



Recruitment Marketing Platform

Recruitment today is very different from recruiting in the past, and recruiters now need to start thinking like modern digital marketers and consider candidates more like customers.

What is Recruitment Marketing?

Recruitment Marketing to put it quite simply, is the newest concept in talent acquisition that utilises inbound marketing strategy and technology to attract, engage and nurture talent before they apply for a position, with the concept of building a talent pool (lead generation) and converting candidates into applicants (customers).

Recruitment Marketing must not be confused with an Applicant Tracking System (ATS), employer branding or only having a career website. Both employer branding and a career website are an important part of marketing, however Recruitment Marketing utilises a variety of different digital channels and methods at the one time to achieve the overall goal.

Why Do Recruiters Need a Recruitment Marketing Platform?

- 1.** Stay ahead of the competition with a lead generation tool that creates a quality talent network allowing you to build strong candidate and client relationships
- 2.** Multi-Digital Channel Attraction - A complete all-in-one marketing platform provides powerful tools making it easier to communicate with candidates and clients
- 3.** Create individual Candidate Personas and Client Personas, which is critical to driving content creation, sales follow up and anything that relates to candidate/client acquisition and retention
- 4.** Marketing analytical tools – gain insight into your entire funnel to assess which marketing tools are working and how marketing impacts your bottom line
- 5.** Behavioural marketing – know which content your candidates and clients engage with so you can create more of this content
- 6.** Marketing automation – tailor emails to each candidate and client's behaviour at every interval of their journey
- 7.** Recruitment marketing platform can increase sales costs by up to 35%
- 8.** Recruitment marketing platform can reduce recruitment costs by 40%
- 9.** Make your recruitment company Recruitment Company of Choice. Finding top quality recruitment consultants in today's market is becoming harder. Attract the best recruitment consultants through your own recruitment marketing.

Recruitment Marketing Platform Breakdown

Website

Transfer your company website or create a Career Website. Increase brand awareness, culture and employee value proposition

CRM

Create new or import contact lists. Segment your contacts into Candidate Personas and Client Personas. Make phone calls direct to candidates and clients.

SEO

Research high traffic keywords and then optimise your blogs, landing pages and website with as-you-type SEO suggestions. Measure your impact with integrated tracking.

Analytics

Gain insight into your entire funnel to see which marketing assets are working the best and to show how marketing impacts the bottom line.

Blogging

Publish relevant engaging conversion optimised content that speed up creation, keep formatting consistent and make it easy to optimise the search. Develop blog content to Candidate and Client Personas.

Landing Pages

Launch landing pages that look perfect across all devices. Use landing pages to promote client companies, attract talent into the funnel, build reputation. Add forms for completion and automatically change content based on who's viewing the page.

Calls To Action

Design CTAs that candidates and clients can't help but click. Know who clicks which CTA's and measure performance to optimise click through rates over time.

Lead Management

Assess each candidate or client's information and see every interaction you've already had. Use the data to create hyper-targeted campaigns that close more deals.

Emails

Create stunning email templates, automatically personalise subject lines and content for each candidate and client. Run A/B tests to improve open rate and click through.

Social Media

Monitor relevant candidate and client conversations, track engagements automatically and schedule your social posts to be published when the right people will see them.

Marketing Automation

Let your candidates find their own path in becoming an applicant. With marketing automation, you can use each leads behavior to tailor emails, content and offers.

Ads

Track the ROI of your Facebook, Adwords and LinkedIn Advertising with precision and accuracy and stop struggling to justify your paid ad spend.

Inbound Methodology

ATTRACT

- Develop buyer personas
- Create targeted content to attract your ideal audience
- Optimize your website using SEO

89% of online consumers use search engines when making a purchase decision

CONVERT

- Build trust by providing helpful information
- Provide valuable content in return for contact in information (create eBooks, tip sheets, whitepapers, etc.)

Content marketing generates **3x** as many leads as traditional marketing, but costs **62%** less

Close

- Use email and marketing automation to reach out with relevant information at optimal times
- Nurture leads based on expressed interest
- Analyze marketing efforts using closed-loop reporting

Companies that excel at lead nurturing generate **50%** more sales-ready leads at a **33%** lower cost

DELIGHT

- Continue to engage with your customers to ensure you're providing a remarkable experience
- Customize customer's experiences on your website

88% of consumers have read reviews to determine the quality of local business



Inbound Marketing Tools

ATTRACT



SEO



Blog



Website



Social



Ads

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CONVERT



CTAs



Landing Pages



Forms

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Email



Marketing Automation



CRM



Contacts



Lead Scoring

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DELIGHT



Hubspot Connect Integration



Smart Content



Transactional Email



Reporting & Analytics

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Want to more about implementing
a **Recruitment Marketing Platform**
in your company?

Contact Design By Indigo on

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