

A photograph of three diverse professionals in an office setting. A man with dark skin and short black hair, wearing a brown blazer, is leaning over a desk and pointing at a laptop screen. A woman with curly brown hair and glasses, wearing a light blue jacket, is sitting at the desk and smiling. A man with red hair, wearing a grey jacket, is sitting next to her, looking at the laptop. The background shows a corkboard with sticky notes, a potted plant, and a wooden shelf.

The Ultimate Guide to Recruitment Marketing

themuse

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In today's candidate-driven market, attracting and hiring top talent isn't as simple as posting your open roles on a few different job boards and hoping the best-fit people apply.

If you want to attract more informed applicants who understand your culture and are excited about the prospect of becoming a valuable contributor, you need to give candidates the opportunity to learn about your company during the research process. How?

Put yourself in the shoes of a job seeker. What would you want to know about a company before taking the time to submit

an application? And where would you go to find that information?

The answers to these questions are the foundation for creating a strong recruitment marketing strategy that effectively engages the right talent for your team.

This guide breaks down everything you need to know to get started.

What is recruitment marketing?

Recruitment marketing is the process of finding, attracting, nurturing, and hiring top talent.

The first stage of talent acquisition, it involves telling your employer brand story through a variety of marketing content (photos, testimonials, videos) across key platforms where candidates research jobs and companies (like social media and your careers page).

The goal is to inform your target talent audience about the value of working for your company and encourage them to apply for your open roles, cultivating a pipeline of invested, quality candidates.

Recruitment marketing is not unlike corporate marketing and the strategies you might use to land new customers. You make a plan, you implement it, you see what works, and you adapt accordingly.



Why is recruitment marketing important?

Recruitment marketing isn't just about capturing the attention of active job seekers. You also want to make sure you're getting in front of passive candidates—people who aren't necessarily looking for a new opportunity but would be open to the right offer.

According to Jobvite's [2018 Job Seeker Nation Study](#), while most workers are happy with their jobs, 82% of job seekers are open to new job opportunities.

To reach these candidates, you need to tell your employer brand story in a clear, consistent, and compelling way across multiple key touchpoints that candidates encounter and

engage with when they're exploring companies and careers.

That's where the value of recruitment marketing comes in—it's a powerful tool to expand your brand reach and increase engagement by going beyond job boards and targeting top talent through arenas like social media, employee advocacy, and candidate communications.

A strong employer brand can reduce the cost to hire by 50% and yield 50% more qualified applicants.

— LinkedIn



The good news is, you probably already have what you need to start marketing your employer brand: mission statements, team photos, employee testimonials.

Get creative about using your content to present a vibrant picture of what it's actually like to work for your company. This is crucial considering the [2018 Talent Board North American Candidate Experience](#) research report found that candidates want “a clear understanding of the company culture, insight into the employee experience and a sense of connection with the overall brand” before even beginning the application process.

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— Talent Board North American Candidate Experience Research Report

Pro Tip:

Get creative about using your content to present a vibrant picture of what it's actually like to work for your company.

Recruitment marketing is also an effective way to optimize and improve the metrics your hiring managers and talent acquisition leaders care about the most: a [LinkedIn study](#) found that a strong employer brand can reduce the cost to hire by 50% and yield 50% more qualified applicants.

4 Main Benefits of Recruitment Marketing

1 Build a cohesive brand voice.

Communicate a clear and consistent employer brand story across all of your channels so candidates don't get mixed messages.

2 Attract top talent, wherever they might be.

Capture the attention of potential candidates—whether they're actively looking for a new position or not.

3 Provide a more informative candidate experience.

Keep candidates engaged and excited about the prospect of working for your company—after they've applied.

4 Get the most value out of your investment.

Leverage the content you already have to activate your employer brand assets across multiple key channels.

Developing your recruitment marketing strategy

Just like corporate marketing, recruitment marketing is an ongoing investment in the future—so the time to start looking for top talent isn't when you post a job opening.

Recruitment marketing is about building brand equity and fostering relationships with your talent pipeline to shorten your time-to-hire and increase the quality of your job candidates in the mid-to-long term.

Your strategy should include a content plan that covers the entire lifecycle of recruiting, from building a talent pipeline to applicant follow-up. Attract visitors to your website or social media pages through high-quality, keyword-heavy content. Turn those visitors into potential employees by asking them to sign up for your company newsletters. When you have a new job opening, share video testimonials from employees who work in that department on your social media or careers pages.

With recruitment marketing, it pays to play the long game. Someone testing the waters of your employer brand today could become a serious applicant tomorrow.

The inverse is also true. Someone who has a poor candidate experience today is likely to associate a negative sentiment with your brand and company for a long time to come. Why not start the candidate journey off on the right foot?

Pro Tip:

Attract visitors to your website or social media pages through high-quality, keyword-heavy content.



What are the key recruitment marketing channels?

Now that we've talked about why you need a recruitment marketing strategy, let's discuss where you should share your employer brand content and assets.

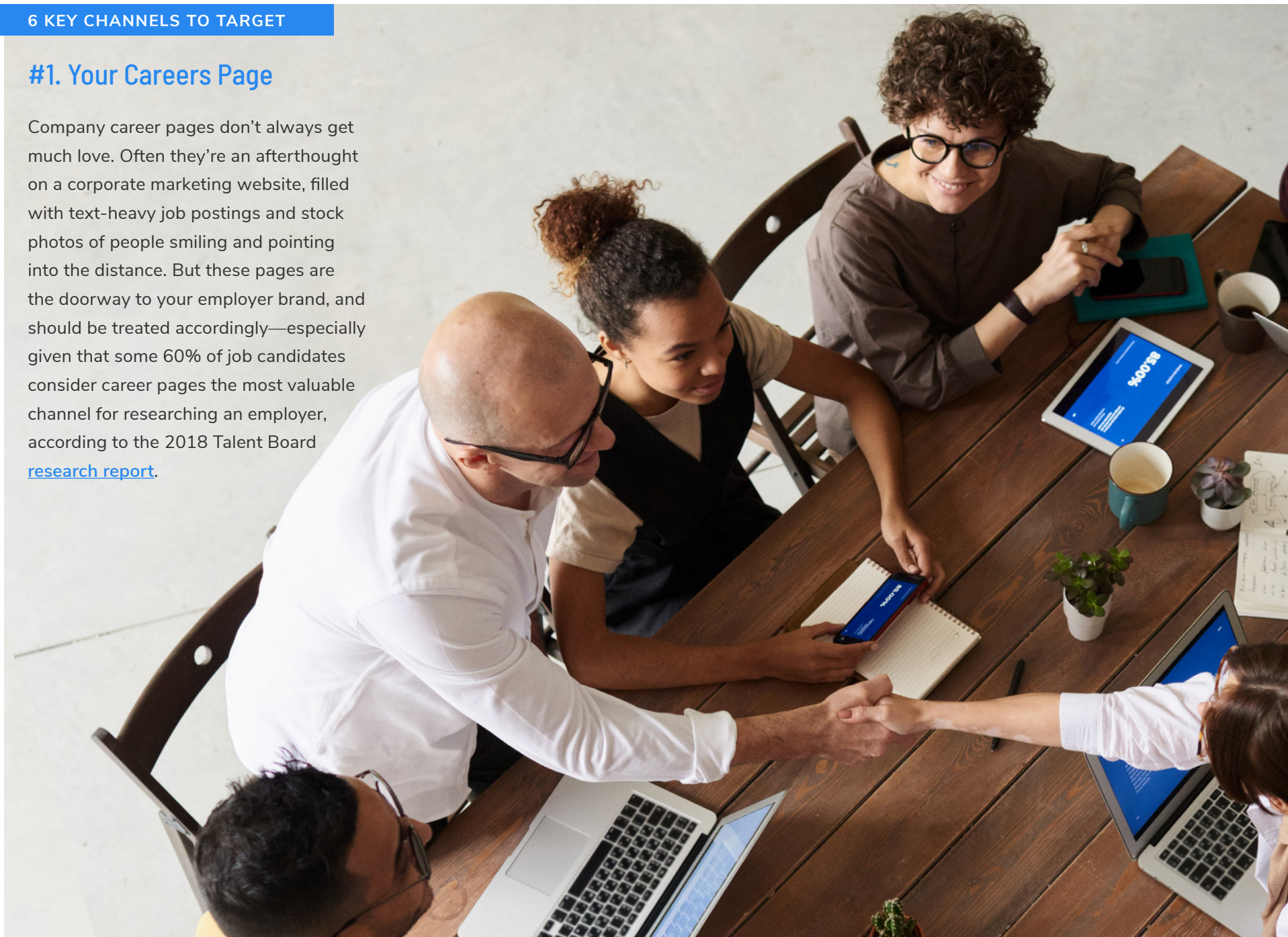
The biggest thing to remember is that when you're first starting out, you don't have to tackle every channel at once. Start with the places where you already have a presence and make sure those channels

are working to amplify your brand—then keep building from there. On the next page, we break down some of the top places to target your recruitment marketing efforts.

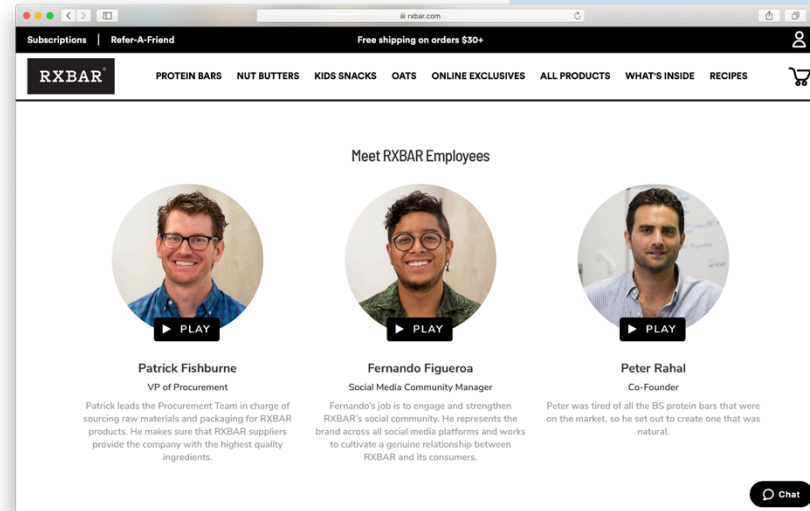
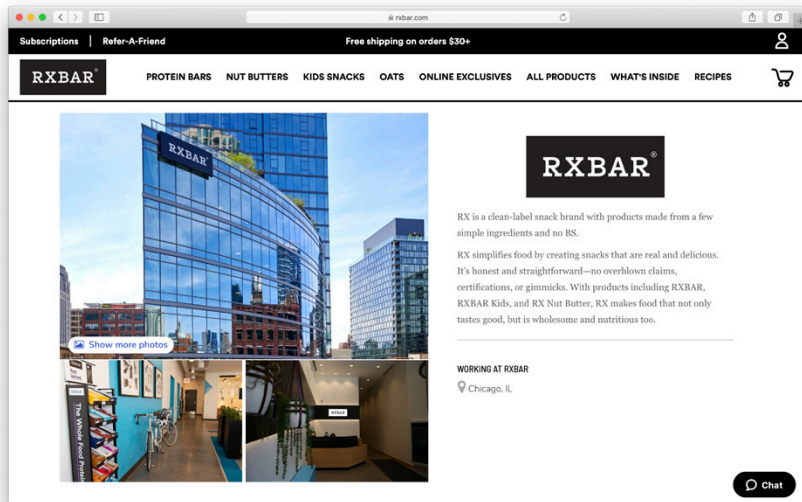


#1. Your Careers Page

Company career pages don't always get much love. Often they're an afterthought on a corporate marketing website, filled with text-heavy job postings and stock photos of people smiling and pointing into the distance. But these pages are the doorway to your employer brand, and should be treated accordingly—especially given that some 60% of job candidates consider career pages the most valuable channel for researching an employer, according to the 2018 Talent Board [research report](#).



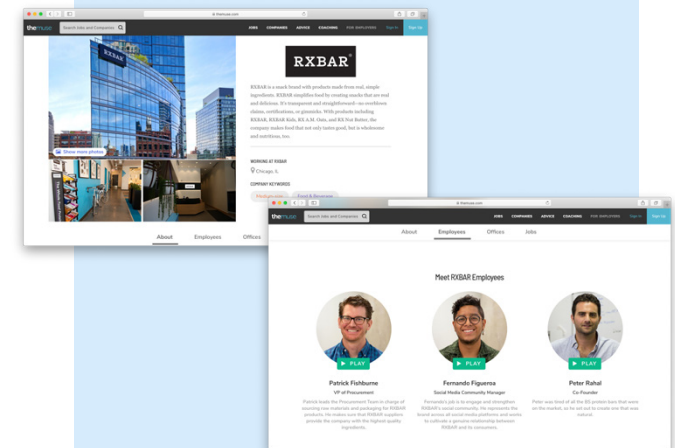
Case Study: RXBAR



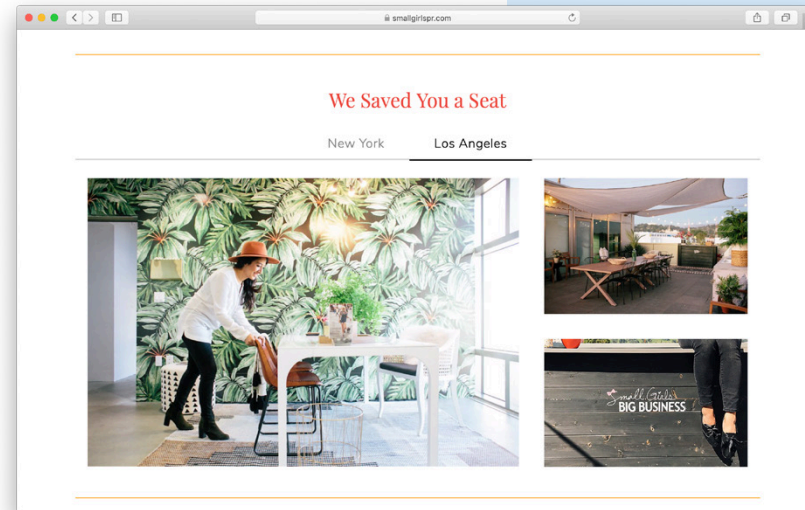
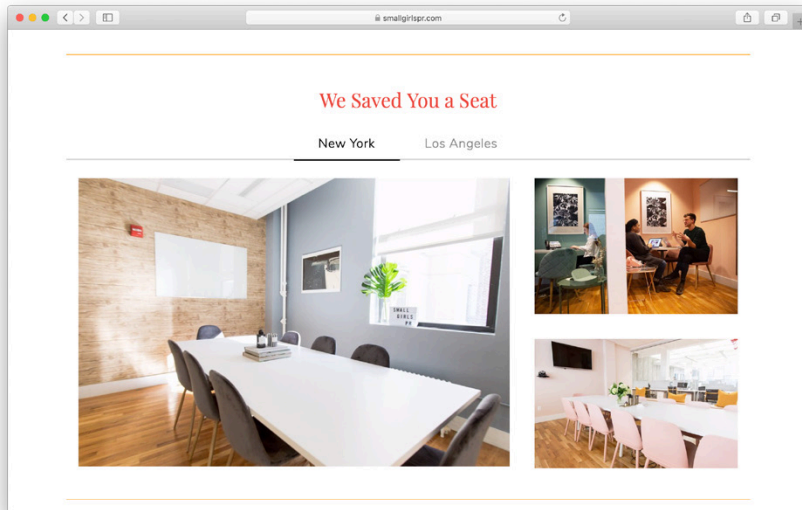
Company profile on The Muse

Your careers page should give candidates a clear sense of your company's vision, purpose, and people. Snack brand [RXBar](#) does a great job of incorporating insightful content into their careers site, offering video interviews with a few of their employees, photos and callouts that speak to the company's major values, and articles highlighting why it's a great place to work. In fact, RXBar's careers site looks exactly like [their company profile on The Muse](#)!

After they partnered with us to create their profile and capture a library of content they could use to amplify their employer brand, RXBar was able to leverage The Muse's BrandBlock technology—a tool that enables our partners to embed their Muse profile content directly onto their careers page and recruiting channels—to create a careers site that echoes the brand story candidates encounter in other places along their research journey.



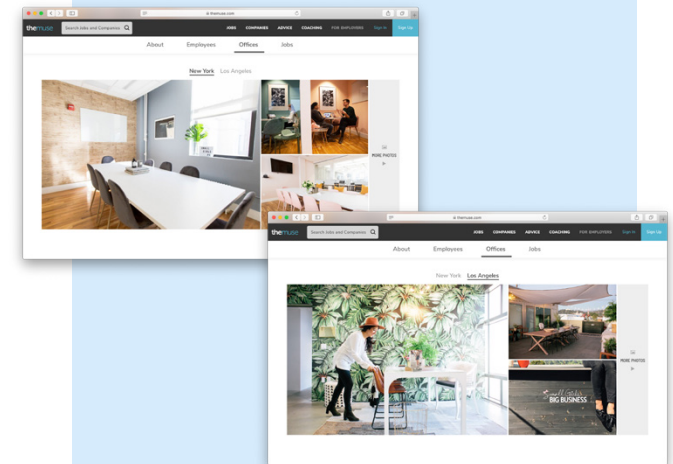
Case Study: Small Girls PR



Company profile on The Muse

Creative communications firm [Small Girls PR](#) also opted to use our BrandBlock technology to build out their careers page. Under the section, “We Saved You a Seat,” they’ve included a module from [their Muse profile](#) that showcases their unique

office locations in New York and Los Angeles. This gives candidates a clear sense of what their work environment looks like, and might even help applicants envision themselves actually working at Small Girls PR.

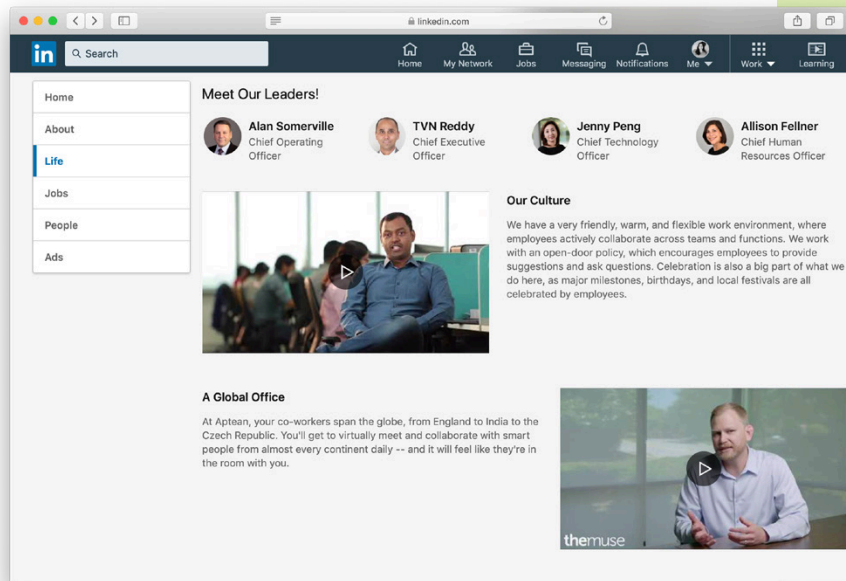
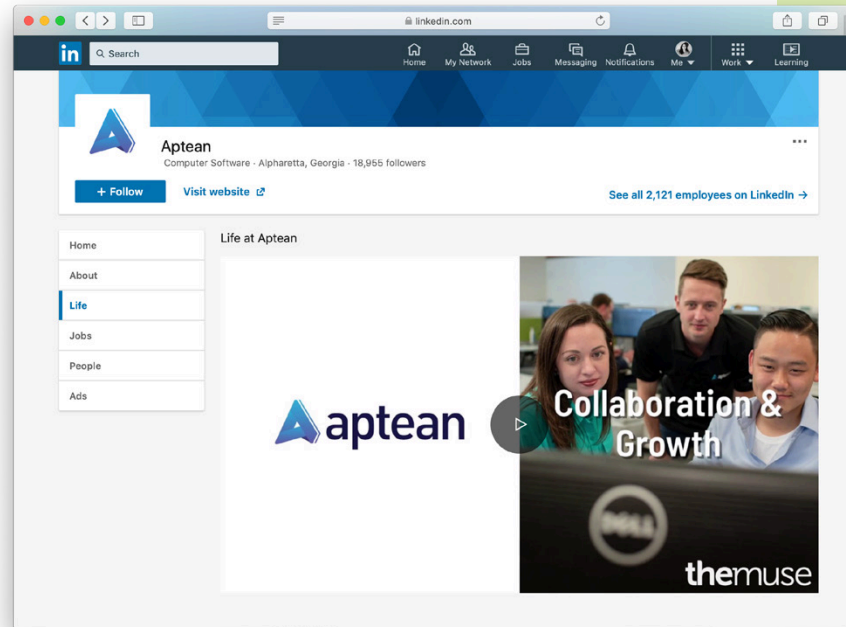


#2. Recruiting Channels and Online Job Boards

You're probably not surprised to hear that job boards are a crucial place to engage job candidates. Along with employer career sites, online job boards are where candidates are most likely to submit an application, according to [Jobvite's 2019 Job Seeker Nation Study](#). So you want your content on these pages to not only be recent and relevant but also compelling enough to encourage potential candidates to take that next step and start the application process.

Case Study: Aptean

Enterprise business software company Aptean's [LinkedIn Life](#) page is a great example of how photos and videos can go a long way. Their page is alive with company culture videos, employee quotes, and a gallery of team-bonding photos—some of which is mirrored from [their Muse profile](#) to help bolster a cohesive narrative.



Keep in Mind:

One of the primary challenges hiring managers face is maintaining a consistent, positive brand voice for all open roles across a multitude of recruiting channels. Given that job boards are one of the top spots where people will interact with your brand, treat these sites with the same care as you would your own website.

#3. Job Descriptions and Landing Pages

There's no rule that job postings have to be text-only. In fact, it's better to skip the bulleted laundry list of job duties and, instead, focus on some of the key responsibilities and skills needed to be successful in that particular role.

At this point in the job search, it's not unlikely that a candidate has seen something about your company on another channel that they find intriguing—and, now, they're one step closer to actually submitting an application. So this is a distinct opportunity to build on their budding excitement and provide them with even more reasons to follow through.

Case Study: YotPo

Make your job descriptions more dynamic by embedding things like an office map, photos of your work environment and surroundings, and relevant video content. The more you can personalize each job description, the better. Ecommerce marketing company [YotPo](#), for example, embeds employee video testimonials directly within their job descriptions so candidates can continue interacting with their employer brand at this key touchpoint.

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Client Relations New York

Client Success Manager

As a Yotpo **Client Success Manager**, you will establish partnerships with our clients based on value and ROI. These partnerships are created by securing long-lasting relationships, based on exceptional service and delivering the power of the Yotpo suite of services.

You've seen us every time you shop online, but might not even know it. Yotpo is an eCommerce marketing platform helping to create customer-centric shopping experiences for forward-thinking brands like Away Travel, THINX and Steve Madden. We have four global locations and \$101M in funding from investors including Bessemer, Blumberg Capital & Access Industries.

You will:

- Successfully and consistently deliver ROI and value for our customers by consulting for their business while leveraging Yotpo solutions.
- Build strong relationships with clients based on your ability to earn their trust and deliver value.
- Demonstrate the continuous value of our solutions by successfully renewing annual customers.
- Proactively identify opportunities and optimization points where we can deliver even greater value for our clients.
- Analyze key account statistics and performance metrics to identify pain points and educate clients to drive campaign improvement.

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33 W 19th St, New York, NY 10011, USA

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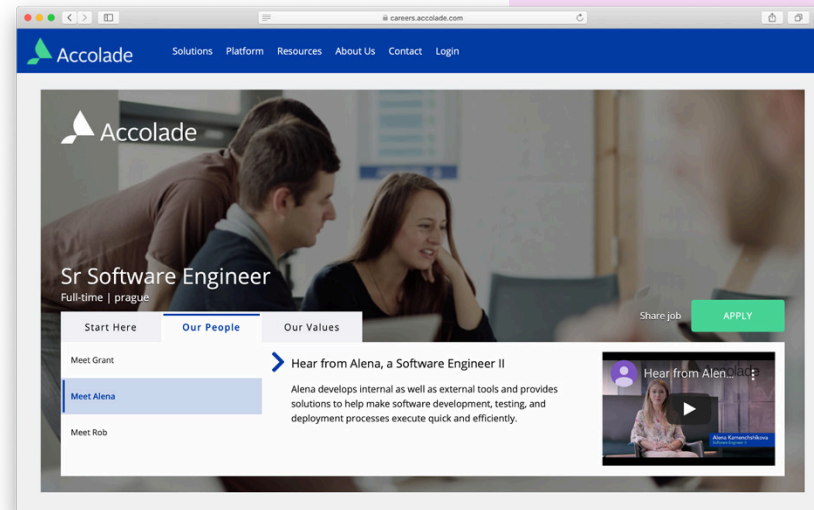
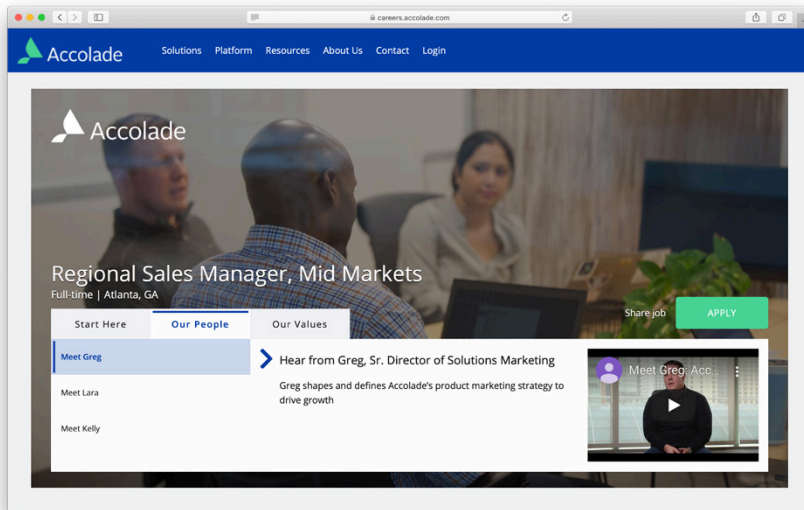
Courtney Siegel
Demand Generation Manager

Saurabh Vaish
Client Success Manager

Robin Lee
Sales Manager

[Submit Application](#)

Case Study: Accolade



Personalized healthcare and benefits company, [Accolade](#), curates this experience even more by selecting testimonials and videos that relate specifically to the open role and the corresponding team or department. For example, their listing for a Regional Sales Manager features employee testimonials from their Senior Director of Solutions Marketing, their Customer Partnerships Manager, and one of their Communications Specialists, while a listing

for a Senior Software Engineer features testimonials from a Technical Product Manager, a Software Engineer II, and a Senior Software Engineer.

Remember that a job posting should be a two-way street: it's not just a medium for outlining what you're looking for in an employee, it's also an opportunity to present your value as an employer and the benefits you have to offer in return.

A job posting is an opportunity to present your value as an employer and the benefits you have to offer in return.

#4. Candidate Experience

Your work isn't done once a potential employee submits an application. Think of it like fishing. You've gotten a nibble, but you haven't reeled in a great catch yet. To do that, you'll have to stay in touch and keep candidates interested while they wait for the next step in the process. After all, **55% of job seekers** will give up and move on if they haven't heard from a company within two weeks of applying for a job, according to a recent survey from CareerBuilder and Silk Road exploring what job seekers and new employees expect during hiring and onboarding.

Case Study: Knot Standard

At a minimum, let candidates know you received their application, but even better is sending status updates. Custom menswear company **Knot Standard** uses this opportunity to continue sharing their company's stories and educate candidates about their culture and values. After submitting an application, candidates receive an automated email from Knot Standard confirming their application has been received and directing them to learn more on The Muse while highlighting a specific employee video testimonial.

Then, during initial phone screenings, recruiters at Knot Standard ask candidates questions about this content to help separate more serious applicants from the pack early on in the hiring process. If someone is able to provide informed, thoughtful feedback in response, it's clear that they've done their research and are genuinely interested in moving forward (versus someone who might have just applied without a vested interest in the role and company).

KNOT STANDARD

Hi Sally,

Thanks for applying to our open Digital Marketing Manager position at Knot Standard. We really appreciate your interest in joining our team!

We're in the process of reviewing each and every application carefully to make sure we find the best fit, and promise to be in touch soon regarding next steps.

MEET ONE OF OUR EMPLOYEES AT KNOT STANDARD



Kendall Michaelis

Executive Stylist

Kendall introduces clients to Knot Standard's luxury styling services. From fabric to fit, she creates exclusive experiences and customized closets to match each personality and preference.

[View profile »](#)

In the meantime, check out our company profile on The Muse to learn more about our culture and values, see inside our office, and hear from our employees about what it's like to work here everyday.

Good luck!
Team Knot Standard

55% of job seekers will give up and move on if they haven't heard from a company within two weeks of applying for a job.

— CareerBuilder and Silk Road

#5. Your Social Media Channels

Social media has become an increasingly relevant resource for candidates to research companies and discover job openings, which makes it a critical extension of your employer brand. According to [the 2019 Jobvite study](#), 35% of survey respondents said they learn about job openings on social media while young workers (41%) are most likely to search for jobs on social media.

Take stock of your social media pages and the messages they're sending. Does your company description read like it could have been written by someone who skimmed your employee handbook? Or, is it mostly comprised of industry speak that makes it hard to discern what your company actually does? That's an example of a small change you can make right away to help connect the dots between your employer brand on various recruitment marketing channels.

Case Study: Medidata

Social media, in general, allows for a lot more interaction and immediacy than other channels. Call out those moments that make your company a special place to work. Software company [Medidata](#), for example, shared a video testimonial [on Twitter](#) with one of their employees talking about how they feel like they're putting their stamp on the world

and making a change at Medidata—something that will resonate with candidates looking for a mission-driven company. They also share a story about creating an interlocking Tetris Halloween costume with their co-workers, shedding light on a fun team tradition.

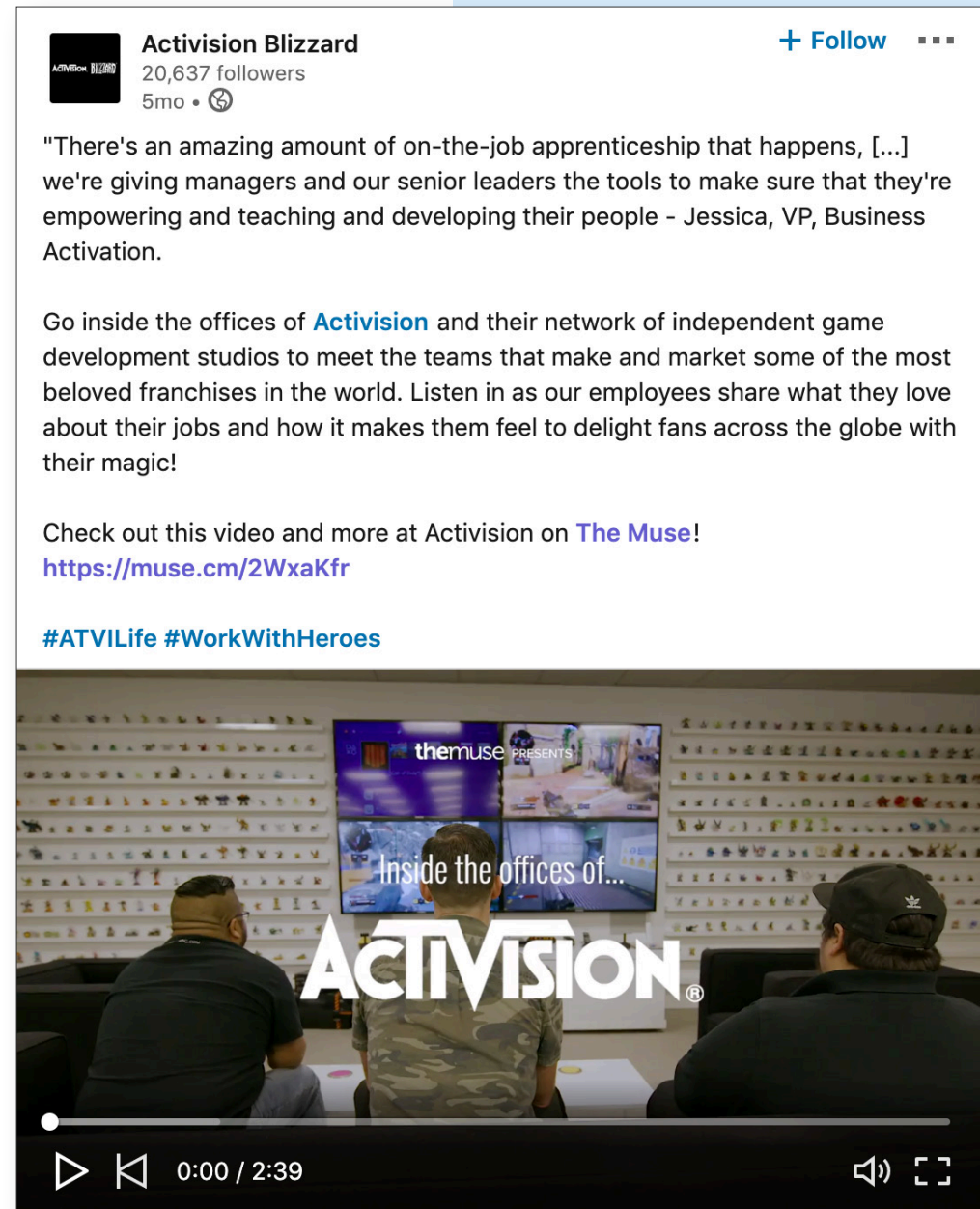
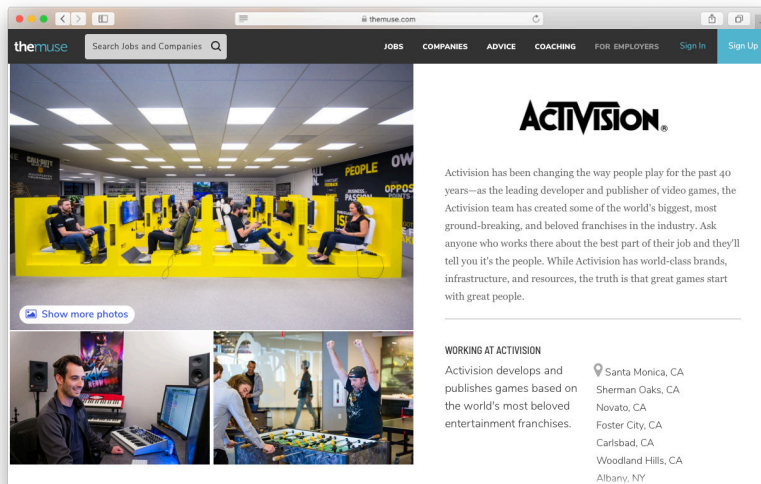


41% of young workers are likely to search for jobs on social media.

— Jobvite

Case Study: Activision

Gaming company Activision takes a similar approach to repurposing their employer brand content on social media, sharing a video from [their Muse profile](#) in a [LinkedIn post](#) that allows viewers to hear from various employees, learn what they do, and get a sense of the culture. They also drive back to their company profile, using dedicated branded hashtags like #ATVILife and #WorkWithHeroes to help create a sense of excitement around their workplace.



#6. Employee Advocacy

Some of your company's best advocates are the ones already working for you. That's what makes word-of-mouth such a powerful recruiting tool. In fact, 37% of candidates rate employee testimonials as the most valuable marketing content, according to [Talent Board's 2018 research report](#).


Case Study: The Muse

At The Muse, we add job openings to our internal employee advocacy tool so that any employee can share an opening with their network. When one of our editors posted about [an open role](#) on her personal LinkedIn page, she voluntarily added a hat tip to her boss, to whom the new hire would also report.

This isn't something that's forced, but rather encouraged, by providing our employees with the option to share if they feel so inclined. And while someone posting about an open job on LinkedIn might not be considered a formal testimonial, the fact that a current employee is willing


and excited to post about open opportunities with their company speaks volumes—and is generally a good signal to candidates.

Job boards might drum up the most applicants, but referred candidates are often the best fit. They also tend to stick around: companies with referral programs have a 46% retention rate compared to 33% for companies that only use career sites, [according to HR Technologist](#).



Stav Ziv • 1st
 Senior Editor/Writer at The Muse
 1mo

The Muse is looking for a contract project manager to help out 20 hours/week on the content team October-December. You'd be reporting to our editorial director, [Jeannie Kim](#), and I can personally attest to the fact that she's a fantastic person to report to. More info in the job description!



We're hiring for Contract Project Manager, Content at The Muse

themuse.com

Companies with referral programs have a **46%** retention rate compared to **33%** for companies that only use career sites.

— HR Technologist

How do you measure success?

There's no shortage of ways to measure which channels and methods are producing the most job applicants and activity, tracking metrics like pageviews, open rates, and comments.

But keep in mind that it's not just about the numbers. You also need to focus on quality. The goal of recruitment marketing, after all, isn't to attract the most candidates you possibly can—it's to attract the right candidates for the right roles.

One way to measure this is to look at your applicant-to-interview ratio. The current benchmark is about 12%, according to [Jobvite's 2019 Recruiting Benchmark Report](#). So if you're at or above that number, you're probably attracting quality candidates. If you're below 12%, you might need to rethink your strategies.

Most companies track time to hire and source of hire, but it's also important to monitor your employer brand awareness and how your recruitment marketing efforts impact your talent

pipeline. (It's worth reiterating here the [LinkedIn study](#) which found that a strong employer brand can reduce the cost to hire by 50% and yield 50% more qualified applicants.) Track your acceptance rate and retention rate, but also keep tabs on email campaign performance, social media mentions, and candidate experience—all significant leading indicators that your recruitment marketing is effective.

The most direct way to learn how well your recruitment marketing efforts are going is to ask your intended audience. Send out surveys to garner applicants' input on your hiring procedures or ask them during the interview process to judge how much they know about your company. From there, you can decide which recruiting methods are bringing you the most informed, passionate, and suitable candidates.



Final Thoughts

For organizations seeking out the best-fit talent for their teams, strong and consistent recruitment marketing is a necessity.

Not only is recruitment marketing the key to attracting more informed, quality candidates—which leads to smarter hiring decisions and increased employee retention—it's also the path to creating a positive candidate experience that bolsters the entire employee lifecycle.

When you invest in building out a multi-channel strategy that educates both active and passive candidates about your workplace, culture, people, and values, you're ultimately investing in the future of your company.

The Muse

The Muse is the best place to research companies and careers. More than 75 million people each year trust The Muse to help them win at work, from professional advancement and skill-building to finding a job. Organizations use its platform to attract and hire talent by providing an authentic look at company culture, workplace, and values through the stories of their employees.

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