- Interview Scheduling.
- Directions to the interview.
- Thank You Emails after Interviews.

6. Don't Forget Internal Candidates, Returners, and Employee Referrals

Internal candidates, and even past employees who may be interested in returning may be your number one source of hire. Use your ATS to communicate open positions directly to them. You can also

encourage employees to help you expand your reach on social media by sharing any job openings your organization has with their contacts.

7. Advertise! Go Where Your Target Audience Is

To increase the number of qualified candidates, you may need to increase your reach. Start by posting your job to your ATS, then out to Indeed, Monster, ZipRecruiter or job specific niche websites. Use sponsored advertising to get more exposure on these networks. Make sure you are regularly posting your job content out to social media, especially LinkedIn. ■

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Brian M. Kelly is Managing Partner of Cost Management Services (CMS). CMS is focused on automating recruiting and human resources departments. Brian has taken his 25 years in the HR industry to design iRecruit & electronic onboarding tool iConnect to completely streamline the applicant tracking, recruiting & onboarding process.



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