



Maximizing Impact with Minimal Resources

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
- +process
- +proof





Things to Consider

1. What is your company culture?
2. How would you describe your company to others?
3. What do current employees like, or dislike?
4. Why do people leave?
5. 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

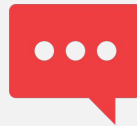
The Work Place

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

Company Careers Page



Does it tell (sell) what it's like to work there?



A good career site provides opportunities to interact with the recruiting team.



67% of job seekers believe that job ads should contain information about salaries, benefits, location, commute time and employee reviews.



Gallagher
UNIFORM

Culture Video

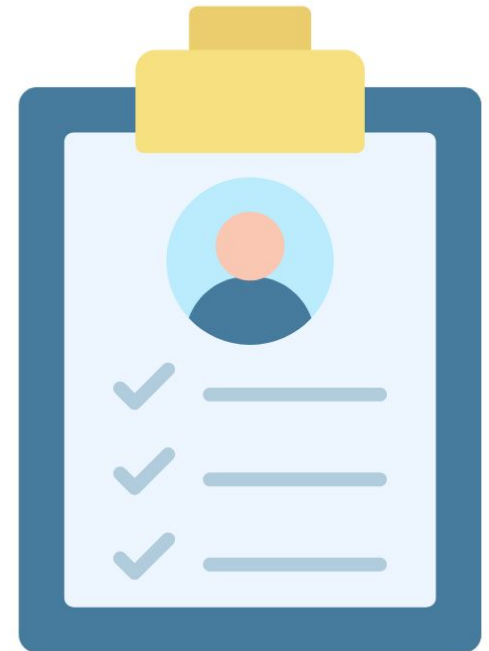


Importance of Job Descriptions

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

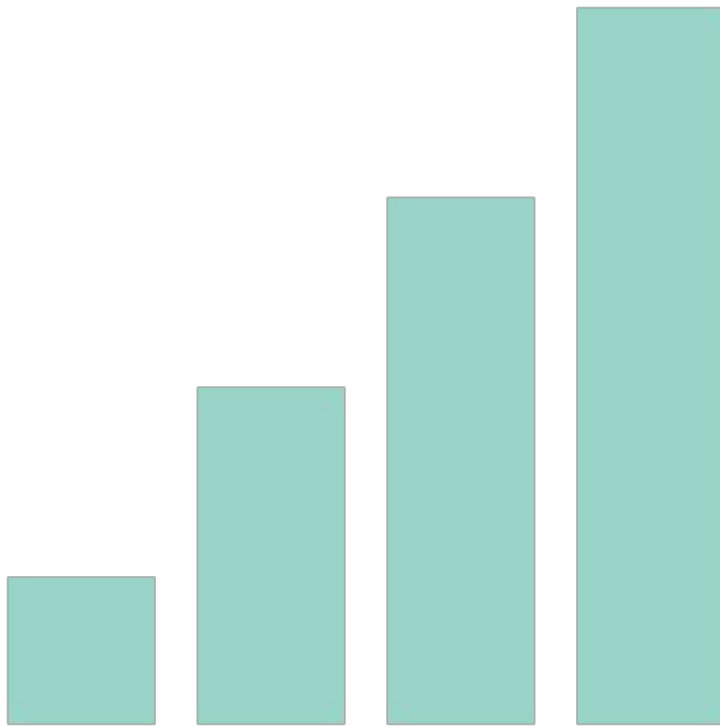
We're looking for an aggressive driver to add to our team. This person is responsible for the pick and delivery of our products and dealing with customers at each stop.

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?
- Do they know it's possible?
- 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
- Total Compensation



~~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



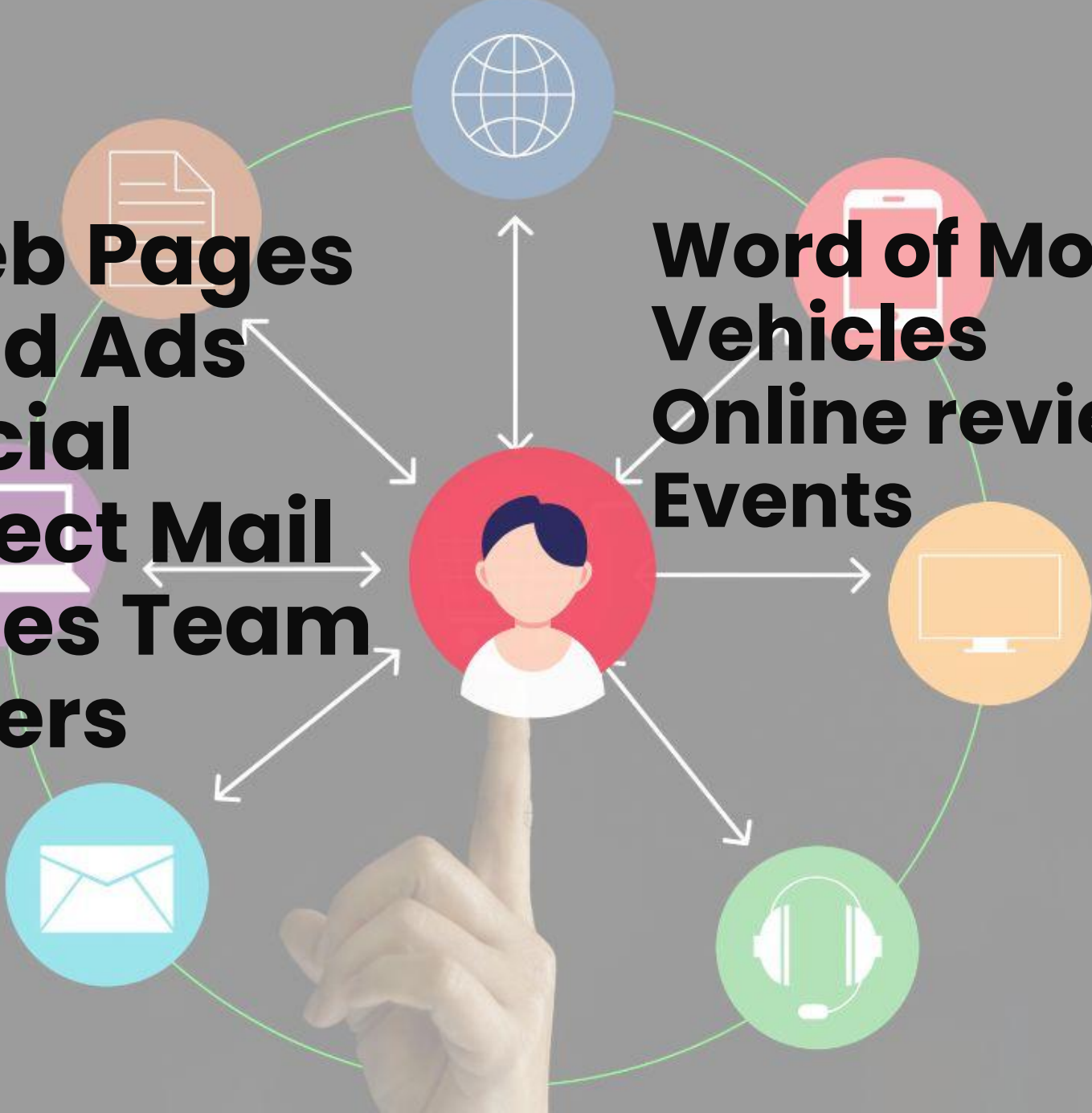
Retention



Talent Pool

Web Pages
Paid Ads
Social
Direct Mail
Sales Team
Flyers

Word of Mouth
Vehicles
Online reviews
Events



**Tools You
Can Use
for HR
Marketing**

Website Pages & Content

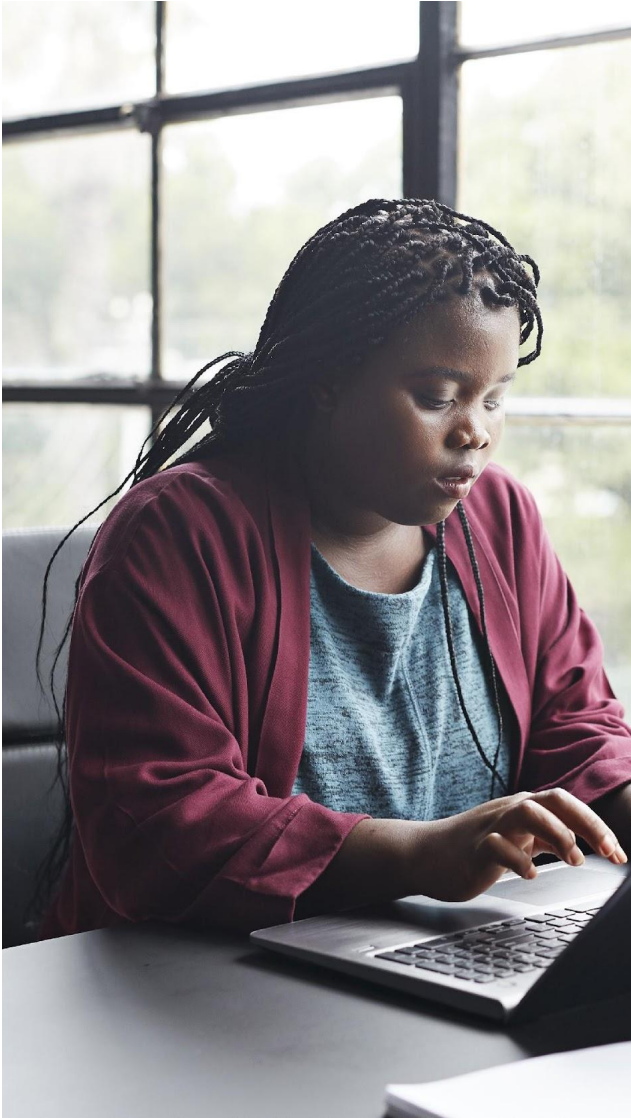
Live Chat & Messenger

Videos: Culture, Testimonials

Social Media Shout-Outs

Job Fair or Open House

Collateral

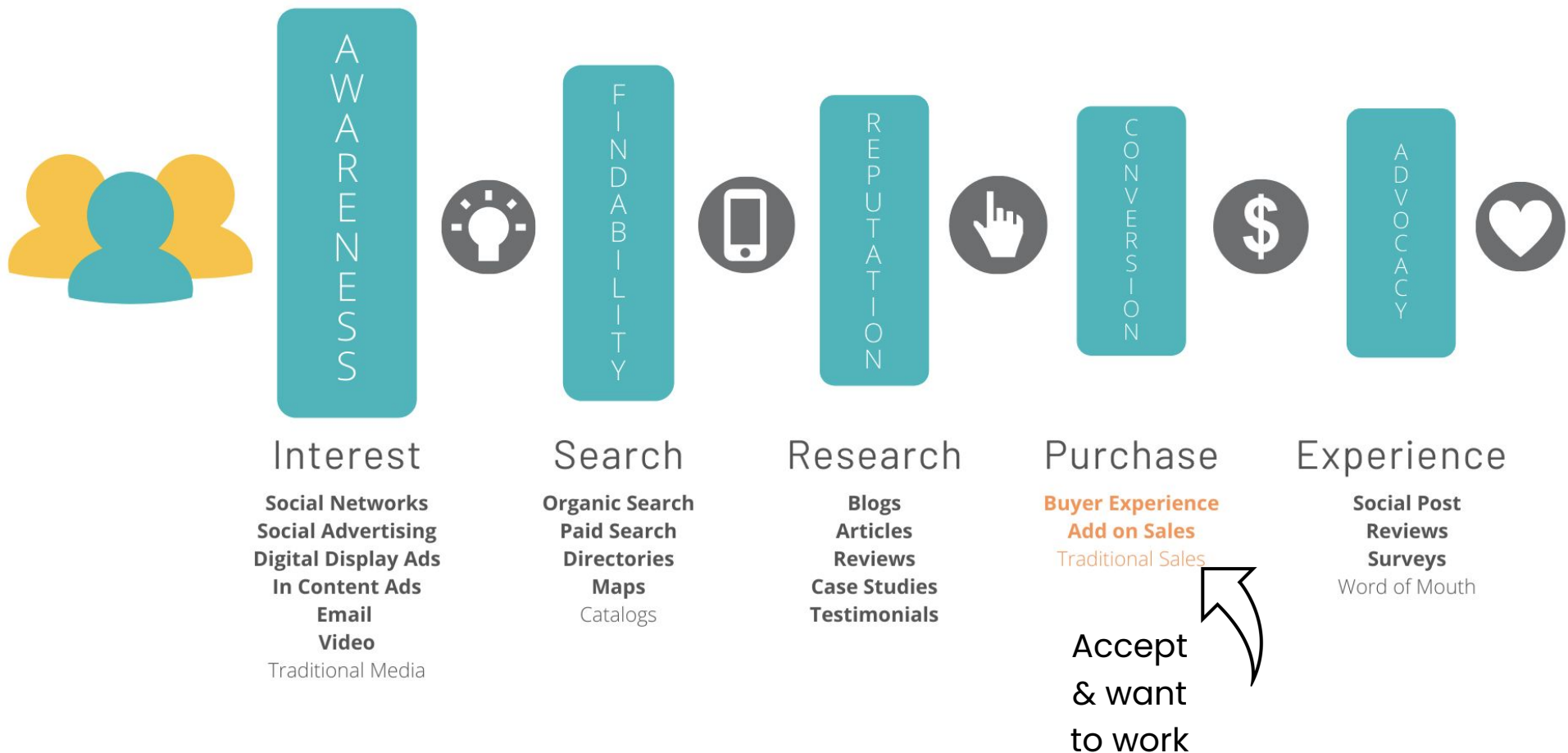


Passive Job Seekers

- 50% or more are passive (i.e. not currently looking)
- Sales people are always reaching out to potential prospects or asking for referrals
- Is your HR team reaching out online?
- Are you asking for employee referrals?

Treat Recruits Like Customers

Experience Matters





Faster + More Engagement in the hiring process

- Status of applications
- What's next
- How soon are you responding
- Can you automate anything?

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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



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Company *

 Plymate, Inc.

Workplace type *

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Job location * 

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Employment type *

Full-time ▼

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Employee Experience Matters

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





Dear

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.

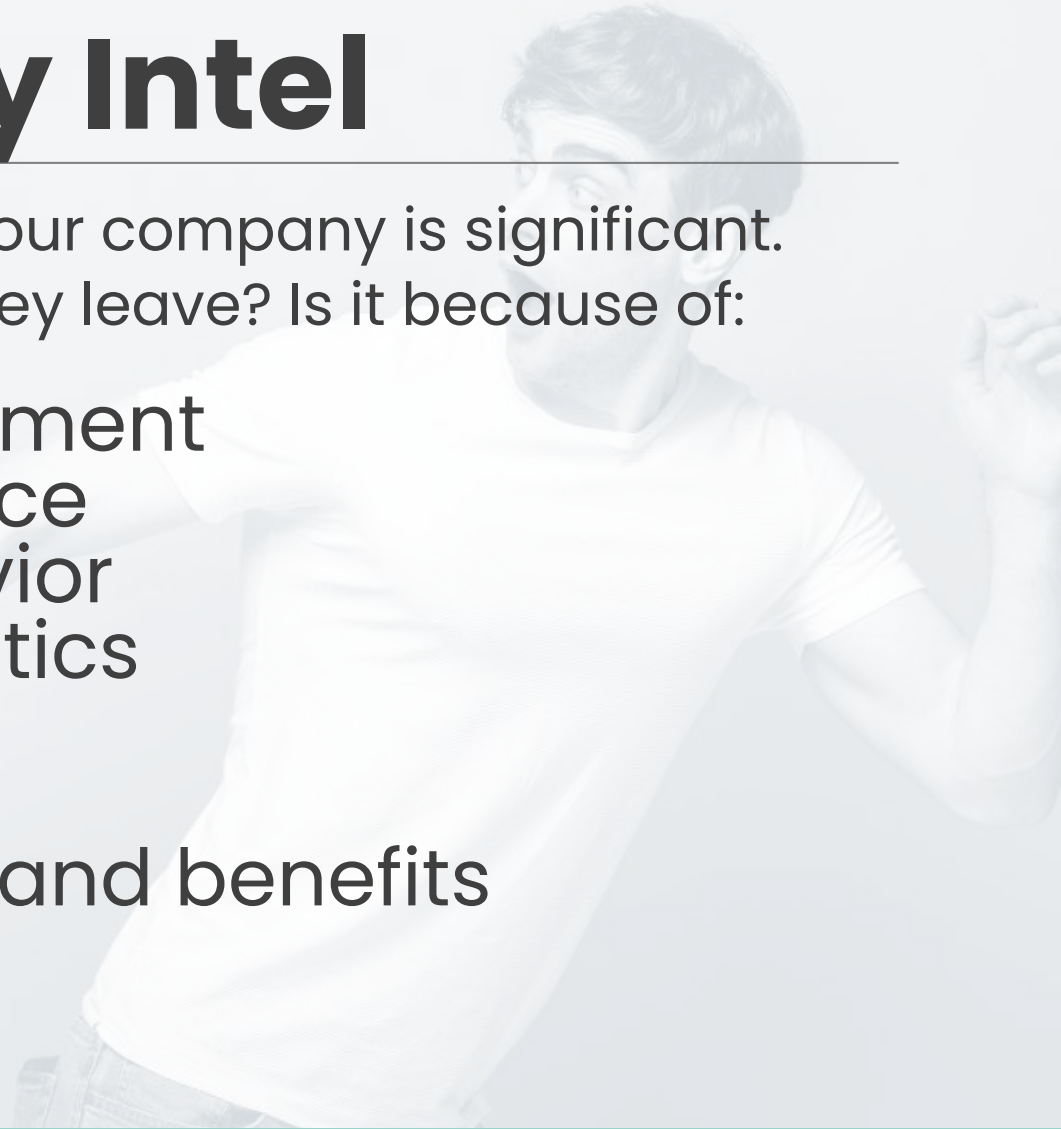
Fast Company



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 Ideal Candidate
3. Why Work for You
4. Marketing Pieces
5. Marketing Pieces
7. Plan
8. Implement
9. Continue



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?





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SUCCESSFUL
RECRUITMENT
MARKETING**

THE GUIDE



R RED66
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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/>
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