

RECRUITMENT IS MARKETING.

Start with the candidate—not the job posting.

Attracting great talent takes more than a job posting. It takes a strategy that connects the right people to the right opportunity at the right time.

THE 5 PART FRAMEWORK



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 and touchpoints 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?

KNOW THE CANDIDATE TYPES



ACTIVE CANDIDATES

They're already looking for you.



Job Boards



Search



Career Sites



Recruitment Events



PASSIVE/PERSUADABLE CANDIDATES

You may need to reach them first.



Audio/Radio



Social Media



Streaming/Video



Targeted Digital



Community Presence



NO SINGLE TACTIC HAS TO DO EVERYTHING.

Build the right mix around the people you are trying to hire.

RECRUITMENT MARKETING CAMPAIGN CHECKLIST

Use this checklist to evaluate your current approach and identify opportunities to attract, engage, and hire the right talent.

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1 YOUR AUDIENCE

The right message starts with the right people.

- ☐ Have we clearly defined who we're trying to hire?
 - ☐ Do we understand what matters most to that candidate?
 - ☐ Are we reaching both active and passive candidates?
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2 YOUR MESSAGE

Give candidates a reason to choose you.

- ☐ Does our message give them a reason to care?
 - ☐ Are we saying more than "competitive pay and great benefits"?
 - ☐ Does the message reflect this specific position and audience?
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3 YOUR REACH

Meet candidates where they are—on the channels they use.

- ☐ Are we relying only on people actively searching?
 - ☐ Are we using the right combination of recruitment touchpoints?
 - ☐ Could targeted media help us reach additional candidates?
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4 YOUR APPLICATION EXPERIENCE

Make it easy for candidates to say "yes" to the next step.

- ☐ Can candidates quickly find the position?
 - ☐ Can they understand the requirements?
 - ☐ Can they apply from their phone?
 - ☐ How many clicks does it take to apply?
 - ☐ Are there unnecessary steps or barriers?
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5 YOUR FOLLOW-UP

A strong experience after they apply builds trust and improves results.

- ☐ Do applicants receive confirmation?
 - ☐ Do they know what happens next?
 - ☐ Are we communicating promptly?
 - ☐ Does the interview experience reflect our employer brand?



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? Every point of friction could be a candidate you lose.