

Breaking down your multifaceted recruitment marketing strategy to build resilience and results

Start with a blueprint of your employer brand "house"

Your blueprint provides:

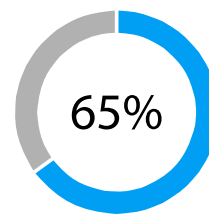
- The structure for the house / your organization
- How everything is connected
- How candidates and employees move throughout the house
- What candidates/employees can expect (or not)



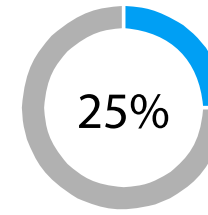
The **foundation** of your house is your EVP. It holds everything together, ensures your house is strong ... but, like a house, your EVP may need to be remodeled or refreshed over time.

Employer value proposition (EVP)

The value your organization offers its employees in return for their efforts, including compensation, benefits, work environment, career development, culture, and mission/vision.



65% of candidates have discontinued a hiring process due to an unattractive EVP (Gartner)



Up to 25% reduction in time-to-fill with a transparent EVP (Mercer)

Four dimensions of an EVP

- Credibility
- Aspirational
- Relevance
- Differentiation

Employer brand

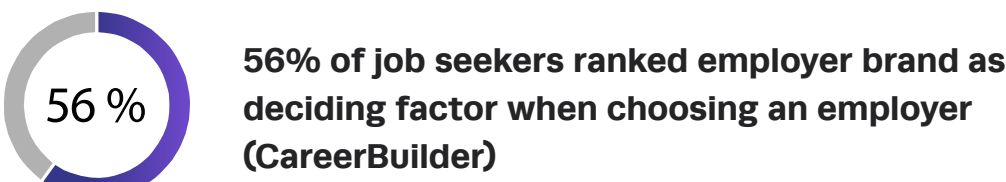
Encompasses an organization's reputation as a place to work. It serves as the conduit for candidates and employees to form perceptions of the company and what it would (or is) like to work there.



When building your house, you need wiring and plumbing to create a healthy and convenient environment. For talent acquisition, that means accurate data and smart technology to help you make stronger, faster decisions.

Your data will provide insights to:

- Personalize and humanize your marketing
- Target the right individuals
- Streamline processes
- Vet candidates
- Select and optimize advertising channels



Your career site provides the window into your organization and available positions.

A powerful and effective career site can deliver:

- Deeper candidate interactions
- Improved candidate experiences
- Greater talent control to make quick updates

Tracking and managing your prospective buyers (candidates) is made **easier and smarter** with a candidate relationship management (CRM) solution. With AI, pre-built workflows, and deep analytics across all activities, your CRM turns your employer brand house into a **"smart" employer brand house**.

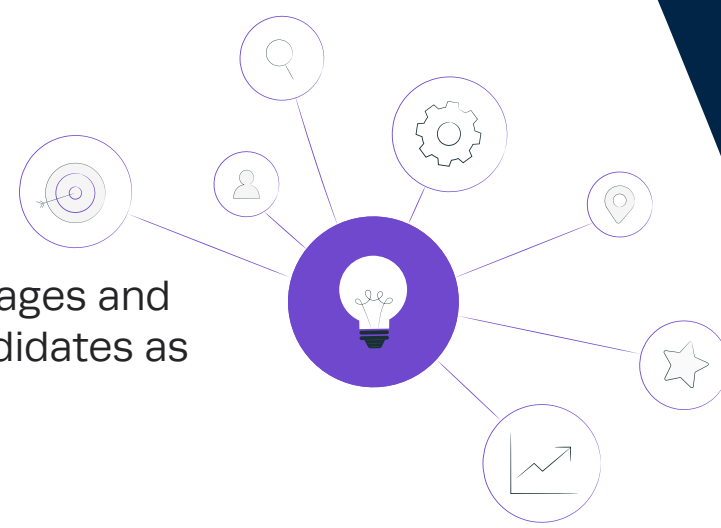
Now, think about the flow of your house or the candidate experience.

Candidates don't want to wonder what's happening or where they stand – They want a clear path to follow and clear, consistent communication along the way.

As an employer, you must attract talent and get them engaged with what you have to offer. The key is to enlist a candidate-first approach.

Candidate-first talent attraction

Encompasses not only the channel but also brand messages and content to connect with candidates as people, not just data points.



Credibility and authenticity is absolutely essential. Candidates will see right through a fake facade of who you are as an employer.

Potential buyer for your house or great candidate in the process? Be sure to **qualify** them to make sure they are a good fit and better predict job performance with science-backed, unbiased talent assessments.

3 ways talent teams can leverage zero- and first-party data as a competitive edge in talent acquisition



Candidate matching

Activating and targeting first-party audiences to deliver personalized ads by analyzing user behavior and interests, including cross-channel



Lookalike modeling

Identifying users who have common traits and behaviors of your highest performing audiences, and targeting lookalike audiences to attract new candidates who are more likely to be interested in your job opportunities



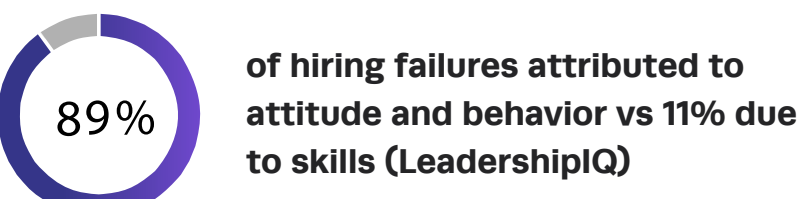
Suppression lists

Omitting certain users who have applied in the past to ensure effective use of ad spend

Through a skills-based approach, companies can boost the number and quality of applicants who apply to open positions and can assist workers to find more opportunities to advance internally, which can help employers improve retention.

(McKinsey & Company)

The more you know and can understand about your candidates, the greater you'll be able to identify true alignment and ensure a higher quality of hire.



Incorporating your hires into the organization (or neighborhood)

Adopt a mindset of **internal mobility** and secure the technology to support that initiative.

Turnover is inevitable, but if you can keep great talent within the organization, you'll reap the benefits.

An **internal career site and employee communications about open positions** is a great place to start.



Building resilience and results

There's **no one-size-fits-all approach** that can (or should) encompass the diverse array of talent and preferences in today's job market.

With a multifaceted recruitment strategy, coupled with a well-defined EVP, will allow organizations to

- Enhance their reach and engagement with potential candidates
- Elevate the realities of a career/job with the organization
- Drive DEI
- Manage their reputation as an employer
- Cultivate a pool of exceptional talent