

WHO you should I know **IN** **RECRUITMENT** Marketing

New ebook features interviews with
8 women pioneering recruitment marketing

The Featured Marketing and Talent Acquisition Powerhouses



Polly Brady

Digital Marketing Director, Profiles

Gina Chisholm

VP, Marketing & Technology, KellyMitchell Group

Lauren Jones

VP, Talent, Volt

Maggie Lower

CMO, TrueBlue

Crissy Russo

VP, Marketing, Nelson

Karissa Sachs

VP, Digital Strategy, Kforce

Mandy Walker

Director of Marketing, Motion Recruitment Partners

Erica Woods

Manager, Contractor Programs and Philanthropy, Apex

RECRUITMENT MARKETING.

IT'S NOT JUST ANOTHER INDUSTRY BUZZWORD.

U.S. EMPLOYERS added to their payrolls for the 103rd straight month. That's a record-breaking streak of more than eight years of continuous job growth. Add to those hiring numbers the fact that the unemployment rate is the lowest it has been in over 50 years, and there's no denying it: this is one of the greatest times in recent history to be a job seeker. For staffing and recruiting firms, it also marks a historic moment. It's the dawn of a bold, intentional, and digitally savvy approach to recruitment marketing.

Today's candidates know they are wanted. A list of requirements on a job board or a company's website is not enough for recruiters to capture their attention any more than cold calls, email blasts or job fairs are. What can cut through the noise? Sustained and strategic marketing programs. Programs that touch every phase of the talent acquisition life cycle. Programs that combine innovative and user-friendly digital engagement with traditional recruitment efforts to reach passive and active candidates. And programs that highlight a recruiting firm's industry and job market expertise.

"Marketing, as a strategic aspect of recruiting, has never been more important. Forward-looking staffing and recruiting firms will invest in thought leadership programs that prove their mastery of their respective segments and encourage candidates to approach them for mutually profitable dialogues. And those firms that combine AI with recruitment marketing—for the purposes of identifying the best passive candidates, connecting with them, and ensuring immediate responsiveness at all times—will see tremendous ROI."
- **Vinda Souza**, Vice President, Global Communications, Bullhorn

Across the staffing industry, from global players to smaller specialist firms focused on a skill population such as industrial, healthcare or technology, recruitment marketing is becoming an essential way to increase engagement. The most successful recruitment marketers are using the best of digital technologies to support both candidates and their clients. For example, they are ensuring engagement efforts are simple and smart, catering to a tech-centric world in which people are used to instant access and getting what they want with just a swipe or two on a smartphone. They are also leveraging recruitment data and analytics to tie their results to business growth. It's work that boldly embraces emerging tech and business strategy alignment, and a pioneering group of recruitment marketers are succeeding in making it the new path forward for their staffing companies.

In this piece, we profile eight of them, introducing you to industry groundbreakers who are embracing recruitment marketing tools and methodologies and seeing measurable success, including the holy grail in talent engagement: ROI. We invite you to learn how they are transforming their recruitment life cycles and, despite the odds and unemployment numbers, winning the talent engagement game.

Leslie Vickrey

Founder and CEO
ClearEdge Marketing

Alexandra Kane

Head of Marketing
Sense

PRESENTING

Polly Brady

Company: Profiles

Title: Digital Marketing Director

Polly Brady is the Digital Marketing Director for Profiles, a two-time consecutive winner of the 2018 and 2019 Best of Staffing Client & Talent Satisfaction Awards by ClearlyRated. A digital marketing veteran with 15 years experience previously working at R2integrated and AARP.



WHEN IT COMES TO RECRUITMENT MARKETING, Polly Brady, Digital Marketing Director at Profiles, is an early pioneer. Profiles began investing in digital marketing efforts in 2011, building a data analytics program designed to generate an increase of quality visitors to the website and grow their candidate database. It was an investment that continues to pay off. To this day, Profiles does not need to use major job boards, resume banks, sourcers, or offshore recruiters to attract and engage talent.

When it comes to digitally driven recruitment marketing efforts, Brady is clear: Executive buy-in is key. Brady has often presented lead generation and brand strategies to CEOs of staffing firms. She noted that once the C-Suite is bought in on the strategic approach and forecasted results, the questions shift to focus on the cost of resources. How much should be spent on recruitment marketing? How to recruit digital marketing professionals? What does the department structure look like? What is the average salary for these digital resources?

Since CEOs are cost-conscious about investments, Brady advises recruitment leaders to frame the conversation of investing in digital marketing around how it can help the business control costs and scale production at the same time. Thanks to analytics, we can create

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BRADY IS CLEAR: EXECUTIVE BUY-IN IS KEY.

a forecast before spending any marketing dollars. Once a campaign is live, performance is managed and optimized to align with the forecast.

With experience, an ROI benchmark is defined and all future investments will work towards meeting or beating that benchmark. The recruitment marketing strategy will evolve with the pruning of low-performing sources in order to make room for new additions that are accompanied with a bright forecast.

Executives like having the metrics to assess how recruitment marketing is impacting the business. Brady advises presenting this data to CEOs “at a high-level which showcases sales and gross profit per channel. Then begin to drill down source performance by office, employment type, job title, and time to fill. Close with a summary of findings that articulate recommendations to the candidate experience that the business can make to improve applicant, placement, and attrition rates.”

For those just starting out, these metrics are essential to secure executive buy-in and fuel ongoing success of your digital program. “When launching a new digital marketing strategy for a company, it is important to create an initial performance benchmark and then set the goal to improve upon that benchmark,” advises Brady. “Start small. Test a lot. Once you hit a sweet spot to where a campaign is optimized and paying dividends, then begin to pull the levers of expanding the investment into additional targets, audiences, geographies, etc. based on the business needs.”

PRESENTING

Gina Chisholm

Company: KellyMitchell Group
Title: VP, Marketing & Technology

Gina Chisholm is Vice President of Marketing and Technology for KellyMitchell Group. She is also Co-Founder and Vice President for the Pulmonary Fibrosis Society in St. Louis, and on The Magic House Young Professionals Board and a volunteer at St. Louis Ovarian Cancer Awareness.



GINA CHISHOLM, VP of Marketing & Technology at KellyMitchell Group, knows that recruitment marketing is mission critical. "If staffing companies want to stay relevant, they have no choice but to weave recruitment marketing heavily into their ecosystem," said Chisholm. "Without it, they'll be left behind."

The buyer's market, according to Chisholm, is driving recruitment marketing to the forefront of the talent acquisition industry. "As the unemployment rate decreases, we find ourselves in a buyer's market," said Chisholm, who has been in the industry for 10+ years. "Job-seekers have the luxury of purchasing their 'commodity' (in this case, their next job) from a number of sellers. As a result, staffing firms depend on attention-grabbing recruitment marketing to attract buyers in the same way that retailers depend on marketing."

Chisholm notes that there is one major misconception of recruitment marketing that she fights against. The idea that automation replaces process. "This can sometimes be true; however, the majority of apps, tools, and technologies being developed today were created to enhance processes, not wholly replace them," said Chisholm. As an example, Chisholm shared that KellyMitchell uses marketing automation tools to

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AUTOMATION TODAY DOES NOT REPLACE, BUT RATHER ENHANCES PROCESS.

send e-newsletters and conduct weekly outreach to their consultants. The four-time, consecutive winner of Best of Staffing's Client Satisfaction Award also uses automation to remind their recruiters and account managers when their consultants reach certain milestones. But ultimately, the actual outreach is done by the recruiters and account managers themselves.

Chisholm stresses that getting stakeholders to see the value in both the automation and the live outreach can be challenging. "Recruitment firms need to spend the time needed to measure the return on investments related to candidate marketing," said Chisholm. "At the very least, they need to come to a consensus on how to define the success of a given tool. A successful marketing campaign, by design, is intended to evoke certain subjective feelings and emotions. But that doesn't mean that the impact to the firm's bottom line can't be objective."

PRESENTING

Lauren Jones

Company: Volt
Title: VP, Talent Acquisition Resources

Lauren Jones is Vice President of Talent Acquisition Resources & Strategy for Volt Workforce Solutions. She is also Vice President of Communications and a Board Member for the National Charity League, Inc.



ACCORDING TO LAUREN JONES, VP of Talent Acquisition

Resources at Volt, the idea that more marketing equals more candidates is a false narrative that gets a lot of traction across the talent acquisition industry. "That is not the case. Often times I have found that the knee-jerk reaction to a fulfillment issue is to simply increase lead generation efforts. In actuality, you need to be smart about what you put out," said Jones.

"Brand loyalty doesn't come from throwing disingenuous content on the internet. It comes from a concerted, focused, and most importantly, authentic multi-pronged effort to get the desired results," emphasizes Jones.

Rather than throwing marketing dollars toward lead generation, Jones advises recruitment leaders to think critically about the messages they want to convey as well as how and where to best convey them. That requires a thoughtful approach. "You might, for example, want one of your company's cultural values to shine, such as transparency," said Jones. "For that to resonate, find concrete examples of your employees living, breathing and benefiting from the company's transparency. Check out the reviews of your company on Glassdoor, Google My Business, and Yelp. Think about how they shape a candidate's initial perception of your organization."

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IT IS PARAMOUNT THAT COMPANIES TAKE TIME TO MANAGE REVIEWS, RESPOND TO FEEDBACK AND ENCOURAGE THOSE CANDIDATES THAT ARE PLEASED WITH THEIR EXPERIENCE TO ADD REVIEWS.

According to Jones, it is paramount that companies take time to manage reviews, respond to feedback and encourage those candidates that are pleased with their experience to add reviews. That's where unique traits that make a company's employment brand stand out can come alive in an authentic, candidate-driven format. Candidates can and do ghost companies that fail to communicate and demonstrate the "what's in it for me" factor. Responding to and cultivating genuine reviews is one way to turn potential ghosts into curious candidates.

Jones also advises those crafting recruitment marketing strategies to consider the various recruitment activity metrics that should be used to gauge success. "The activity metrics I look for are interviews, placements, quality checks and redeployment calls. These are all activities that drive results, so you need to account for them."

For Jones, finding the right digital opportunities to communicate an authentic, worthwhile employment story that speaks to candidates is what makes the critical recruitment difference. "These days, people want fulfilling work," said Jones. If recruitment marketers can demonstrate employee and consultant fulfillment within their organizations through strategic, multipronged marketing outreach, all of those recruiting metrics will begin to rise. In addition, more genuine content from satisfied candidates and employees will pour onto review sites and generate good brand buzz. It's how good recruitment marketing creates a positive feedback loop that drives greater talent engagement.

Maggie Lower

Company: TrueBlue

Title: CMO

Maggie Lower is the Chief Marketing Officer for TrueBlue. Prior to this, she led marketing for Alight Solutions and Aon, and previously held executive roles at Bank of America. She is also a mentor for The Marketing Academy U.S. Mentoring Program and HERoes Mentoring Programme.



MAGGIE LOWER, CMO OF TRUEBLUE, knows that recruitment marketing will be woven into their business, and she sees ample opportunity for recruiters to embrace today's digital technologies and tools. "The industry really is changing every day. You need to have both digital tools and a human recruiter," said Lower. "We will see more and more investment in digital tools related to sourcing, finding new candidates, and employee branding, but the brick and mortar footprint won't go away. Speaking to a human still really matters."

These days, she sees the opportunity to cast a thoughtful but wider net, by partnering more closely with both the Delivery and Marketing teams. To that end, PeopleReady (a TrueBlue company) launched their "I Am Ready" video campaign to convey their mission of connecting candidates with work in a people-centric way, as opposed to a "candidate"-centric way. The effort got them the Bronze Stevie Award for Corporate Overview from the American Business Association for #iamready.

Lower's advice in creating an impactful campaign for your company? "Bring divergent viewpoints to the table and get to the zeitgeist," she said. "I Am Ready" showed how real people, or real candidates, see themselves as hard-working and willing to roll up their sleeves, while conveying that PeopleReady believes they are deserving of good opportunities.

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WE WILL SEE MORE AND MORE INVESTMENT IN DIGITAL TOOLS RELATED TO SOURCING, FINDING NEW CANDIDATES, AND EMPLOYEE BRANDING, BUT THE BRICK AND MORTAR FOOTPRINT WON'T GO AWAY. SPEAKING TO A HUMAN STILL REALLY MATTERS.

But how did TrueBlue get to the zeitgeist? With an empathetic candidate-first focus. "When it comes to recruitment marketing, that can be powered by digital tooling and technology," said Lower. "Like with any retail business experience a consumer has worked with before, the technology helps that business become smarter every time the consumer interacts with them. Why should staffing firms get a pass?"

Lower and her team are keenly aware of how much candidates want recruiters to understand them and see how technology is a way to get to that understanding and make the job search a bit easier. "They wish applying for a job with a staffing firm were like using any other app, where your information is pre-populated because that app already knows you. Candidates wish staffing firms would hold themselves to that same standard," said Lower.

Crissy Russo

Company: Nelson
Title: VP, Marketing

Crissy Russo is Vice President of Marketing for Nelson, and an industry leader with a 15-year background in consumer, product and enterprise marketing. She previously led marketing for RiseSmart (a Randstad company).



TO CRISSY RUSSO, VP of Marketing at Nelson, recruitment marketing isn't just about sourcing new talent. She looks at it from a retention standpoint. "It's not always a top-of-the-funnel game," said Russo. "Recruitment marketing needs to shift from just bringing in bodies to keeping candidates through redeployment. There is obviously always the need to source new candidates, but it's how you manage the influx that counts."

Over the course of her career, Russo has seen the war for job orders among staffing firms become a war for talent, and shift back to a war for orders as the economic tides shift. It's a cycle, and according to Russo, recruitment marketing is a way to manage a steady talent pipeline regardless of the state of the economy.

When it comes to mistakes she often sees recruitment firms making, the common theme is a lack of redeployment. Firms fall into the mindset of being so focused on filling an order that the candidate is forgotten. "Once recruiters fill their orders, they're onto the next. They're often too busy to keep the names of those who they've placed top of mind—details like that maybe not seem important in the moment, especially after a task has been crossed off the list, but that's far from the case," said Russo.

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RECRUITMENT MARKETING NEEDS TO SHIFT FROM JUST BRINGING IN BODIES TO KEEPING CANDIDATES THROUGH REDEPLOYMENT.

Stressing that redeployment is a huge area of opportunity that can be powered by marketing, Russo shared how it can work in practice by thinking about marketing efforts as engagement campaigns. “Create candidate touch points along the employment journey,” explained Russo. “If a candidate has a work anniversary coming up, style a personalized email to wish them a happy anniversary. Give them opportunities to refer friends and colleagues or, better yet, offer a bonus or gift card incentive to get their referrals.”

Russo also warned against limiting recruitment marketing outreach to the inbox. “Utilize different methods of communication like texting, video marketing, video job ads,” said Russo. “Think about the way people inherently use these communication and information channels. A simple check-in with a newly deployed candidate can easily be done over a quick text message. But more complex ideas, like conveying a company’s mission and culture, may be best for a rich, engaging media, like video.”

Karissa Sachs

Company: Kforce
Title: VP, Digital Strategy

Karissa Sachs is Vice President of Digital Strategy and Talent Acquisition for Kforce, where she is responsible for the firm's strategic vision and oversight of execution. As a senior leader, her career spans over 15 years in the staffing industry.



KARISSA SACHS, VP of Digital Strategy at Kforce, believes recruiters need to start thinking like marketers in order to keep up with the ever-changing talent acquisition landscape. “Gone are the days of throwing your jobs up on several job boards and sitting back, waiting for responses to flood in. Now you must stay in front of your target audience before they even realize that they will be looking for a job,” she said.

Her advice for engaging candidates is to focus on candidates—the ideal ones. “Build detailed candidate personas to develop a dynamic content marketing strategy,” said Sachs. “Discover what your ideal candidate's digital footprint looks like and then get creative. If you're trying to appeal to candidates with technical skills, consider penning a blog post with several tried and true tips for ensuring these skills shine on one's resume. Better yet, substantiate the advice with quotes from their peers—technical candidates who you've placed at employers.”

As you are defining your [digital] recruitment marketing strategy, Sachs noted the importance of ensuring messages align: “Candidates are researching companies on Glassdoor, digging into the corporate culture, seeing if the company's mission and vision align with their goals and beliefs, and so on. Showcasing this holistic picture is critical in attracting the right candidates.”

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GONE ARE THE DAYS OF THROWING YOUR JOBS UP ON SEVERAL JOB BOARDS AND SITTING BACK, WAITING FOR RESPONSES TO FLOOD IN. NOW YOU MUST STAY IN FRONT OF YOUR TARGET AUDIENCE BEFORE THEY EVEN REALIZE THEY WILL BE LOOKING FOR A JOB.

In terms of delivering a whole picture, Kforce has spent the past year-and-a-half addressing “the why” in its marketing messages. Why should candidates choose Kforce? “We consistently publish employee spotlights, create relevant original content that resonates with our target audience, and publish videos showcasing our culture and our emphasis on stewardship and community,” said Sachs.

Sachs also pointed out the crucial role that metrics play and one inherent challenge in attributing marketing efforts to revenue: “As the talent acquisition landscape is changing, so is the need for revenue attribution. There are some activities that directly impact revenue and contribute to the bottom line, but there are other marketing tactics that are simply meant to drive brand awareness. You may not be able to attribute a specific dollar amount to ‘brand awareness’ but make no mistake about it – bolstering your name recognition and profile will impact your bottom line.”

PRESENTING

Mandy Walker

Company:

Motion Recruitment Partners

Title: Director of Marketing

Mandy Walker is Director of Marketing for Motion Recruitment Partners, where she manages agency brands Jobspring Partners and Workbridge Associates. She is also a Big Sister at Big Brothers Big Sisters.



FOR MANDY WALKER, Director of Marketing at Motion Recruitment Partners, her recruitment marketing strategy of late has been focused on scalability and growth while maintaining a focus on personalization and high-touch.

To differentiate, her team has honed in on a recruitment engagement strategy. "One key area of investment for us is our events, where we flex our passion for tech and dedication to the industry," said Walker. "We've created one of the largest tech event series in North America, and we proudly serve a network of over 175,000 tech enthusiasts with the intention of bringing thought leaders together to connect, learn, and innovate."

The most interesting fact about these events is that they aren't even about recruiting. Rather, they're thought leadership workshops in which industry senior leaders present on a successful campaign or program. Topics are as diverse as preparing for a FAANG coding interview or exploring active 3D imaging systems. Gaining wide recognition for these events has given Motion Recruitment Partners a clear brand differentiator.

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ONE KEY AREA OF INVESTMENT FOR US IS OUR EVENTS, WHERE WE FLEX OUR PASSION FOR TECH AND DEDICATION TO THE INDUSTRY. WE'VE CREATED ONE OF THE LARGEST TECH EVENT SERIES IN NORTH AMERICA, AND WE PROUDLY SERVE A NETWORK OF OVER 175,000 TECH ENTHUSIASTS WITH THE INTENTION OF BRINGING THOUGHT LEADERS TOGETHER TO CONNECT, LEARN, AND INNOVATE.

Another focus of Motion is personalization at scale. Motion works with Sense to add automated touch points throughout the candidate journey. Their notable initiatives include text and email campaigns – like a congratulatory email when candidates first receive an offer, as well as emails requesting feedback after their first day on the job. When a contractor's gig is complete, Motion uses technology to re-engage and even redeploy them for new opportunities. By better personalizing these touch points, Motion is able to get real-time feedback and keep candidates feeling enthusiastic and engaged, especially during the critical time between offer and start date.

As a result of this automation, Motion is able to use time they have won back to personalizing the candidate experience. In fact, their recruiters meet every single candidate in person in the office, enabling them to build and strengthen a professional relationship.

While Sense's technology has enabled Motion recruiters to feel warm and fuzzy about their level of engagement with their candidates, they're able to gauge measurable success as well. "Our offer-to-start drop-off rate fell from 8.5% to 5.4%," said Walker. "We've also increased on-assignment satisfaction from 7.6 to 9.0 (on a 10-point scale), and increased net promoter score (NPS) from 24 to 73."

That's recruitment marketing with a measurable impact on talent engagement.

Erica Woods

Company: Apex

Title: Manager, Contractor Programs and Philanthropy

Erica Woods is Manager of Contractor Programs and Philanthropy for Apex Systems, where she also serves as a technical community evangelist. She is also the Co-Organizer of Tampa Tech4Good Group.



ERICA WOODS, Manager of Contractor Programs and Philanthropy at Apex, meets candidates where they are. Literally. When asked about the most successful recruitment marketing strategies she has seen in the industry, Woods responded the greatest results she has seen were from getting involved in the communities in which candidates are already engaged.

For Apex and Woods, this has meant establishing a strong presence at local PMI and IIBA Chapters, technical meetups, colleges, career fairs and programs hosted by Apex's STEM partners. Every month, and sometimes more often, Woods presents career and job search sessions at technology meetups or events like SQL Saturdays and Code Camps. According to Woods, participating in events like these enables her to understand candidates' pain points by hearing their career and job search questions firsthand. It's a practice that has helped her take a more empathetic approach to staffing and the candidate journey.

One place that she has been able to apply the knowledge she has gained is by transforming job descriptions. "Most job descriptions are simply lists of requirements. They focus on what a client or hiring manager needs rather than a balanced mix of requirements and the core information that would

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THE MOST EFFECTIVE RECRUITERS ARE SKILLED AT TRANSFORMING A LIST OF REQUIREMENTS INTO A QUALITY JOB DESCRIPTION THAT WILL ATTRACT AND ENGAGE RELEVANT CANDIDATES.

interest a passive job seeker,” said Woods.


“Candidates want to see what this role will provide in terms of responsibilities, challenges, growth, perks, and more, as well as an overview of the project details, culture, technical stacks, technology roadmap and methodologies. Some of the most effective recruiters are skilled at transforming a list of requirements into a quality job description that will attract and engage relevant candidates.”

In addition to increasing understanding in candidate engagement, Woods is also passionate about the process of increasing information. She has seen many cases where recruitment marketing fails because recruiters are using inaccurate or incomplete information to market from. Oftentimes, Woods explained this stems from simple mistakes by the hiring manager, such as not discussing the benefits/perks the candidate wanted to learn about or not giving the candidate a tour of the facility.

To remedy this, Woods and the Apex marketing team developed a robust content program geared towards hiring managers. It’s a 12-part blog series covering all aspects of the hiring process: from writing a job description and creating a candidate scorecard, to winning a candidate over in an interview, and developing strong retention strategies.

Key Takeaways

As you build out your own recruitment marketing strategy, here are some important points to remember from eight movers and shakers who are leading the way in recruitment marketing.



STORYTELLING WITH NUMBERS

"At Profiles, our CEO, Joe Gambino made the decision to invest in digital marketing in 2011. Applying analytics to our website was first on the agenda. We learned that 99% of our traffic were job seekers and which sources they were coming from. Working backwards from the captured web metrics, we were able to rebuild an optimized website that catered to the job seeker experience. The dividends of the investment produced a 600% lift in organic traffic and an adrenaline shot of applicants to our database. Forecasting and analysis are two of the leading indicators used to make purchasing decisions today." - **Polly Brady**

RECRUITMENT MARKETING ENHANCES BUSINESS STRATEGY

"A successful marketing campaign, by design, is intended to invoke certain subjective feelings and emotions. But that doesn't mean that the impact to the firm's bottom line can't be objective." - **Gina Chisholm**

DON'T FORGET ABOUT THE SALES SIDE OF THE HOUSE

"I have always believed that the sales process STARTS with the candidate. Working in concert with your sales partners is paramount to get results. If you work in tandem with your salespeople to identify which lines of business and which areas of expertise you are focusing on, the speed to market for both the client and candidate will ensure a significantly superior experience on both sides." - **Lauren Jones**

5 Recruiting Mistakes You Might Be Making

1. Writing job descriptions as lists of requirements
2. Lack of personalization
3. Not using analytics to gauge success
4. Not following up
5. Not redeploying talented candidates

Key Takeaways

DON'T ELIMINATE THE HUMAN ELEMENT

"You need to have both a digital and a brick and mortar footprint – speaking to a human still really matters."
- **Maggie Lower**

PAY ATTENTION TO YOUR EMPLOYER BRAND

"You have to be mindful of reviews candidates and clients leave on sites like Yelp, Indeed, Glassdoor and Google. One person on my team is tasked with watching and responding to both positive and negative reviews. While you may not be able to do anything about a bad review, it's clear that we are engaged and demonstrates an important element of our employer brand." - **Crissy Russo**

RECRUITMENT MARKETING ENSURES YOU ARE IN THE GAME

"Stay in front of your target audience so you are there before they even realize they are looking for a job."
- **Karissa Sachs**

AUTOMATION CAN ALLOW FOR PERSONALIZATION

"We've added automated touch points throughout the candidate journey to keep candidates engaged at a scale we weren't able to do before. We use this saved time to put more effort into personalizing the candidate experience." - **Mandy Walker**

TAP INTO YOUR SUPPLY OF ALUMNI WITH STRONG REDEPLOYMENT PROGRAMS

"Firms who focus on outreach to their alumni community to stay on their radar and continue to provide valuable content even while that individual isn't a current placement, will help maintain their loyalty and increase the likelihood they'll respond to emails/calls/texts from recruiters in the future and proactively reach out!" - **Erica Woods**

Realizing measurable outcomes from recruitment marketing doesn't happen overnight. But, with strategy, a concerted effort and focus on the candidate, you will move the needle and fill that pipeline over time.

RECRUITMENT MARKETING isn't just another staffing industry buzzword. It's what forward-looking staffing firms are investing in to boost candidate engagement and to succeed in the face of record unemployment. Sense and ClearEdge Marketing would like to thank the eight women pioneering recruitment marketing across the industry who provided their input into this ebook, Who You Should Know in Recruitment Marketing. Their insights are invaluable and what's included here only touches the surface of how they are evolving candidate marketing. If you would like to keep the conversation going, and talk more about the challenges and opportunities to finding, engaging or redeploying qualified candidates, please visit our websites or drop us an email.


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