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RECRUITMENT INNOVATION



ULTIMATE GUIDE TO RECRUITMENT MARKETING:

Part 3 - Programmatic, Digital Marketing + Social Media Strategies

In our previous e-books, we talked about **solidifying your employment brand** and **developing your career site**. Now it's time to enter the stage of attraction. Essentially, this is the development of a marketing strategy similar to one that is created and used for products and services but focused on recruiting.

There are many ways to reach job seekers, both digital and traditional, including: open houses/job fairs; text, email and direct marketing; employee referral programs; boomerang campaigns to rehire employees who have left; print; radio; and more.

However, we've found that some of today's most successful approaches for attracting candidates can be broken down into three recruitment marketing strategies:

- 🗨️ **programmatic advertising**
- 📊 **digital marketing**
(which includes search, display and retargeting)
- 🗣️ **social media**

In this e-book, we will look more closely at these key strategies and provide insight and actionable information to help you create the most effective strategy for your hiring needs.





These days, job seekers have a variety of options to choose from within the job market. They also have access to many different tools and platforms that make their job search so much easier than it was years ago. Our data tells us that hiring talented and quality individuals is a critical and often difficult task. Your recruitment marketing strategies determine the amount and type of candidates who apply for a specific job opportunity – and that means you must execute effectively from the moment your company decides you need to hire up to when that candidate actually applies. We're happy to share our insights in this e-book and help you refine and implement your strategies.

Allison Padgett, NAS Director of Digital Marketing

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COMMON TARGETING CHALLENGES AND STRATEGIES

In order to better target your marketing efforts, we developed some candidate strategy archetypes to help you classify your talent pools. We also outlined which strategies are most effective in reaching these types of job seekers.



THE UNICORN

Unicorn Hiring is when you are looking for a candidate (or a small number of candidates) with a very specific skillset. Perhaps it is someone with hard-to-find technical knowledge or a highly specialized healthcare professional. Here, you must be very targeted in your approach. This is almost like a micro-targeting challenge. The best tactics include:

- Niche media
- Email
- Display
- Programmatic



TARGET #2

THE SUPERNOVA

Maybe you need to hire a large group of retail workers for the holiday season. Or you have a critical shortage of nurses in your ICU. Supernova Hiring requires a strategy with a concentrated burst of attraction, fast recruiter response and quick onboarding. The most effective strategies include:

- Niche Media
- Email
- Search
- Display
- Programmatic
- Landing Pages
- Social
- Marketing Outreach
- Virtual Events



TARGET #3

THE MARATHON

Marathon Hiring is when you have a position where you know you will always need a flow of candidates – any role where there are less candidates than there are jobs. In this scenario, you need your full bag of tricks. Do everything possible to keep the candidate flow going and always look for new approaches to stay fresh and reach new job seekers. Your holistic strategy should include:

- Niche Media
- Email
- Search
- Display
- Retargeting
- Programmatic
- Social
- Marketing Outreach
- Virtual Events
- Evergreen requisitions
- Job family page
- Referrals
- Partnerships

2.

TARGETING THE PASSIVE CANDIDATE

If you intend on targeting **passive** candidates, we suggest the following paths:

⇒ EXPLORE CURRENT RESOURCES

Re-engage job seekers from your current talent resource databases, including your CRM, ATS and LinkedIn network.

⇒ ENHANCE YOUR NETWORKS

Your employees are natural recruiters. Their personal and professional networks are built up of other potential qualified candidates and they can connect with them on behalf of your company in a very authentic way.

⇒ THE SOCIAL MEDIA ADVANTAGE

Social media allows you to search for keywords and hashtags that are trending within your industry and spark a conversation with those professionals. Social further defines your search strategies with the categorization of specific candidate requirements and criteria.



While we focus so much on the active job seeker, including the passive candidate in your strategy is often overlooked. What is not as well known is that passive candidates can be the top source of talent, as much as 73%, and should be targeted in tandem with the active candidates.

Katie Gallagher, NAS Account Director



⇒ TRAIN YOUR TEAM

Potential candidates can quickly become disinterested in your offerings if the talent outreach efforts come off as aggressive or too much like a sales pitch. Teach your talent acquisition team the value of building a relationship and educating candidates on why they should work for you.

⇒ PLANNED “MEET-UPS”

A more personable way to attract candidates is having virtual or in-person meetings to answer questions and speak on behalf of the company’s brand, culture and resources.

⇒ BE PROACTIVE AND PASSIONATE

After putting in the time and energy to find those new candidates, it is beneficial to be honest about your efforts. You can lead into the conversation by telling the candidate how you found them, why you are interested and what you have to offer. Remember to follow up regularly with your candidates, leads and referrals. There is nothing more valuable in recruitment than a one-on-one connection, and no one likes to be ghosted.



FINDING YOUR PROGRAMMATIC POWER

There is a true power in utilizing **programmatic advertising** when attracting candidates to your business. Over \$147 billion will be spent worldwide on programmatic advertising in 2021. Programmatic media buying is the real-time purchase or sale of ad space. The advantage is that it creates automated recruitment spend distribution.



Our goal is to help you maximize your recruitment budget to optimize the applicant flow from PFP (Pay For Performance) media like Indeed, ZipRecruiter, NEXXT, JobCase, etc. Managing an effective, ongoing programmatic campaign requires expertise. NAS has programmatic media specialists that understand the technology, the media and the bidding process.

Chris Knott, NAS Account Director

QUESTIONS TO CONSIDER:



Do you find that your job postings are not converting the intended candidates?

Have you been uncertain about the best way to target your candidates?

Do you optimize your media campaigns to boost traffic?

Are you effectively allocating your budget across your positions and media channels?

PROGRAMMATIC ADVERTISING WILL:

- Create a guaranteed ROI
- Provide insight into job postings + budget strategy
- Optimize total clicks and applications
- Decrease the cost-per-click, cost-per-apply and overall ad spend
- Optimize your price per click, apply or candidate by key metrics
- Develop in-depth analytical reports
- Automate a tedious and time-consuming process





BUILDING A PROGRAMMATIC PARTNERSHIP

With NAS Programmatic, we make programmatic advertising attainable and advantageous to your business. Our platform and approach offer an easy way to sponsor your jobs, set bids and budgets and analyze performance.

This form of media buying provides real-time job performance insight, optimized price per clicks, automated acquisitions and strategic budget allocation in alignment with your business goals. We can target, optimize and drive traffic to positions that are difficult to fill. In working with NAS Programmatic, you receive real-time bidding, greater efficiency, flexibility and in-depth analytics. We help oversee your budget so you can make decisions that generate the best results.

Programmatic advertising has transformed some of our clients' conflicts into success stories. A large healthcare client of ours was able to set higher bids with target sites, offer title variations to increase search options and expand location search options. Within three months, the client received 13,000 clicks and 200 applications. **Read more** of our success stories.



5.

DYNAMIC DIGITAL MARKETING STRATEGIES

Digital marketing is the core of all recruitment campaigns. It increases your completed applications, raises awareness of your brand and reaches active and passive job seekers.

Digital marketing can be implemented through Google AdWords, display advertising, retargeting and geofencing.

QUESTIONS TO CONSIDER:

Do you know if your messages are reaching the proper candidates?

Do your jobs show up in a Google search?



Are you using paid search engine advertising to get in front of a larger candidate pool?

Does your landing page align with your marketing efforts?



I always remind our clients that Digital Advertising is an important strategy. Rather than just compete with your competitors on the job boards, you can also get your employer brand in front of active and passive candidates when they're searching on Google as well as give new or current career pages or job postings a boost. Digital advertising can bring in a high volume of applicants in a short amount of time from either a very specific geographic location or nationwide.

Mike Shaughnessy, NAS Account Director



6. Google ADVERTISING GROWTH

Choosing search and display digital advertising allows you to control your messaging and build your brand by effectively targeting your audience.



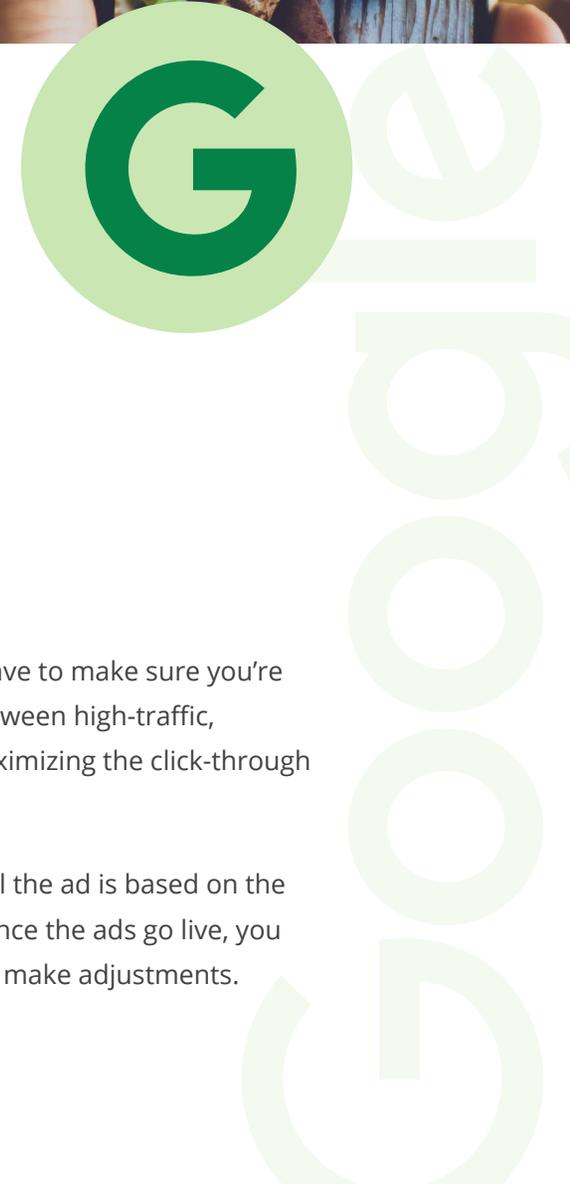
✓ DISPLAY ADVERTISING reaches 90 percent of Internet users worldwide.

This is where the retargeting and managed placement comes into play. Your job ads will target the passive job seeker who may see your ad and want to learn more.

✓ SEARCH ADVERTISING is internet marketing where companies bid on keywords and pay a fee anytime their ads are clicked on. This allows companies to only pay when candidates are actually engaging with the ads – thus, no ad spend is wasted in the process of advertising this way.

Now that you know the two advertising growth avenues, it's time to conduct **keyword research**. You have to make sure you're bidding on keywords that are relevant to the position you want to fill. After finding a happy medium between high-traffic, commercialized and low competition terms, you can discover the lower average cost-per-click while maximizing the click-through rate. These lead to the candidate conversions.

One of the many goals is to generate the best **Quality Score** – a 1-10 metric that determines how useful the ad is based on the user performing the search. A higher quality ad might result in lower pricing with better ad positions. Once the ads go live, you can optimize them by evaluating which ads are higher performing in connection with the keywords and make adjustments.





MOST POPULAR DIGITAL ADVERTISING METHODS

When it comes to picking the best strategies to optimize your recruitment advertising, we broke down the four most commonly used methods below.



SEARCH ADVERTISING

Although many assume Google is primarily a search engine, it actually provides one of the most commonly used routes for advertising. Their service allows you to position your website higher in the search results with select keywords that will help the job opening or company stand out to users. Every time the ad gets clicked, you pay a CPC (cost-per-click). This method reaches a specific and broad audience of both passive and active candidates in a cost-effective manner.



DISPLAY ADVERTISING

Similarly, display advertising increases visibility of your website through paid banner placement. There are several benefits to this type of advertising: the ability to use imagery to capture the attention of the candidate; the incremental building of awareness around your employer brand; and certain targeting options that aren't available through search marketing, which allows your job posting to get in front of passive but very desirable candidates.





A broad campaign setup is usually the best way to make sure you are not missing any opportunities to reach active job seekers, as well as passive candidates. Once you have identified methods that work better for certain positions, you have the ability to optimize and shift budgets between strategies accordingly.

Ina Kobilis, NAS Account Director



RETARGETING

Retargeting uses display banner advertising to target audiences who have visited or navigated through your website or social platforms before. Regardless of the reason the user left your page, the retargeting method will keep your employer brand present in their mind and pull them back to complete their application. It's proven that 25% or less actually apply on the first visit. Re-engaging job seekers who have previously interacted with your job postings or visited your career site is usually less expensive than targeting new leads.



GEOFENCING

This technique uses location-based technology to directly target candidates and job seekers in your chosen market areas. You create a "virtual fence" that reaches a direct audience. This is incredibly effective when looking to attract job seekers on a college campus, at a conference or job fair or even near a competitor location. This method brings about a more specialized, niche candidate.

All in all, each of these methods can be used to optimize your audience reach in the advertising space. It is important to consider all possible opportunities for candidate retention when advertising new job postings. To ensure effective ad campaigns, we offer to set up, manage, optimize and analyze results of our clients' campaigns.

NAS DIGITAL CASE STUDY

NAS Digital, our team of digital marketing experts, has executed effective strategies for many of our clients. Cardinal Health needed to increase the volume of their candidates and applications for warehouse positions in nine markets. We used search, display and retargeting campaigns. The results were astounding, with 702 applications, 76,272 impressions and a \$1.01 cost-per-click rate, which was 57 percent below industry average. **View the full case study.**

As a Google-certified partner agency, we continue to redefine and restructure strategies based on the results and analytics. We pursue optimal ad performance for the long- or short-term, dependent upon our client's highest need. After accessing your needs, we select the most efficient digital strategy to boost your targeted reach. We continue to adapt your budget allocation based on client feedback and reported results.

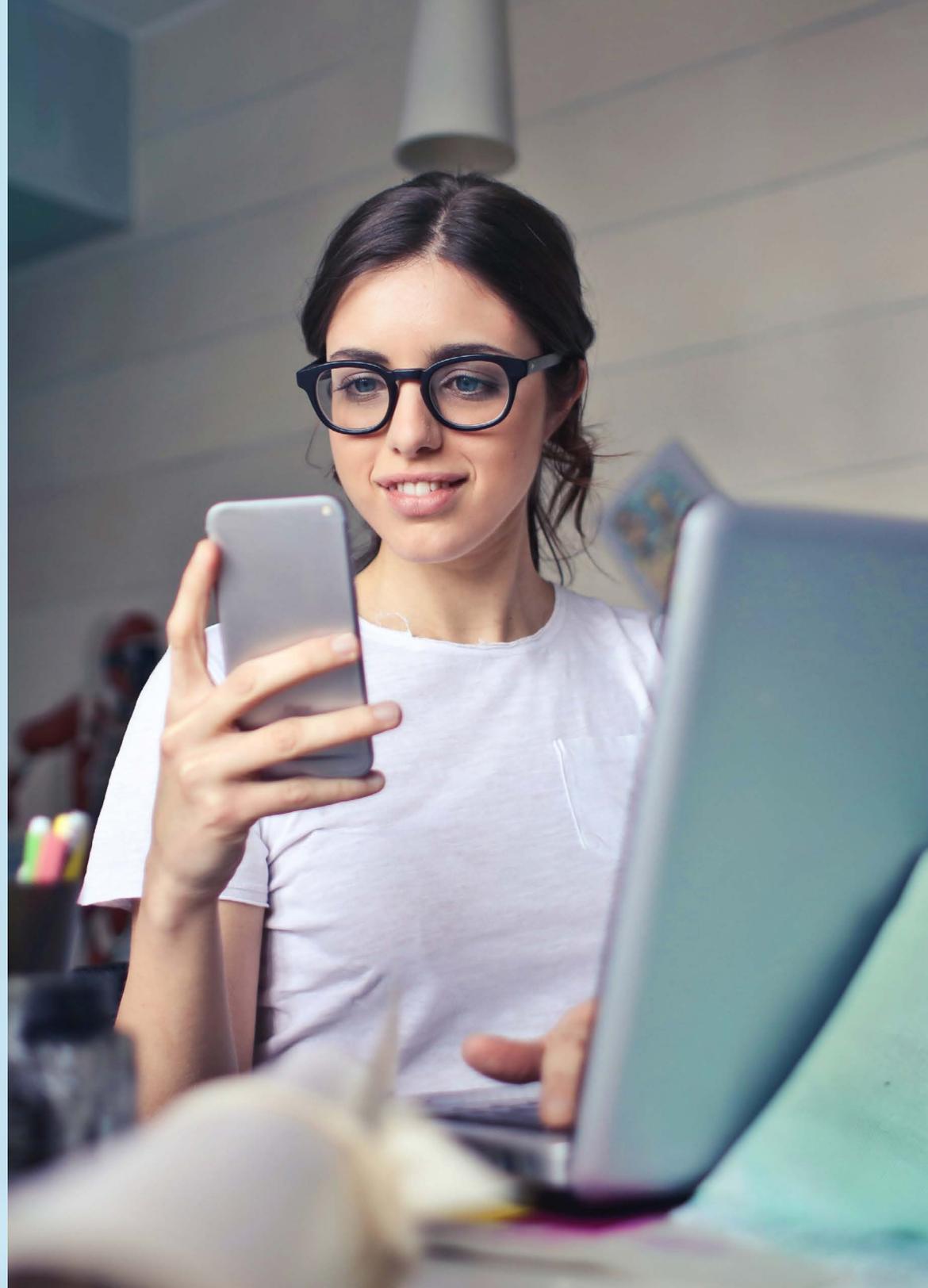




SOCIAL MEDIA SOLUTIONS

With nearly 3.5 billion users worldwide in 2021, a 13 percent jump year over year, social media is essential in bridging the gap between you and your candidate. **Social media** gives your business the opportunity to create an entire brand identity and communication channel to connect with candidates in a more personable way. In fact, recent studies indicate that 94 percent of recruiters are now using social media for talent recruitment.

On average, users spend 2 hours and 25 minutes per day on social media across eight accounts – 40 percent of those users are on it for work-related reasons. Since this number is exponentially increasing, job recruiters are constantly using it as a valuable resource – 85 percent of employers said social media has helped them find and engage with passive job seekers.





With 81 percent of the U.S. population active on at least one social media channel, the talent you want to engage is there. Additionally, a reported 59 percent of candidates utilize social media to research companies they are interested in working for. Organizations should be active and post often to their social media channels, which will help promote your culture, reinforce your brand and interact with potential candidates. Candidates are interested to learn about your organization and what it's like to work there. The more you share, the better. Your NAS Strategy Team can assist with developing engaging content as well as managing your social media strategies.

Tina Gotter, NAS Account Director



QUESTIONS TO CONSIDER:

Do you use social media as an outlet to recruit potential candidates?

Are you hoping to build relationships with your potential candidates?

Do you have a strong social presence and high engagement?

Do your social channels put your employment brand in the best light?

Do you have both organic and paid social strategies in place and metrics to analyze the results?

Do you know what to post and how to caption and hashtag across your social media?



FACEBOOK-FORWARD RECRUITING **f**

Facebook has 1.84 billion users who visit the social networking site on a daily basis. This makes it one of the most effective, forward-facing ways to reach your candidates. You can reach an audience on Facebook with a headline, clear call-to-action, relevant messaging, an appealing image or video, shared interests and location targeting.

Paired with Instagram, these ads can reach candidates who might not already follow or like your page. In addition to paid traffic, ads with a high level of interaction – likes, shares, comments – create organic traffic as well. One user may see a friend or colleague interacting with a post and check it out, creating additional free traffic and **building your audience and brand awareness.**



WHY WORK WITH NAS SOCIAL?

At NAS Social, we work to create an all-encompassing social media strategy. We start with a social audit of your company where we evaluate your current reputation and presence in correlation with your competitors. Then, once we have an idea of where you stand, we create an editorial calendar with a posting schedule and customized content.



Track record of quantifiable success in recruitment marketing



Constantly adapting strategies to social landscape



One-on-one strategic assistance and online management



Cross-platform knowledge and tools

- If you are missing or overlooking social outlets that could benefit you, such as LinkedIn, Glassdoor or Facebook, NAS can create profiles to further enhance your employer brand.
- Promoted posts have been another proven promotion strategy to spread brand awareness and target specific social users.
- Many companies don't have time to manage, create content, post, boost and engage, so that is why outsourcing to NAS can be cost and time effective. However, NAS also believes in educating and empowering you to build your own social presence, so for those clients who want to maintain their own social brands, but may not know where to start, we offer Social Media Ambassador Trainings. This allows you to learn social skills specifically for recruiting.
- Finally, companies are beginning to adopt and explore other social media platforms, including Snapchat, Instagram and TikTok, that may be effective in reaching different audiences with their recruitment messages – and we can help you understand and implement campaigns here, as well.

9.

LEVERAGING YOUR LANDING PAGE

Here are some recommendations for creating and implementing a highly successful landing page for your recruitment marketing campaigns:

- ★ A cohesively **branded landing page** that aligns with your marketing efforts creates brand awareness for the candidates.
- ★ The **content** and **copy** on your page speak directly to the target audience, setting you apart and inspiring them to apply.
- ★ **Keyword-rich content** is evaluated and ranked by search engines; if deemed directly related to the candidate's needs, your website appears higher in Google search ratings.
- ★ A clear **call-to-action** via either a direct link to related jobs or a quick form connects candidates to an application or recruiters. If this is missing from your page, they will have no way to take those next application steps.
- ★ These landing pages can be used for **short-term campaigns** targeted at hard-to-fill positions or for ongoing **long-term efforts** with key job families.



As a practitioner, let me offer one final thought: your marketing strategies can only convert applicants if you are leading them to a relevant landing page. Most businesses will lose that connection with their potential candidate because of a poorly designed, unlinked or misinformative landing page. The destination and call to action are two of the most important – and oftentimes overlooked – elements of campaigns. Campaign success is not measured in vague interest but by concrete action taken by the candidate – often the result of a successful landing page.

Ashley Kauffman, NAS Director of Analytics

10.



NEXT STEPS + STRATEGY IMPLEMENTATION

The NAS team will listen, develop and execute your next successful marketing strategy. We ensure your recruitment marketing message is in front of your audience at the right time and the right place. We leverage your programmatic, digital marketing and social media strategies by analyzing where you are currently and setting up a customized plan to increase your candidate interest and application completions. NAS Programmatic, Digital and Social campaigns are designed to result in improved candidate volume and applicant quality.

Jennifer Henley, PHR and SHRM-CP, NAS Chief Client Officer

If you are interested in learning more about implementing these strategies, contact NAS today.

CONTACT NAS