

5 MARKETING STRATEGIES



1

Improve Your Careers Page

Be sure to communicate benefits, open positions, and culture. Revise job descriptions. Make it easy for talent to contact you and apply.

2

Showcase Your Culture Through Social Media

Engage with candidates while displaying your attributes using videos and other rich content.

3

Re-engage with Past Applicants or Connect with New Ones

Consider sending personalized messages to stay in contact with past applicants with the potential to re-enter your hiring funnel.

4

Build Partnerships with Local Schools and Organizations

Job shadow programs, internships, and college recruiting help tap into those starting or changing their careers. Building rapport with these organizations can generate great lead sources.

5

Encourage Employee Referrals

Employee referrals are a powerful source to find good candidates. They tend to be higher quality, start sooner, and stay longer at your company.

Other Considerations For Your Recruiting Journey

Implementing a layered strategy that involves marketing in your recruiting efforts can be beneficial in a number of ways. This can include improving the quality of candidates, increasing retention of current employees, and making a positive impact on the reputation of your company.