



## ***Integrated Recruitment Marketing***

If you are not attracting quality or diverse selection of jobs seekers, your team needs to reflect on its **Recruitment Marketing Strategy**—how you showcase your company, its vision, your local region, the job's challenges and your career benefits to the job seeker.

Businesses are beginning to recognize the need to have strategies for attracting and retaining quality employees. “Good businesses” perform the functions for hiring and firing workers. “Great businesses” distinguish themselves in attracting “Class A” talent and offering a challenging and responsive work environment to develop their potential.

An increasing number of businesses and organizations are finally recognizing that employment opportunities are products. <sup>1</sup> When promoting any new product or service, there must be careful consideration to design, presentation, diverse media channels, servicing and supporting. The same should be applied in recruitment marketing.

### **Facts <sup>2</sup> on Recruiting in the Next Five Years**

- ◆ 38% of hiring managers surveyed by CareerBuilder stated that they are facing difficulties finding qualified talent
- ◆ Only 20% of employees in any designated market sector are actively looking for jobs will respond to job advertisements. Of the remaining 80% approximately, 75% are passive job seekers who are open to hearing about alternative career opportunities
- ◆ Companies continue to focus on this smaller pool of active candidates for their staffing needs. A survey of 100 staffing managers for Fortune 1000- size companies indicated that 75% of their efforts were focused solely on active candidates.
- ◆ 30% of all passive candidates in the WetFeet.com survey say they investigated employment opportunities with a company as a result of seeing their employment ad and 28% did so after seeing a general, branding or non-employment ad.

### **The Old Way... *Add-on Advertising***

Most companies, having job openings, post them in newspaper classified or online. As these jobs remain unfilled or the company grows, the strategy will be to “add-on” new advertising venues. Most often, ***Add-on Advertising*** is not evaluated for results or designed to build on other media. They are focused solely on active job seekers. Furthermore, “Star talent” do not post their resumes. They are considered passive job seekers and need to be reached in other ways.

But companies are desperate to fill positions. They throw \$ at the problem and often waste money on interviewing unqualified candidates or ones that will are not a good fit.

## The New Way ... *Integrated Recruitment Marketing*

The Revolution in Recruitment Marketing is showcasing your company with supportable claims. It is understanding and managing every interaction that creates an impression of your company. Your press releases, job descriptions, website, letters, advertisements are branding your company to future personnel. It is building your Employer Brand and long term Recruitment Marketing Strategies that are integrated into your Business Strategy and create competitive advantage.

***Integrated Recruitment Marketing*** focuses on developing an integrated media approach to reaching and engaging potential candidates. It combines advertising, online marketing and social media with networking at local events (job fairs, trainings) to gain traction for the Employer Brand and [showcase your company](#) to potential employees.

Showcasing company's inspiring work environments **creates top-of-mind awareness**. Creating work environments that promote "people agility" across jobs and organizational boundaries is the next imperative for companies seeking competitive advantage through their talent.

By developing an ***Integrated Recruitment Marketing Strategy*** your company stays ahead of the competition for talent that is essential to future growth.

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<sup>1</sup> Dr. Jon Sullivan ere.net <http://www.ere.net/2008/06/02/talent-management-analytics/>

<sup>2</sup> Boston Globe Media  
[http://bostonglobe.com/uploadedFiles/advertiser/Data\\_Center/Marketing\\_Solutions/Whitepapers/Balanced\\_Recruiting.pdf](http://bostonglobe.com/uploadedFiles/advertiser/Data_Center/Marketing_Solutions/Whitepapers/Balanced_Recruiting.pdf)

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