



Recruitment Marketing



Key Takeaways



-
- ❓ How to position your company as a **great place to work**
 - ❓ How **internal communications** with current employees play a role in recruitment and retention
 - ❓ How to **use marketing channels** to attract potential employees and connect current associates, along with tangible samples you can take to implement immediately

Applying Marketing to HR

+people

+place

+promotion

+price

+proof





Things to Consider

What is your company culture?

How would you describe your company to others?

What do current employees like?

Why do people leave?

What makes them stay?

People

- Right People Right Seats
- Candidate Profiles
- GWC – Get it. Want it. Capacity.
- Who are our best people and why
- Current employee input = influence

The Work Place

- Define the Seat
- What can you tell them about this place where they will work
- What they will be a part of
- Flexibility in hours, location, etc.



Gallagher
UNIFORM

Culture Video

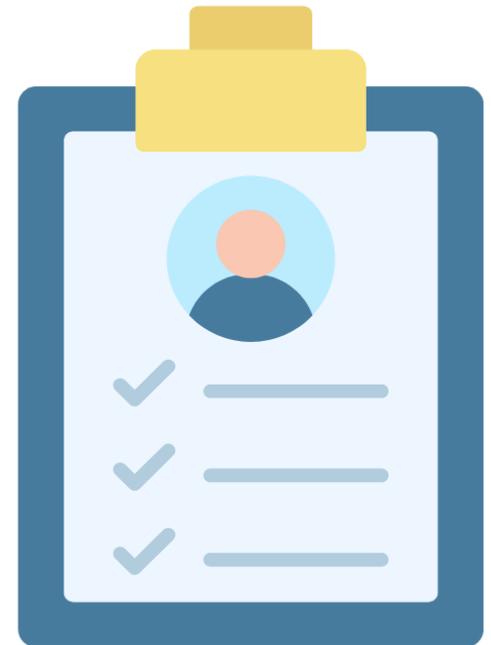


Importance of Job Descriptions

Be REAL about the work

Have you ever seen a job description that included something like:

“...We know it’s hard work, you’ll get dirty, it can be hot in the summer and cold in the winter. We’re all in this together, working hard, seeing things get done, and making things happen for our customers at the end of the day is what it’s about. All this hard work is being done and we give breaks to gather around the water stations in the summer or the break room in the winter. No matter what, you’re a part of a team here.”



Importance of Job Descriptions

BEFORE

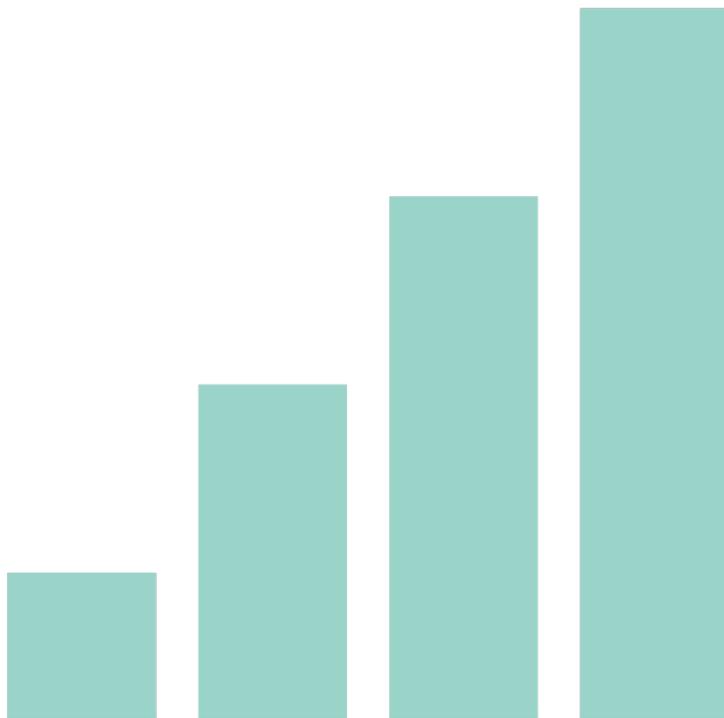
We're looking for for an aggressive driver to add to our team. This person is responsible for the pick and delivery of our products and dealing with customers at each stop.

Importance of Job Descriptions

AFTER

We're looking for people who like to drive, work independently and support relationships with existing customers. Yes, you'll work hard to pick up and deliver products to a set customer base. But, you'll also get to interact and know these customers, learn more about their needs and be the connection they have to our company.

Promotion: Room to Grow



RPRS growth opportunity

IF they want to move up,
can they?

Know growth potential

Show them with employee
reviews or testimonials



<https://youtu.be/XB15PdQ203U>

Applying Marketing to HR: Price

- Pay and compensation
- Not just about the \$
- Competitive
- Flexibility



~~Retention~~ > Loyalty

2 main causes of employee turnover

1. Misalignment with leadership
2. Employees' desire to achieve a certain level of flexibility

Gartner

It's
Everyone's
Job. Not
just HR



Awareness



Recruitment



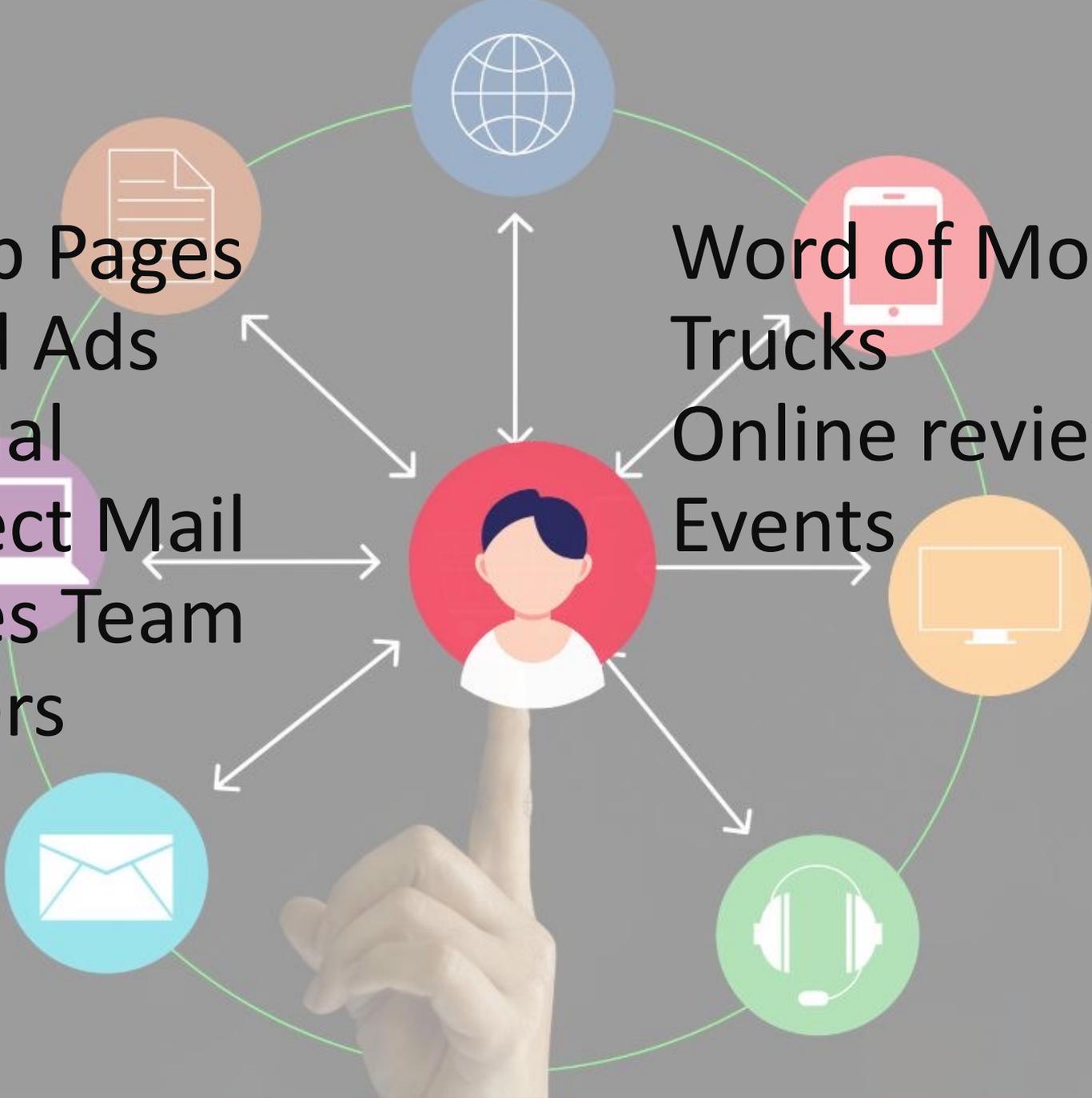
Retention



Talent Pool

Web Pages
Paid Ads
Social
Direct Mail
Sales Team
Flyers

Word of Mouth
Trucks
Online reviews
Events



Tools You Can Use for HR Marketing

Website Pages & Content

Live Chat & Messenger

Videos: Culture, Testimonials

Social Media Shout Outs

Job Fair or Open House

Collateral

The Modern Customer Journey Applied to Recruitment



**WE ARE
HIRING**



A TRUSTED CANADIAN COMPANY SINCE 1901

WE'RE HIRING!

POSITION: Service Specialist

JOB LOCATION: Bradford, ON

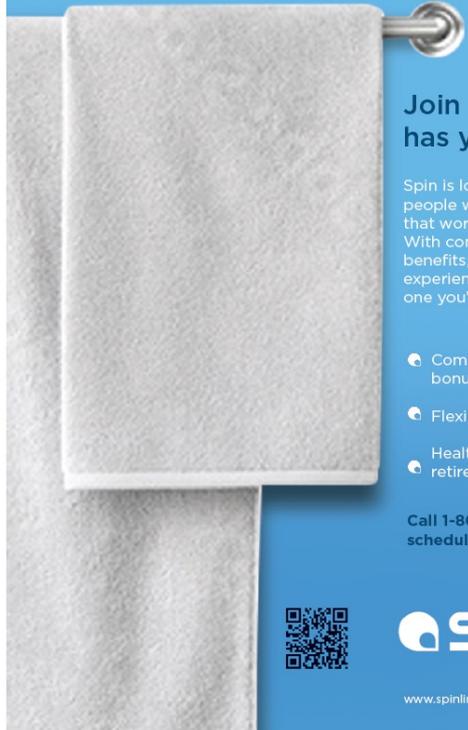
- Competitive salary
- 4 day work-weeks
- Benefits and pension

Visit our website for more details:

www.northernuniform.com/careers



WE'LL NEVER LEAVE YOU HANGING OUT TO DRY



Join the team that has your back.

Spin is looking for a few good people who want a great career that works just as hard for them. With competitive pay, great benefits, flexible hours, and no experience required, this is the one you've been waiting for.

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- Flexible schedule options
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Apply for a job in the linen industry today.

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Billboard



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FIND A HIGHER DEGREE OF SUCCESS



Without A Higher Degree

👍 Like

💬 Comment

➦ Share



Gallagher Uniform

630 followers

1mo · 🌐



We decided to soak in all the great Michigan weather we've been having with a company-wide walk down our green path trail yesterday!

...see more



👍❤️🌱 You and 30 others

3 comments · 5 shares

❤️ Love

💬 Comment

➦ Share

➦ Send



spin
linen manufacturing

We Are Hiring

PLANT MANAGER



Our vision is to create a *brighter world* by caring for and serving our customers as well as our employees.

Consider joining our team.

OUR CORE VALUES

- Excellence
- Serving
- Safety
- Having Fun
- Positive Energy

Scan Here To
Learn More



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We're always looking for friendly, helpful people that like to have fun.

You impressed me with your enthusiasm and dedication. If you ever find yourself in the position of changing jobs, please give me a call. Shine is always looking for quality people like yourself.

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SHINEINFO.COM

Ace ImageWear is a family owned and operated business since 1932.

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We think you would be a great fit for a family.

Check out our story!

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YOU IMPRESSED ME!

It's not often you see people doing such a great job these days. You impressed me with your enthusiasm and dedication. If you ever find yourself in the position of changing jobs, please stop by and see us. Ace ImageWear is always looking for quality people like yourself.

"Always do business on a first name basis." – Ace Heilman 1932

Facebook Ads

Using Jobs option, you create and post jobs

Boost posts or use FB Ads within radius of location

Translate posts when possible and acceptable

Allow for FB applications and messaging

Timely response matters





Mat Loader / Carga del Tapete

Ace ImageWear - Kansas City · Job Open for 27 More Days

View 19 Applications

View promotion

Close Job

Edit Job

Share

View As Applicant

Job Details

Full-time

Kansas City, Missouri

Posted 2 days ago

Job Description

Are you looking for a job that can turn into a career? Do you want to work full-time and have Fridays off? At Ace ImageWear, you can earn up to almost \$30,000 per year as a Mat Loader – even without a degree! These employees are essential, as they are responsible for a crucial step in our mat rental maintenance program, requiring 100% accuracy for customer delivery.

We are looking for an organized and reliable person to join our production team as a mat loader! Our mat loaders scan our carpet and rubber mats to build loads that are destined for customer delivery. These orders need to be 100% accurate to ensure customers are receiving the proper mat types and sizes.

Qualifications/Requirements:

Posted To



Ace ImageWear - Kansas City

Your Page · 249 followers

Manage Jobs



View Your Jobs



Create New Job



Duplicate This Job





LinkedIn Job Posts

Create job postings under company page

This will be tied to the person posting it too

Includes job description and allows them to apply using LinkedIn

Go to your LI Page, click on post a free job



Search



Home



My Network



Jobs



Messaging



Notifications 73



Me



Work



Advertise



Plymate, Inc.

Super admin view

View as member

All Pages

Content

Analytics

Activity 99+

Admin tools



Plymate, Inc.

A family-owned company dedicated to helping you brand your business with uniforms, floor mats, and corporate apparel.

Textile Manufacturing · Shelbyville, Indiana · [1,835 followers](#)

Edit Page

Reach

Invite connections

Sponsor an update

[Post a free job](#)

Create an event

Create a Showcase Page

Settings

Manage admins

Employee verification

Deactivate Page

View Help Center

Give feedback

View Pages terms

Grow your followers



250/250 credits available

Build your audience by inviting connections to follow your Page

[Invite connections](#)

Analytics

Last 30 day activity

102

Search appearances

Last 7 days

▼ 3.8%

93

Unique visitors

▲ 12%



Start a post



Photo



Video



Poll



Write article

Page posts

Hashtags

Employee posts

Ads

Filter admin posts by: All

Find a great hire, fast

Rated #1 in delivering quality hires

Job title *

Digital Marketing Specialist

Company *

 Plymate, Inc.

Workplace type *

Hybrid ▼

Job location * 

Grand Rapids, Michigan, United States

Employment type *

Full-time ▼

[Get started for free](#)

Employee Experience Matters

- First Impressions
- Feeling Welcome
- Company SWAG
- Work Partner or Buddy System
- Regular Check Ins
- 1 on 1s
- Recognition Program



Dear John.



Welcome to the Spin family! We know you'll accomplish amazing things here — we wouldn't have hired you if we didn't believe that. We look forward to supporting you along the way.

Congratulations on the new position, and many good wishes for your first day at Spin Linen!

42% of people quit in 2021 for reasons related to how they felt about their bosses and organizational culture.

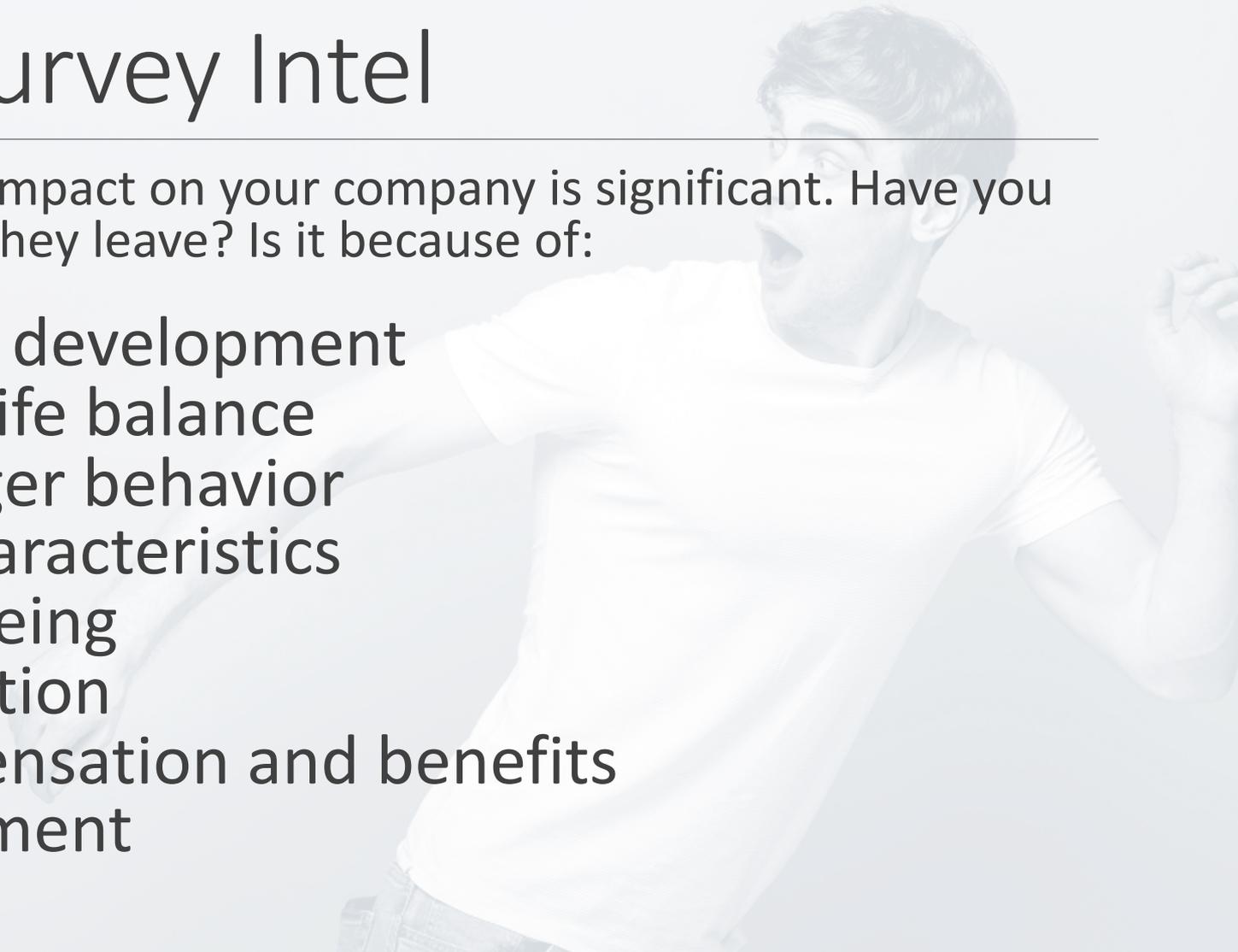
Fast Company

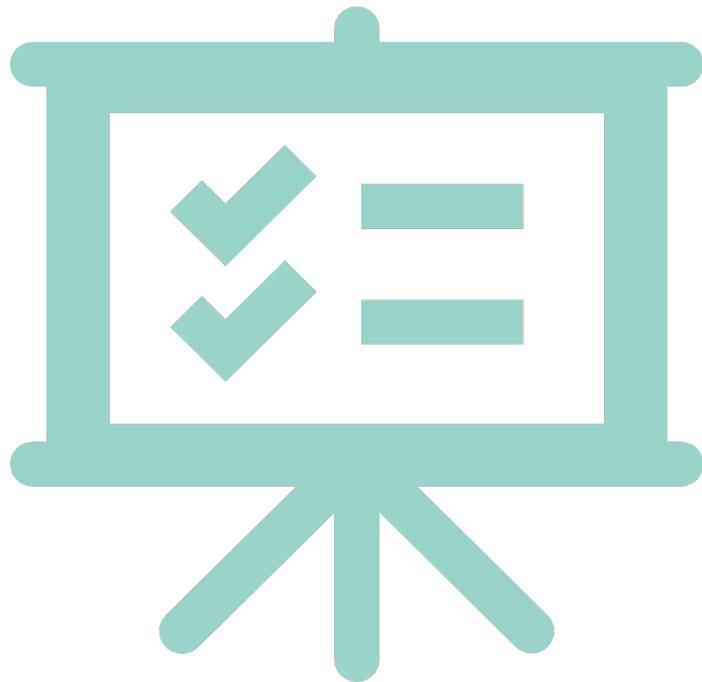


Exit Survey Intel

Turnover's impact on your company is significant. Have you asked why they leave? Is it because of:

- Career development
- Work-life balance
- Manager behavior
- Job characteristics
- Well-being
- Relocation
- Compensation and benefits
- Retirement





HR Marketing Checklist

1. Who Are You
2. Define Candidates
3. Why Work for You
5. Marketing Pieces
7. Plan
8. Implement
9. Continue



Things to Consider

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How would you describe your company to others?

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Why do people leave?

What makes them stay?





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Visit red66marketing.com/csc to
learn more



rebecca@red66marketing.com

Resources

Images

- <https://resources.workable.com/hiring-with-workable/how-to-add-a-jobs-tab-to-your-facebook-page>
- <https://algorithmwatch.org/en/linkedin-recruitment-feature-discrimination/>

Content Ideas

- <https://haiilo.com/blog/recruitment-marketing/>
- https://www.trsa.org/news/marketing-toolkit-now-available-for-trsa-operators/?utm_source=newsletter&utm_medium=email&utm_content=Marketing%20Toolkit%20Now%20Available%20for%20TRSA%20Operators&utm_campaign=091222%20-%20tsweekly
- <https://www.cornerstoneondemand.com/resources/article/5-best-practices-improve-your-recruitment-process/>
- <https://www.fool.com/the-ascent/small-business/human-resources/articles/recruitment-marketing/>
- <https://www.techtarget.com/searchhrsoftware/feature/5-keys-to-a-killer-recruitment-marketing-strategy>
- <https://www.red66marketing.com/why-is-confidence-important-in-the-workplace/>
- <https://www.red66marketing.com/how-to-write-a-job-description/>
- <https://www.red66marketing.com/recruitment-marketing-ideas/>