



Recruitment Marketing:

Fad **or** *FUTURE?*

An in-depth look into what employers and job seekers have to say about marketing to candidates



The rise of the **CONSUMER CANDIDATE** and **RECRUITMENT MARKETING.**

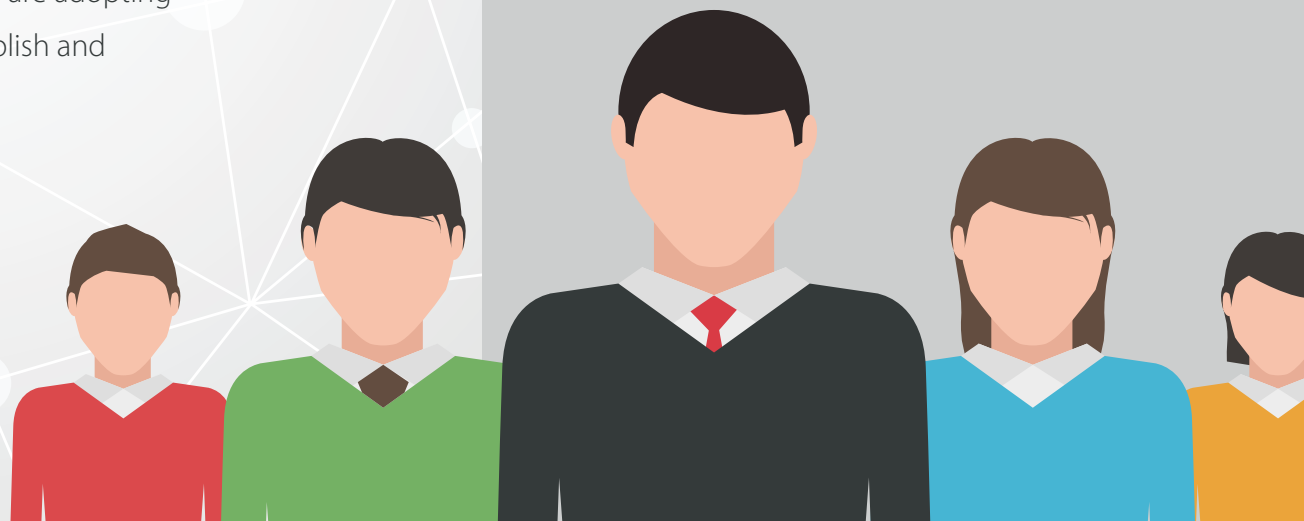
Recruitment marketing has increasingly become a core competency of talent acquisition. Unlike other employee-facing systems — such as solutions that handle performance management, payroll, benefits, etc. — most recruitment activities take place outside of your business' four walls within a vast, online universe of candidates. To keep up with today's consumer-minded job seekers, modern recruiting professionals are adopting recruitment marketing techniques and tools to establish and sustain connections with candidates.

Companies need to **PREPARE FOR FUTURE HIRING NEEDS** and **AVOID TALENT SHORTAGES** by thinking like marketers.

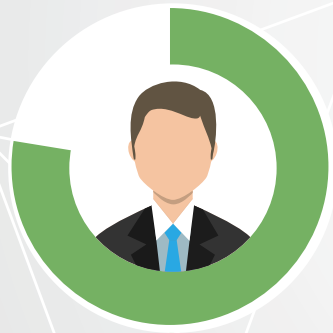
86% of HR professionals agree that recruitment is becoming more like marketing.

..... **and**

86% of HR professionals agree that recruitment marketing is an effective strategy to identify, attract, engage, and nurture candidates.



Understanding **HOW AND WHY** candidates search for jobs is **KEY TO ATTRACTING AND ENGAGING PEOPLE** at the right time.



77%
OF JOB SEEKERS
ARE INTERESTED IN
PURSUING A NEW JOB

25% YES, I am actively looking for a new job opportunity

52% I am not actively looking for a job, but I am **WILLING TO DISCUSS** a new opportunity

What do job seekers think are **THE MOST IMPORTANT FACTORS** when looking for a new job?

90%



Compensation

88%



Stability

86%



Benefits

85%



Work-life Balance

76%



Location

72%



Growth Opportunities

56%



Company Mission

53%



Company Culture

Percent of job seekers who think this factor is "very" or "extremely" important.

Job seekers are **SPENDING TIME RESEARCHING** companies.

How much time do job seekers spend researching a company before they apply?



17% Less than an hour

35% **1 – 2 hours**

25% **3 – 4 hours**

23% More than 5 hours



How much does that **RESEARCH INFLUENCE THEIR DECISION** to apply to a position?

60% of job seekers said **very** or **extremely** influential

The **TOP SIX TYPES OF CONTENT** job seekers would like to see on a company's career website:

46%



COMPETENCIES

Information about what **competencies the company is looking for** in their employees (passion, drive, etc.)

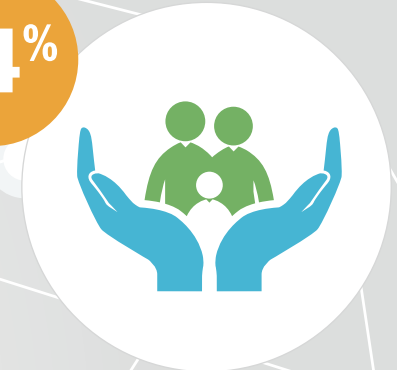
45%



ADVANCEMENT

A view into what programs the company offers employees to promote **career advancement**

44%



WORK-LIFE BALANCE

Information on how the company encourages **work-life integration**

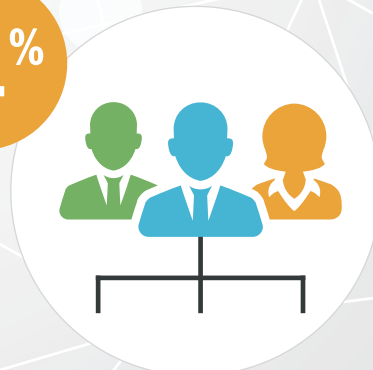
42%



DEPARTMENT OVERVIEWS

Department-specific **overviews**

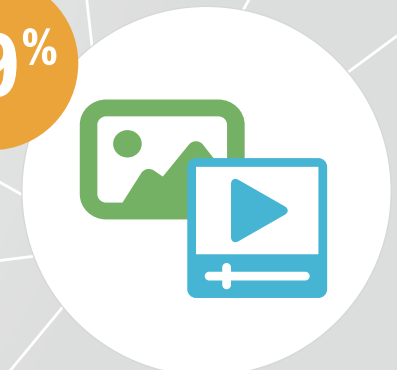
41%



EXECUTIVE TEAM

Information on the company's **leadership team**

39%



CULTURE VIDEOS

Pictures or videos of their offices and work spaces

JOB SEEKERS WANT TO USE MOBILE TECHNOLOGIES to search for and apply to jobs.

Your career sites and application processes need to be mobile optimized.

Seventy percent of job seekers said they have tried to search for a job on their mobile device, but only 60 percent of employers said their career website was mobile optimized.

What **JOB SEARCH** activities have you COMPLETED ON A MOBILE DEVICE?

- 72%** Researched a company
- 70%** Searched for a job
- 40%** Applied to a job
- 37%** Judged whether or not the company was a right fit
- 35%** Shared a job with a friend

WHAT EMPLOYERS HAD TO SAY ABOUT MOBILE TECHNOLOGIES:

Is your career website mobile optimized?

- **Yes 60%**
- No, but plan to make it mobile optimized in the future 21%
- No, with no plans to make it mobile optimized in the future 12%
- I don't know 7%

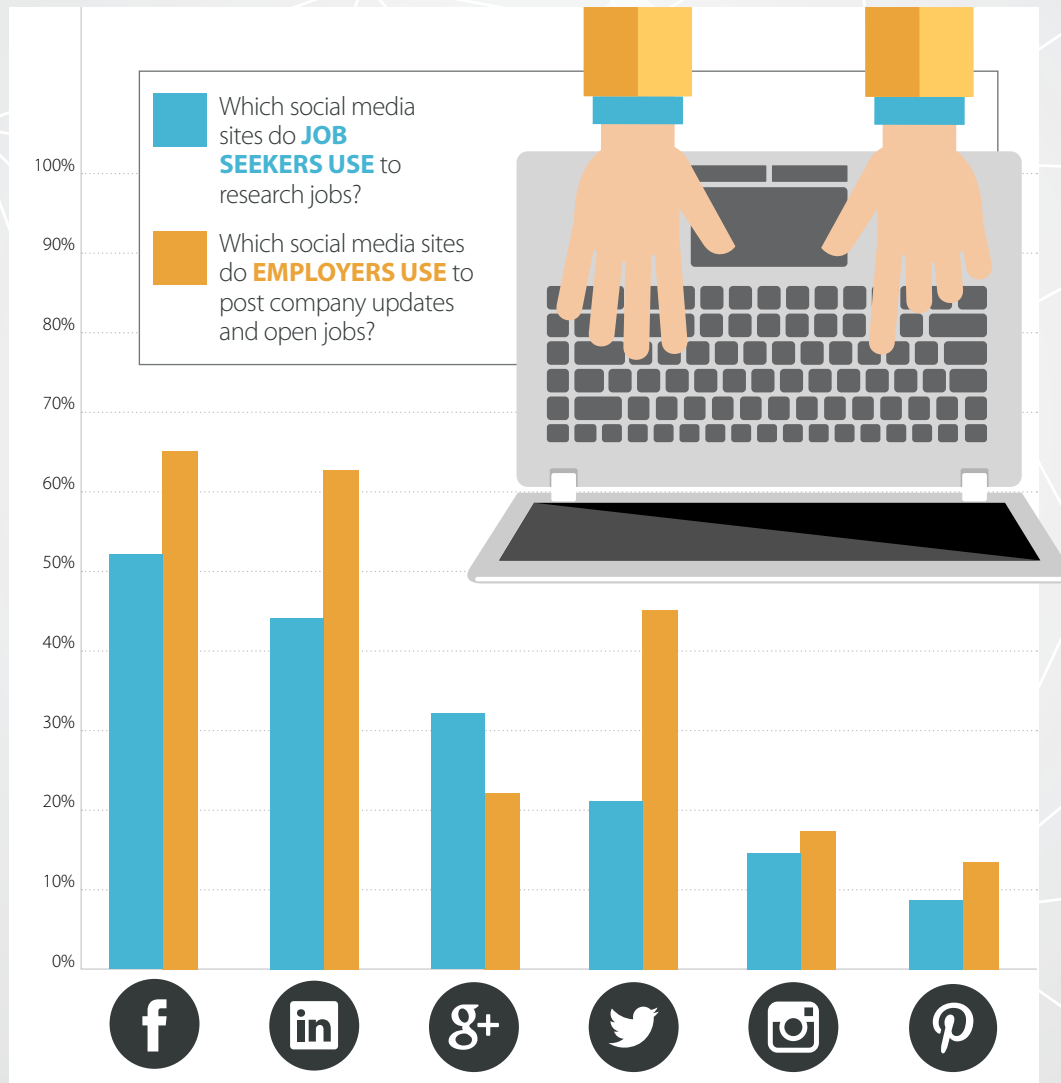
ALMOST HALF OF THE COMPANIES SURVEYED DO NOT PROVIDE A MOBILE APPLICATION EXPERIENCE.

Is your job application process mobile optimized?

- Yes 46%
- No, but plan to make it mobile optimized in the future **33%**
- No, with no plans to make it mobile optimized in the future **15%**
- I don't know 6%

48%

Job seekers are using **SOCIAL MEDIA TO RESEARCH COMPANIES** and look for open jobs.



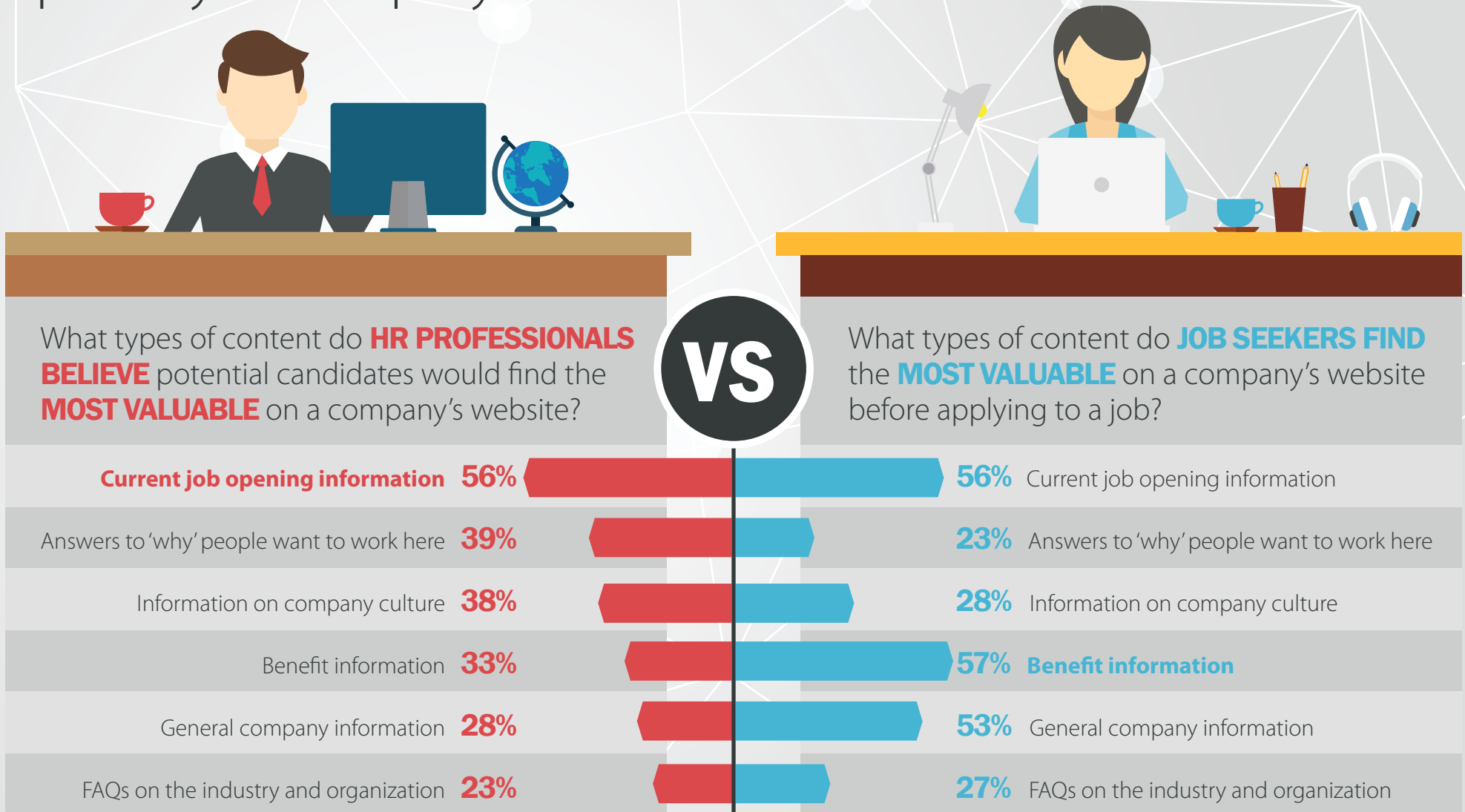
57% OF JOB SEEKERS SAID THAT THEY USED SOCIAL MEDIA AT LEAST ONCE A MONTH TO LEARN MORE ABOUT POTENTIAL EMPLOYERS

94% of job seekers are likely to apply to a job if the employer actively manages their employer brand online

76% want details on what makes the company an attractive place to work

Source: Glassdoor, October 2014

COMPANY CULTURE, CAREER GROWTH OPPORTUNITIES, AND PERKS AND BENEFITS can all be marketed to portray an employment brand.



COMPANY CULTURE is becoming a MAJOR DIFFERENTIATOR from the perspective of job seekers.

TURN YOUR EMPLOYMENT BRAND INTO YOUR BEST RECRUITMENT MARKETING TOOL.

A well-articulated employment brand helps job seekers understand if they're a good fit for the company. When combined with a compelling value proposition (why someone would want to work for you), an organization can position itself as a sought-after employer of choice.



of HR professionals agree that having a strong employment brand is more important today than it was five years ago.



of HR professionals agree that having a strong employment brand provides companies an edge against their competition.



agree that having a poor employment brand makes it difficult to attract top talent.



of HR professional said their company is investing money in its employment brand.



WHAT DO JOB SEEKERS THINK ABOUT COMPANY CULTURE?

77% agree companies that have a **strong reputation** have an edge over those who do not.

69% agree that the **image of the organization** they decide to work for reflects who they are and the choices they make.

55% agree that it's **easy to determine** if they would be a **cultural match with an organization** based on its employment brand.



How do HR professionals **PROMOTE AND MAINTAIN** their **EMPLOYER BRAND**?



THEY SHARE OPEN JOB INFORMATION

- 50% use general corporate social media profiles to promote open positions
- 42% maintain career-specific social media site(s) to promote the employment brand and advertise open positions



THEY PROMOTE COMPANY CULTURE

- 49% use job descriptions to display company culture
- 31% incorporate employee testimonials on company's career website



THEY HAVE IN-PERSON EVENTS

- 49% participate in or host career events



THEY UTILIZE MARKETING TACTICS

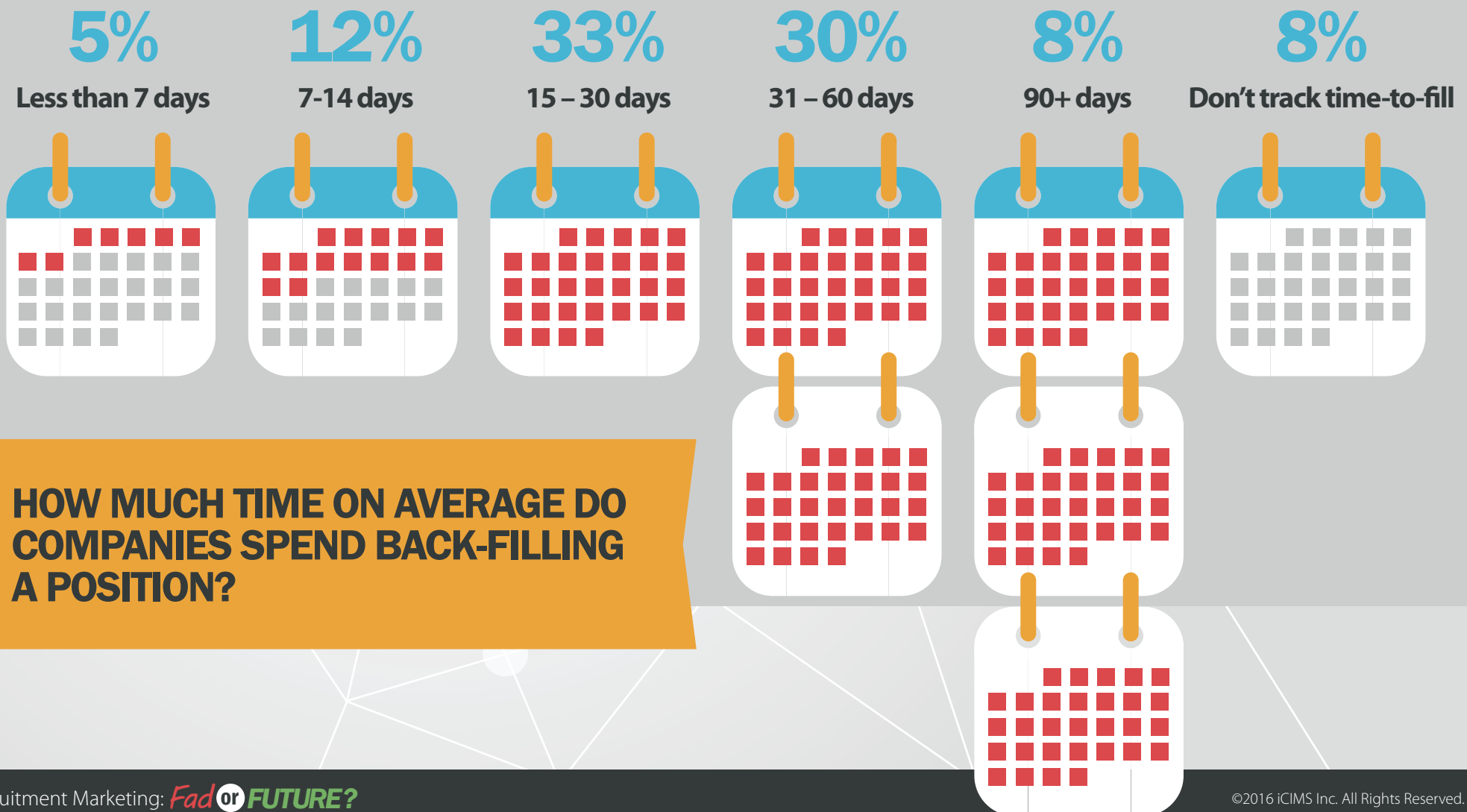
- 31% use search-engine marketing (SEM)
- 30% utilize multimedia recruitment brand advertising campaigns in newspapers, magazines, on TV, billboards, radio, or online
- 28% send email blasts, newsletters and other communications to prospective candidates in talent pools
- 28% incorporate videos on company career websites such as employee spotlights



HR PROFESSIONALS HAVE THE MOST ROOM FOR IMPROVEMENT IN UTILIZING MORE MARKETING TACTICS

What HR professionals say about **TALENT POOLS.**

To avoid a costly and lengthy time-to-fill, employers can build talent pools and nurture passive talent until they are ready to apply for an open position.



Engage passive candidates by creating **AUTOMATED EMAIL CAMPAIGNS** for different candidate populations and track email effectiveness.

Make it simple for passive candidates to submit basic information and opt-in to automated email campaigns via a Recruitment Marketing Automation or CRM (Candidate Relationship Management) tool.



64%

of HR professionals use talent pipelines or pools to fill future positions.

What **TALENT PIPELINE ACTIVITIES** do employers engage in?

ORGANIZATION

- 62%** keep a list of prior candidates
- 55%** keep a list of leads of possible (passive) candidates
- 49%** organize recruitment events to source candidates for specific roles (interns, university recruiting, etc.)
- 27%** create reports to track pipeline growth and trends
- 27%** segment leads based on specific department interests



COMMUNICATION

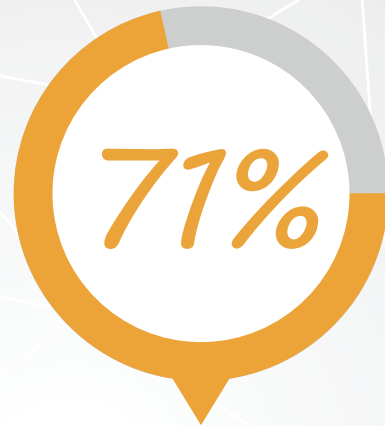
- 56%** communicate with candidates who have applied for positions with overlapping skill sets
- 52%** maintain dialogue with prior applicants
- 48%** maintain a verbal dialogue with leads of possible (passive) candidates
- 37%** remain connected to possible (passive) candidates using marketing tactics



Job seekers want to join **TALENT POOLS** to connect with possible future employers.



of job seekers agree that companies should develop more talent pools to keep job seekers up to date on company information including job alerts and other announcements.



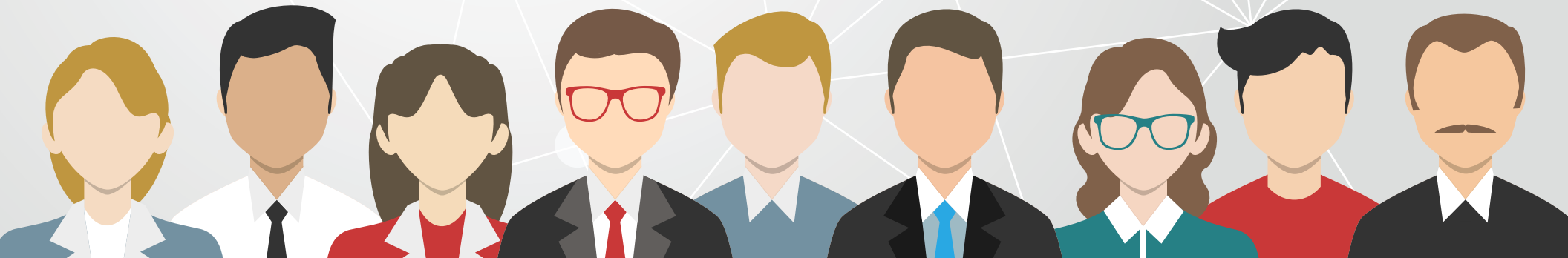
of job seekers agree that utilizing talent pools is an effective strategy for companies to identify, attract, engage, and nurture top talent.



of job seekers said they would be interested in joining a talent pool to receive updates from an organization they'd like to work for.



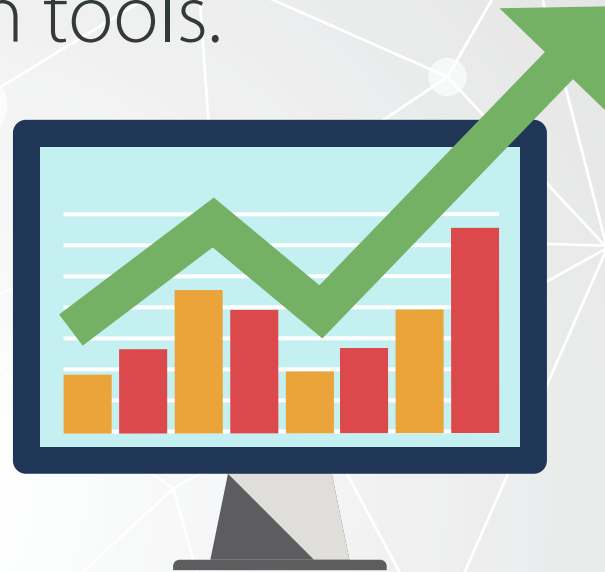
of job seekers have joined a talent pool at an organization they were interested in working for.



To keep up with the **RISE OF THE CONSUMER CANDIDATE**, employers must adopt modern tools.

84% agree

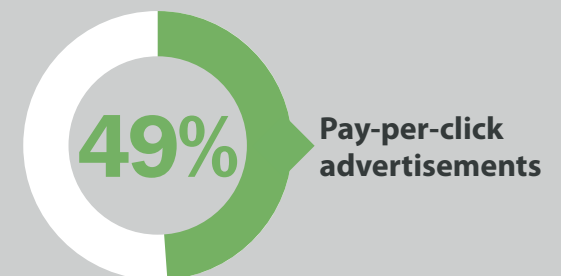
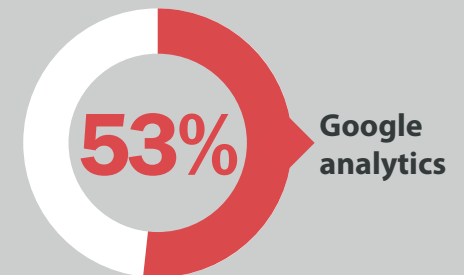
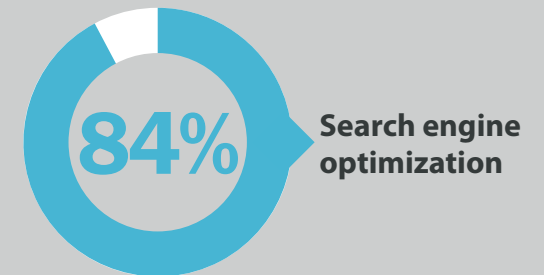
that recruitment marketing is a **worthwhile investment** for companies.



76% of HR professionals agree that their company has **received a strong ROI** from using a recruitment marketing automation or CRM tool.

72% OF HR PROFESSIONALS AGREE THAT CRM TOOLS SHOULD LIVE WITHIN A TALENT ACQUISITION SYSTEM.

THIRTY-NINE PERCENT of companies are using search engine marketing and advertising (SEMA) to attract employees.



How are employers using **RECRUITMENT MARKETING TOOLS**?

Recruitment marketing automation and CRM tools allow employers to create and schedule email campaigns that allow recruiters to **automatically engage talent pools** on a recurring basis. This usually involves **sharing career opportunities, networking events, and company information** in scheduled newsletters.



When recruitment marketing/CRM tools live within a **TALENT ACQUISITION SYSTEM**, it gives recruiters the ability to **CENTRALIZE COMMUNICATION** and **KEEP TRACK OF THE CANDIDATE'S LIFE CYCLE** all within one system.



What does **SUCCESS** look like with a **RECRUITMENT MARKETING** or **CRM TOOL**?

HR professionals said they track the following metrics within their CRM tool:



career site visitors

65%



email click-through rates

65%



email open rates

55%



conversion from passive to active candidate

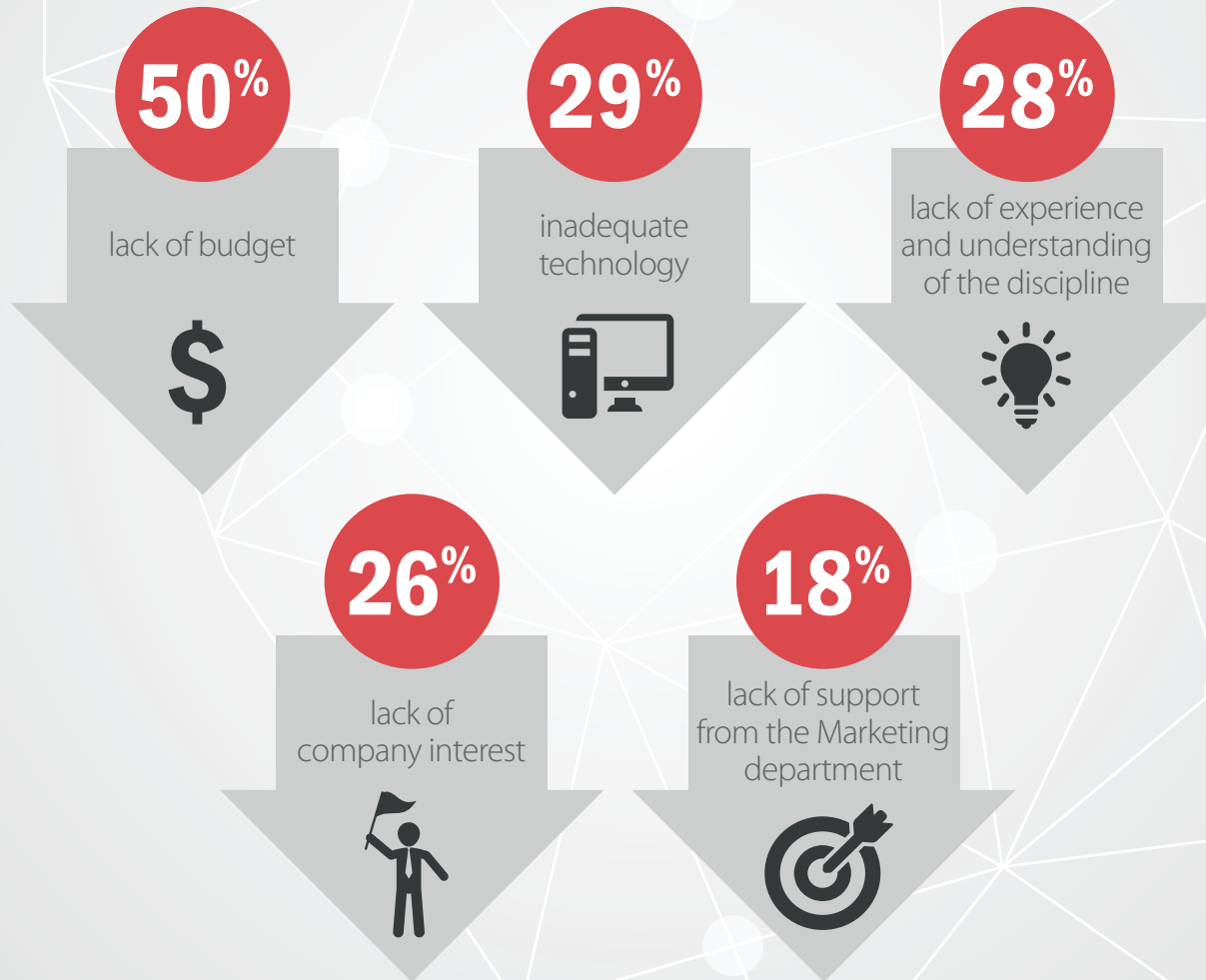
50%



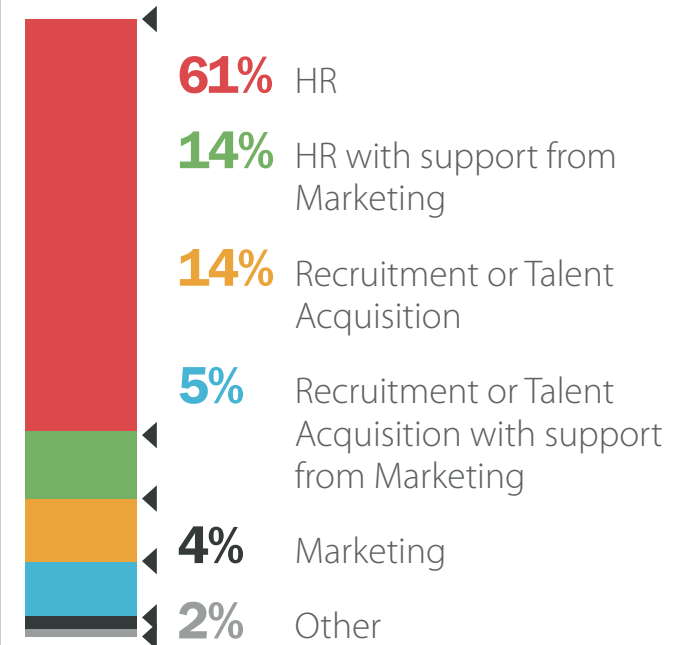
79%

of HR professionals agree that receiving support from their company's Marketing department would help make their recruitment marketing initiatives more successful.

What **CHALLENGES DO HR PROFESSIONALS FACE** when it comes to recruitment marketing?



WHAT DEPARTMENT CONTROLS THE COMPANY'S RECRUITMENT MARKETING INVESTMENTS?



BUT ONLY 44% of HR professionals feel equipped to own **recruitment marketing** for their company. This includes utilizing drip campaigns, employer branding, recruitment marketing metrics, and advertising spend.

2016: The Year of Recruitment Marketing

48%

of HR professionals already **have or plan to hire someone** in 2016 who is responsible for recruitment marketing.

WHAT DEPARTMENT WOULD A RECRUITMENT MARKETING ROLE BE WITHIN THE ORGANIZATION?

67% HR

23% Recruitment or Talent Acquisition

10% Marketing

Technology and the world of recruiting have changed dramatically in recent years, giving employers access to better and more powerful recruitment tools. Now is the perfect time to dive deeper into modern recruitment marketing technology to see what it can do to support your recruiting staff, your candidate engagement, and your bottom line.

65% of HR professionals agree that hiring a dedicated recruitment marketing specialist would make their company's recruitment efforts more successful.



ABOUT iCIMS

iCIMS is a leading provider of innovative Software-as-a-Service (SaaS) talent acquisition solutions that help businesses win the war for top talent. Scalable, easy to use, and backed by award-winning customer service, iCIMS enables organizations to manage their entire talent acquisition lifecycle from building talent pools, to recruiting, to onboarding, all within a single cloud-based platform that is connected to the largest partner ecosystem of HR technologies in the industry. With more than 3,000 contracted customers, representing approximately 4,500 organizations worldwide, iCIMS is one of the largest and fastest-growing talent acquisition solution providers.

hire expectations institute

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