

STRATEGIES FOR SUCCESSFUL RECRUITMENT MARKETING

THE GUIDE



Learn how to stand out among
other companies to find new
team members

TIPS FOR WRITING EFFECTIVE JOB POSTINGS FOR RECRUITMENT MARKETING



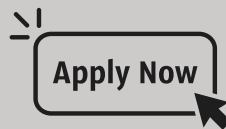
1

CREATE ATTENTION GRABBING HEADLINES

A headline that grabs a job seeker's attention without being "corny" is an easy way to get someone to read the job description.

You can even use "call-to-action" words to create a sense of urgency.

Here are a few examples:



DID YOU KNOW?

that **36% of job seekers*** using employment sites search for a job using the title of the position they're looking for?

Your job title needs to be as specific as possible to the work. Targeted job titles are much more effective than generic ones.

If your description is too broad, you'll not only get more unqualified candidates, but also increase the bounce rate of your job posting.

*Source: Indeed Data, Worldwide

2

SPECIFIC JOB TITLES



OVERVIEW OF YOUR COMPANY

How many years have you been in business? What does your company do? Why does your company do the work they do? Be specific, yet concise.



EXPLAIN COMPANY CULTURE

Company culture consists of shared beliefs and values established by leaders and reinforced through various methods—ultimately shaping employee perceptions and behaviors.

It also includes things like dress code, office layout, and social calendar.

5

KEY BENEFITS OF THE ROLE + PAY



When looking at a job posting, compensation and benefits are the primary things that most candidates are looking for.

Be honest about the position's salary range, the benefits (both hard and soft).

Here's A Tip!

In a time when nearly everyone is advertising hourly rates and "starting at" or "up to \$__ an hour," consider advertising it as an annual salary!

Job seekers need to know what they're signing up for.

Use the job description to weed out unqualified candidates and bring in the qualified, interested ones.

List at least 5 key responsibilities and duties; if not more.



**DETAILS ABOUT
THE JOB**

OUR EXAMPLE

(MARKETING SPECIALIST)

- *Write and draft of blog articles, email content and social media posts, as well as maintain content calendars and copy outlines*
- *Identify and enhance opportunities in SEO and social media channels by client*
- *Assist with implementation and execution of social media marketing plans/tactics for both new and existing clients*
- *Create, curate and manage social media channels*
- *Creation of monthly client reports for social media, email, website analytics and other metrics*
- *Assist with the implementation and execution of marketing plans/tactics for both new and existing client projects as needed*

SHOW REAL PEOPLE (*YOUR* PEOPLE) IN YOUR CONTENT



1

LINK TO SOCIAL MEDIA PAGES



Social media can be a very helpful tool when trying to attract people to your company.

Consider linking to your company's social pages in your job posting(s) to showcase:

1. Your social strategy implementation
2. What your work looks like
3. Photos of the team and other posts that show them what your company culture is like



Repurposing existing content is an easy way to enhance your job listings page on your website.

For example; turn blogs into valuable short clips, infographics, and on-page elements for your Careers page.

2

**REPURPOSE
CONTENT**

3

USE STORIES FROM YOUR EMPLOYEES

A lot of times, a job seeker can be persuaded to apply if they know that your company is a good place to work.

Have your current or past employees write stories or reviews about what it's like to work at your organization!

CHECK OUT ONE OF OUR EXAMPLES

A Look Inside a RED66 Marketing Internship, As Told by Two of Our Interns

May 18, 2023

Christine Korejwo and Cate Jewell were our two digital marketing interns that recently wrapped up their internships in May 2023. Along the way, they learned many valuable skills relating to both marketing and the real-world workforce. We're extremely proud of them, and invite you to read about their individual experiences about being an intern at...

A LOOK INSIDE A RED66 MARKETING INTERNSHIP

AS TOLD BY TWO OF OUR INTERNS

[READ MORE](#)



UNDERSTAND WHAT WORKS



CAREER

PEOPLE

RESUME

HIRING

VACANCIES

INTERVIEW

BUSINESS

COMPANIES

RECRUITMENT

1

THE 7 P's OF MARKETING



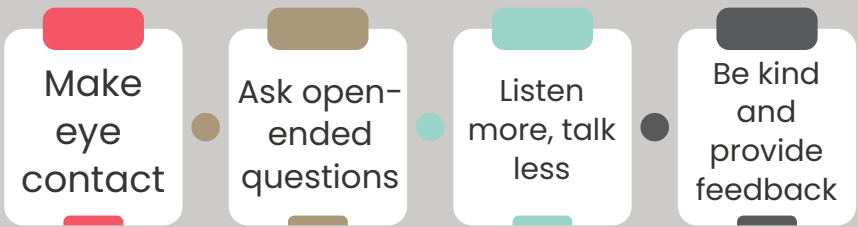
The 7 P's make up the necessary marketing mix that a business must have to advertise a product or service.

This model can help you set objectives and provide a guide for your brand identity to set your company apart from others.



49% of job seekers* said they've declined a job offer because of a poor experience with a potential employer during the hiring process.

Who you choose to conduct your interviews sets the tone for your company. Make sure you pick someone who will give candidates a good first impression.



*Source: CareerPlug, 2023 Survey

2

INTERVIEW STRATEGY

3

STAY IN TOUCH

66% of candidates*
want to hear more
from their potential
employers.

Stay in contact with candidates and keep them informed and updated. Make them feel part of the team before they actually are.

FOLLOW UP



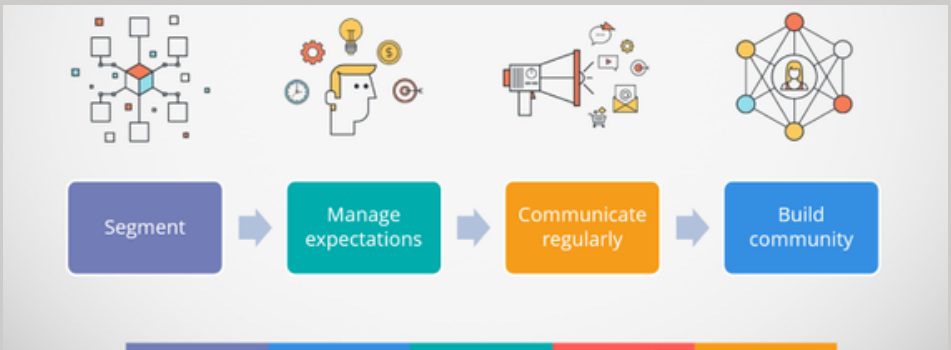


*Many job seekers turn down a job due to a slow interview process.

Practice quick responses and post-interview follow up.



How to Manage a Talent Pool



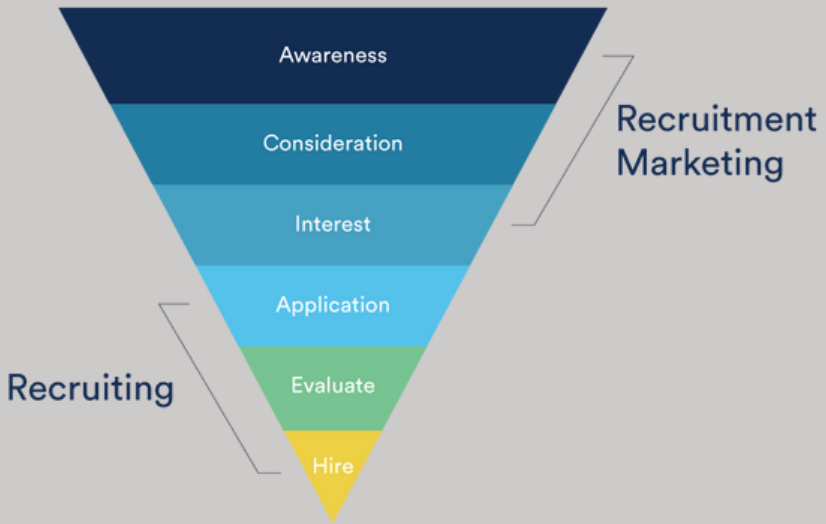
*Source: CareerPlug, 2023 Survey



BE EFFICIENT

5

ASK FOR HELP



Smart recruitment marketing is the key to building a strong business team.

If you're struggling with finding new talent for your team, assess your hiring process and see what aspects could use some improvement.

For more resources or recruitment marketing tips, contact RED66 today!

