



LIVE CHAT



DISPLAY



ONLINE
AUDIO



RADIO
SCHEDULING



SPONSORSHIPS



SEO & REP.
MGMT



PAY PER
CLICK



COMMUNITY
EVENTS



FACEBOOK &
INSTAGRAM
TARGETING



NATIVE
ADS



MOBILE
CONQUESTING



VIDEO
PRE-ROLL



PHOTOGRAPHY
& VIDEOGRAPHY



AMAZON
TARGETING
ADS



SOCIAL
MIRROR



WEB
DEVELOPMENT



GRAPHIC
DESIGN

TODAY'S CONVERSATION INCLUDES FOUR WORKFORCE EXPERTS.

We're joined by workforce professionals from New York, Pennsylvania, West Virginia, and Kentucky who will share their perspectives during our expert panel discussion.

MEET OUR PANELISTS



CHRISTIAN HARRIS

WORKFORCE ANALYST
NYS DEPARTMENT
OF LABOR



PAM STREICH

EXECUTIVE DIRECTOR
WORKFORCE SOLUTIONS
FOR NORTH CENTRAL PA



ROXANN GREEN

DIRECTOR OF FIELD OPERATIONS
WORKFORCE
WEST VIRGINIA



**KENTUCKY WORKFORCE
REPRESENTATIVE**

CAREER TEAM
In partnership with
South Central Workforce
Development Board



South Central
Workforce
Development Board



HAVE A QUESTION? Keep it in mind—or send it to us during the presentation. We'll bring your questions into the panel discussion.



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RECRUITMENT IS MARKETING.

You're not simply filling an opening. You're competing for attention—and giving the right candidate a reason to choose your organization.



**CUSTOMER
MARKETING**



WHO?

Who are we trying to reach?



MESSAGE

Why should they choose us?



MEDIA

Where can we reach them?



ACTION

Buy • Visit
Contact



**RECRUITMENT
MARKETING**



WHO?

Who are we trying to hire?



MESSAGE

Why should they choose us?



MEDIA

Where can we reach them?



ACTION

Learn More
Apply



**A JOB POSTING MARKETS A POSITION.
RECRUITMENT MARKETING MARKETS
THE OPPORTUNITY—AND THE EMPLOYER.**



SHRM RESEARCH

Employers are increasingly prioritizing employer branding, diversified media, content and candidate experience to improve applicant quality.

Source: SHRM, Recruitment Marketing Trends 2025



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THE CANDIDATE JOURNEY STARTS BEFORE THE APPLICATION.

Simply posting the opening only reaches one part of the recruitment journey.



TRADITIONAL APPROACH

Reactive & Limited



JOB OPENS

A position becomes available.



POST THE JOB

Share the opening on job boards.



CANDIDATE SEARCHES

Job seekers find and view the posting.



APPLIES

Interested candidates submit an application.



MODERN RECRUITMENT REALITY

Proactive & Strategic



CANDIDATE DISCOVERS YOU

They see your brand, values, or opportunity in the places they already engage.



NOTICES THE OPPORTUNITY

Your message and role spark interest.



CONSIDERS IT

They weigh if it's a good fit for their goals and lifestyle.



RESEARCHES YOU

They learn about your company, culture, and what others are saying.



APPLIES

They feel confident enough to take the next step.



THERE IS NO SINGLE “JOB SEEKER” AUDIENCE.

The people you're trying to recruit aren't one audience—and shouldn't be marketed to like one.



CDL DRIVER



Home Time



Route & Schedule



Pay



NURSE



Flexibility



Staffing & Culture



Purpose



SKILLED TRADESPERSON



Pay & Stability



Equipment



Advancement



FIRST-JOB CANDIDATE



Training



Opportunity



Flexibility



EXPERIENCED PROFESSIONAL



Career Growth



Leadership



Benefits



If these candidates aren't looking for the same things,
why would we recruit them the same way?



DIFFERENT CANDIDATES REQUIRE DIFFERENT MESSAGES.

Good recruitment messaging doesn't just announce that you're hiring—it gives the right candidate a reason to care.

GENERIC MESSAGE

**NOW
HIRING!**

- ✓ Competitive Pay
- ✓ Great Benefits
- ✓ Apply Today!



Sounds like everyone else.

TAILORED MESSAGES THAT RESONATE



CDL DRIVER

**"BE HOME
EVERY NIGHT."**



Home time



Predictable schedule



NURSE

**"A NURSING CAREER
THAT WORKS WITH
YOUR LIFE."**



Flexibility



Purpose



Culture



SKILLED TRADESPERSON

**"BUILD YOUR SKILLS.
BUILD YOUR FUTURE."**



Training



Stability



Advancement



Same goal: recruit great people. **Different candidates.** **Different reasons to care.**



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DIFFERENT AUDIENCES REQUIRE DIFFERENT CHANNELS.

The right candidate for your opening may not be searching for you.
Your recruitment strategy may need to find them first.

ACTIVE CANDIDATE

"I'm looking for another job."



ACTIVE: They are looking for **YOU**.

PASSIVE / PERSUADABLE CANDIDATE

*"I'm not actively looking—
but I'd consider the right opportunity."*



PASSIVE / PERSUADABLE: You may need to reach **THEM**.



GETTING THEIR ATTENTION ISN'T ENOUGH.

A great recruitment campaign can generate interest—
and still lose the candidate before they ever apply.



RIGHT CANDIDATE

You found them.



RIGHT MESSAGE

You connected.



RIGHT MEDIA

You reached them.



INTEREST

They wanted
to learn more.



FRICTION

Slow website
Confusing careers page
Hard to find the job
Poor mobile experience
Lengthy application
No communication



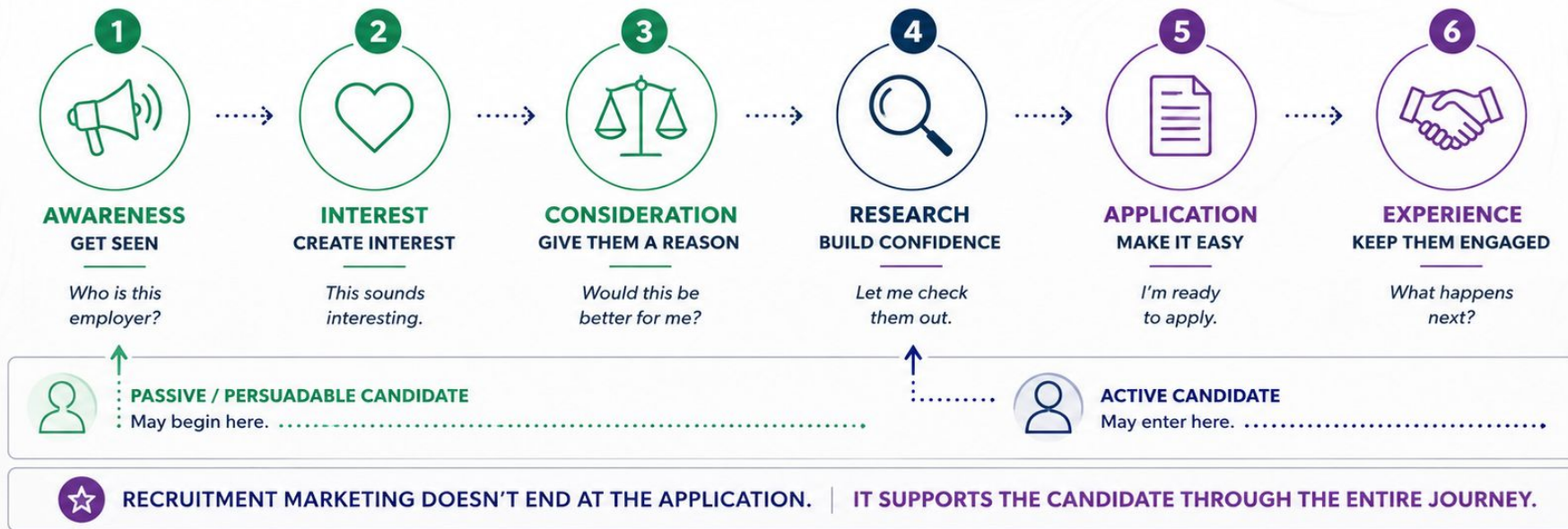
APPLICATION

Will they make it
this far?



THE MODERN RECRUITMENT FUNNEL

Today's candidate journey can begin long before someone searches for a job—and continues after they apply.



AWARENESS & INTEREST:

GIVE CANDIDATES A REASON TO NOTICE YOU

Before someone can consider working for you, they need to know you—and have a reason to care.



AWARENESS

Objective: Get on their radar.



Radio / Audio Advertising



CTV / Streaming



Social Media



Community Involvement



Targeted Digital



Employee Advocacy



Online Video



Employer Branding



INTEREST

Objective: Make the opportunity relevant.



Employee Testimonials



Training Opportunities



Day-in-the-Life Content



Benefits



Culture Stories



Flexibility / Scheduling



Career Advancement



Compensation



Great recruitment marketing answers the candidate's most important question early:

“Why should I choose you?”



CONSIDERATION & RESEARCH: CANDIDATES ARE EVALUATING YOU.

After interest comes evaluation. Candidates weigh the opportunity—then validate what they find.



CONSIDERATION IS THIS RIGHT FOR ME?

Candidates evaluate the opportunity against their current situation and other options.



RESEARCH CAN I BELIEVE IT?

Candidates look for proof that what you say is true—and that it's a place they can trust.



WHAT WOULD A CANDIDATE FIND ABOUT YOU?

If someone researched your organization tonight, **would what they find make them more—or less—likely to apply?**

89%

of job seekers research company reviews before applying.



Source: Indeed / Qualtrics Employer Brand Research, July 2026



APPLICATION: DON'T MAKE INTERESTED CANDIDATES WORK TO APPLY.

They've decided to act.
Make the next step obvious, easy and mobile-friendly.

⚠ HIGH-FRICTION EXPERIENCE



VS.

✓ LOW-FRICTION EXPERIENCE



**EVERY UNNECESSARY STEP IS ANOTHER
OPPORTUNITY TO LOSE THE CANDIDATE.**

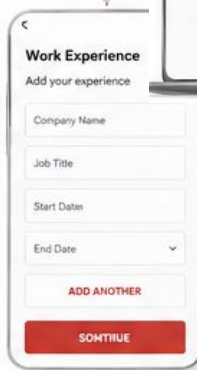
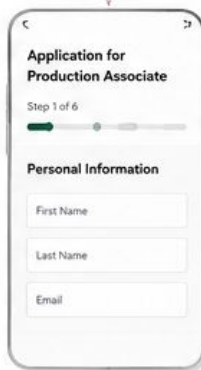
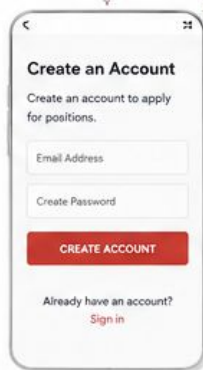
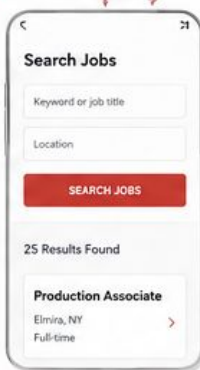
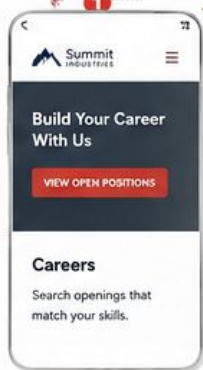


APPLICATION: DON'T MAKE INTERESTED CANDIDATES WORK TO APPLY.



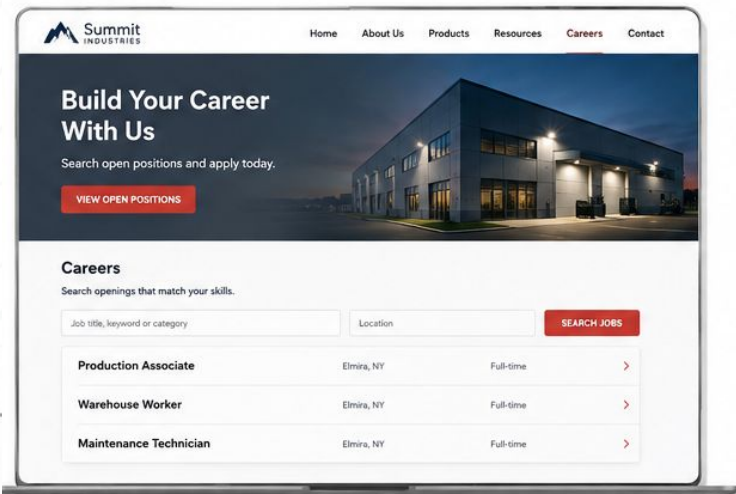
HIGH-FRICTION EXPERIENCE

MOBILE EXPERIENCE



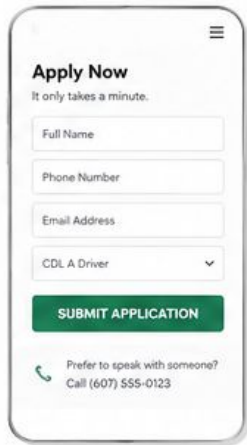
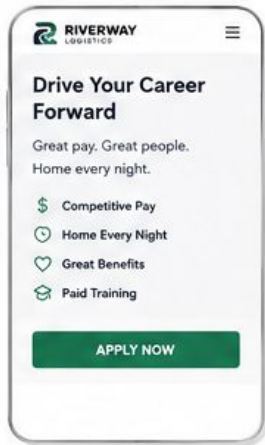
Too many steps. Too much effort. Too easy to lose a great candidate.

DESKTOP EXPERIENCE



APPLICATION: DON'T MAKE INTERESTED CANDIDATES WORK TO APPLY.

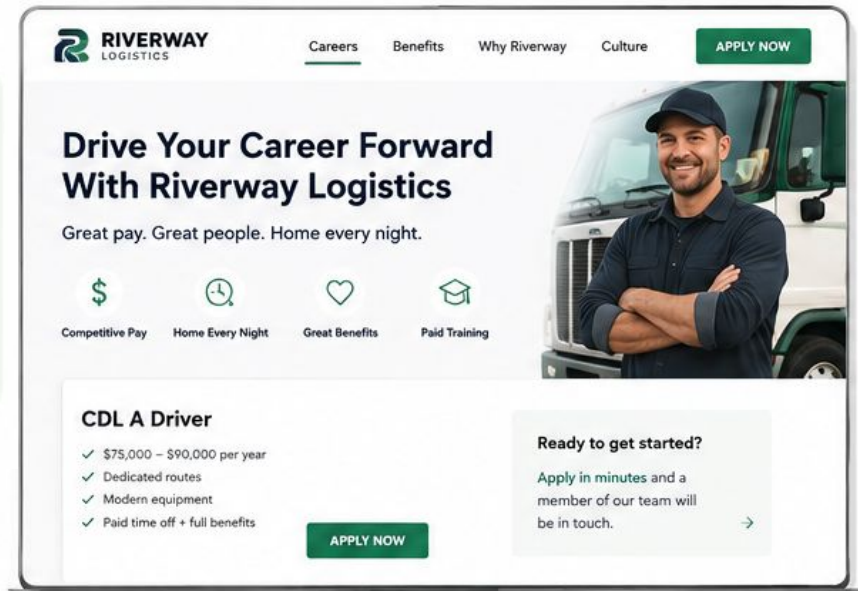
MOBILE EXPERIENCE



Clear.
Simple.
Mobile-first.

Make it easy
to say "yes."

DESKTOP EXPERIENCE



APPLICATION: PUT YOUR APPLICATION PROCESS TO THE TEST.

Experience your application process
the way a candidate does.

01



CAN THEY FIND IT?

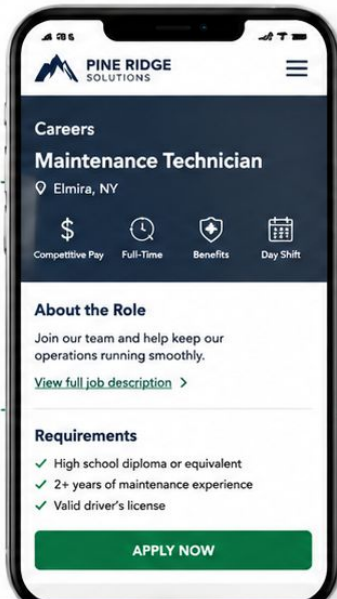
Can they quickly
reach the right
position?

03



CAN THEY DO IT FROM THEIR PHONE?

Does the entire
process work
well on mobile?



CAN THEY UNDERSTAND IT?

Are the role, requirements,
schedule, and next steps
clear?



CAN THEY FINISH IT?

Is the application
reasonable and free
of unnecessary steps?



TRY IT YOURSELF.

Pull out your phone. Find one of your open positions. Apply for it.
How many clicks? How long did it take? Where did you experience friction?



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EXPERIENCE: THE CANDIDATE JOURNEY DOESN'T END AT "SUBMIT."

Your hiring process communicates what it may be like to work for your organization.



01



RESPONSE

Did they hear from you?

- Application confirmation
- Response time

02



COMMUNICATION

Do they know what happens next?

- Clear expectations
- Timelines
- Regular updates

03



INTERVIEW

Does the experience match your employer brand?

- Organization
- Professionalism
- Respect

04



FOLLOW-UP

How do you leave them feeling?

- Offer / Rejection
- Next steps
- Onboarding (if hired)



HIRED CANDIDATE



Communication



Offer



Onboarding



Employee Experience



NOT HIRED CANDIDATE



Communication



Closure



Lasting Impression



Employer Reputation



THE MODERN RECRUITMENT STRATEGY: START WITH THE CANDIDATE.

Build your recruitment strategy around who you're trying to reach—not simply where you can post the job.



AUDIENCE

Who are we trying to hire?



Who are they?
What matters to them?



MESSAGE

Why should they choose us?



What makes this opportunity relevant and compelling?



MEDIA

Where can we reach them?



Which channels fit this particular candidate?



DESTINATION

Where are we sending them?



Job page?
Careers page?
Recruitment landing page?



EXPERIENCE

What happens after they respond?



Is the journey clear, easy and consistent with what we promised?



A STRONG RECRUITMENT STRATEGY USES MULTIPLE TOUCHPOINTS.

Different touchpoints play different roles in helping the right candidates **discover**, **consider** and **act** on an opportunity.

1 BUILD AWARENESS

Put the opportunity on their radar.

- Audio / Radio
- Video / Streaming
- Social Media
- Community Presence

3 CREATE DIRECT CONNECTIONS

Create opportunities for real interaction.

- Job Fairs / Hiring Events
- Campus Recruiting
- Workforce Partnerships
- Employee Referrals

2 REACH THE RIGHT PEOPLE

Put the message in front of relevant candidates.

- Targeted Digital
- Audience / Behavioral Targeting
- Professional / B2B Targeting
- Geographic Targeting

4 CAPTURE ACTIVE INTEREST

Make the next step easy to find.

- Job Boards
- Search
- Careers Website
- Recruitment Landing Pages



TARGET THE CANDIDATE, NOT JUST THE GEOGRAPHY.

Digital targeting can help employers move beyond simply reaching everyone nearby and focus recruitment messages around the types of candidates they need.



CDL DRIVER

Who might we want to reach?

-  Relevant geography
-  Relevant behaviors & interests
-  Relevant audience characteristics



HEALTHCARE PROFESSIONAL

Who might we want to reach?

-  Recruitment Categories / Job Title & College Education Level
-  Commutable geography



SKILLED TRADESPERSON

Who might we want to reach?

-  Recruitment Categories / Industry or Trade School Education
-  Geographic targeting
-  Relevant audience characteristics



BROAD REACH

"Adults 18–54"
within 25 miles"

BECOMES



MORE INTENTIONAL REACH

"People more likely to fit
the position we're trying to fill."



THE POSITION SHOULD HELP DEFINE THE AUDIENCE.

Different jobs may require completely different targeting strategies.



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SHOW THE OPPORTUNITY, DON'T JUST DESCRIBE IT.

Video helps candidates see the people, workplace and experience behind the job—*before they ever apply.*



THE PEOPLE

Employee stories
& testimonials



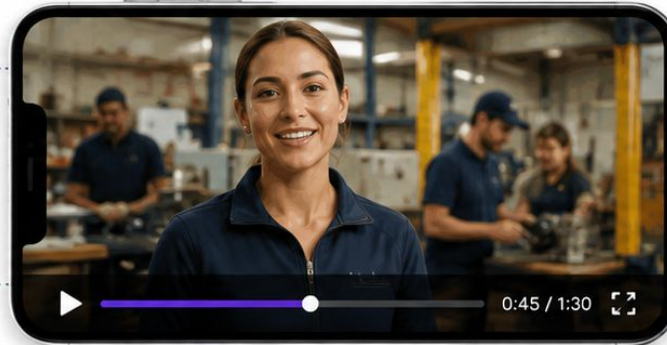
THE WORK

Day-in-the-life
& job demonstrations



THE ENVIRONMENT

Workplace
& team



THE OPPORTUNITY

Training, advancement
& career paths



CULTURE + PURPOSE

What does it feel like to work here—
and why does the work matter?



HELP CANDIDATES PICTURE THEMSELVES THERE.

Show them what the job description can't.



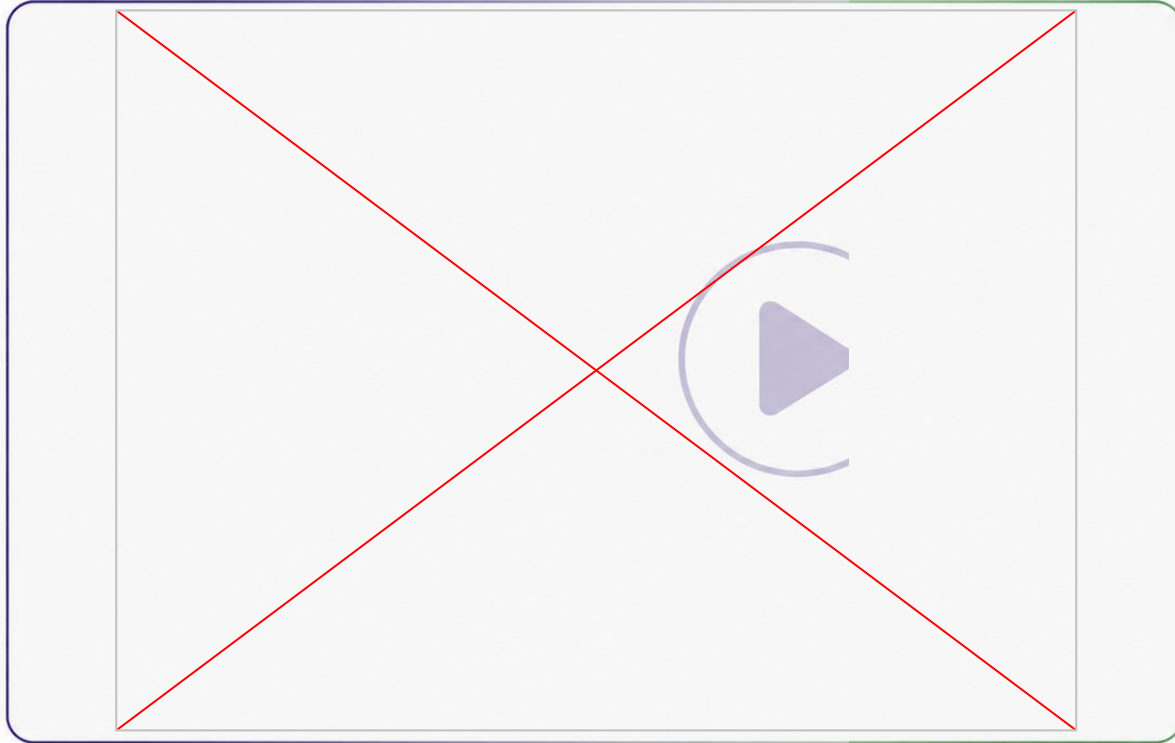
WHAT DOES RECRUITMENT STORYTELLING LOOK LIKE?

Watch how this employer turns a job opportunity into something candidates can see and experience.



WHAT DOES **RECRUITMENT** STORYTELLING LOOK LIKE?

Watch how this employer turns a job opportunity into something candidates can see and experience.



AUDIO: MARKET THE OPPORTUNITY, NOT JUST THE OPENING.

Audio reaches people throughout their day—on the road, at work, and at home.
It connects your opportunity with the right people, even when they aren't looking.



STABILITY

"Build a career close to home."



ADVANCEMENT

"Start on the floor. Build your future here."



FLEXIBILITY

"A nursing career that works with your life."



PURPOSE

"Do work that makes a difference in your community."



**AUDIO REACHES THEM
WHERE THEY ARE.**

DON'T JUST SAY:



"ABC Company is Hiring. Competitive pay and benefits." Apply today."

GIVE THEM A REASON TO LISTEN:



Use audio to communicate the why behind the opportunity.



Audio can introduce the opportunity before the candidate ever starts searching.

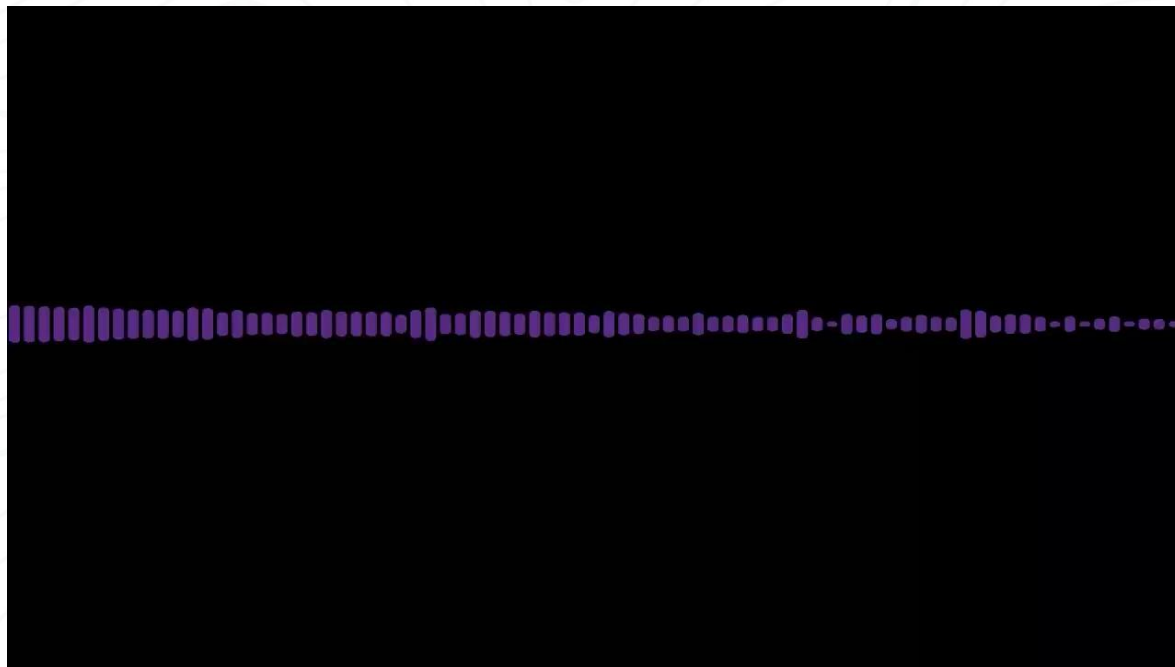


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HEAR HOW RECRUITMENT STORYTELLING SOUNDS.

Listen to how audio can turn a job opening into an opportunity
candidates can picture themselves pursuing.





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GRAPHIC
DESIGN

EXPERT PERSPECTIVES. REAL ANSWERS. REAL IMPACT.

Our expert panel brings deep experience and a pulse on today's workforce to help us navigate what's ahead—and what works.

MEET OUR PANELISTS



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