**ATTRACT. ENGAGE.
MEASURE YOUR SUCCESS.**

A Best Practices Guide to Recruitment Marketing

Introduction

Recruitment marketing; what is it?

Using techniques and practices that have been tried, tested, and proven in traditional marketing and applying them to recruiting, the practice of recruitment marketing lets you attract, engage, nurture and convert the best candidates for your organisation.

Your Recruitment Marketing software, then, is one platform with three key pillars:

1. **Content Management**
2. **CRM & Automation**
3. **Reporting**

Its goal? To optimise the top of the funnel or “pre-apply” stage of the recruiting process by empowering candidates to self-select in, increasing the conversion of quality talent to apply for your roles.

When implemented successfully, Recruitment Marketing can help bring about the following benefits for your TA team:

- Faster, easier sourcing from a “warm” talent pool of candidates who are ready to engage.
- Better, more informed hiring decisions with easy access to key recruitment
- metrics
- Valuable time back in your working day with automation of key recruiting
- tasks

All of which leads to results the entire organisation can enjoy:

- Shorter time-to-fill
- Reduced cost-per-hire
- Stronger employer brand and ranking as an “employer of choice” with the best candidates for your organisation

Content Management

Getting Started: a Framework for Success

A successful recruitment marketing strategy starts with great content. That means, an on-brand career site that delivers a personalized candidate experience – one that allows candidates to make an educated decision as to whether your organisation, and the role in question, is a good fit for them.

As part of the Recruitment Marketing implementation process, our team will work with you to create a visually engaging, content-rich site that is in keeping with your organisation’s brand guidelines.

PAGES

At the point of “go live,” your new career site will include, at a very minimum, the following pages:

- Home Page
- Job Search Page
- Job/Blog Page Template
  Candidate Settings Page
  403/404 Page
- Join the Talent Network page

TIP FOR SUCCESS

As a means of delivering an even more rewarding, more immersive candidate experience, we encourage you to consider adding some or all of the following pages to your site:

- **‘Meet the Team’ Page**
- **‘Our Culture’ or ‘Life at [COMPANY NAME]’ Page**
- **‘Diversity & Inclusion’ Page**
- **Departmental Landing Page(s)**
- **Location-Focused Landing pages**

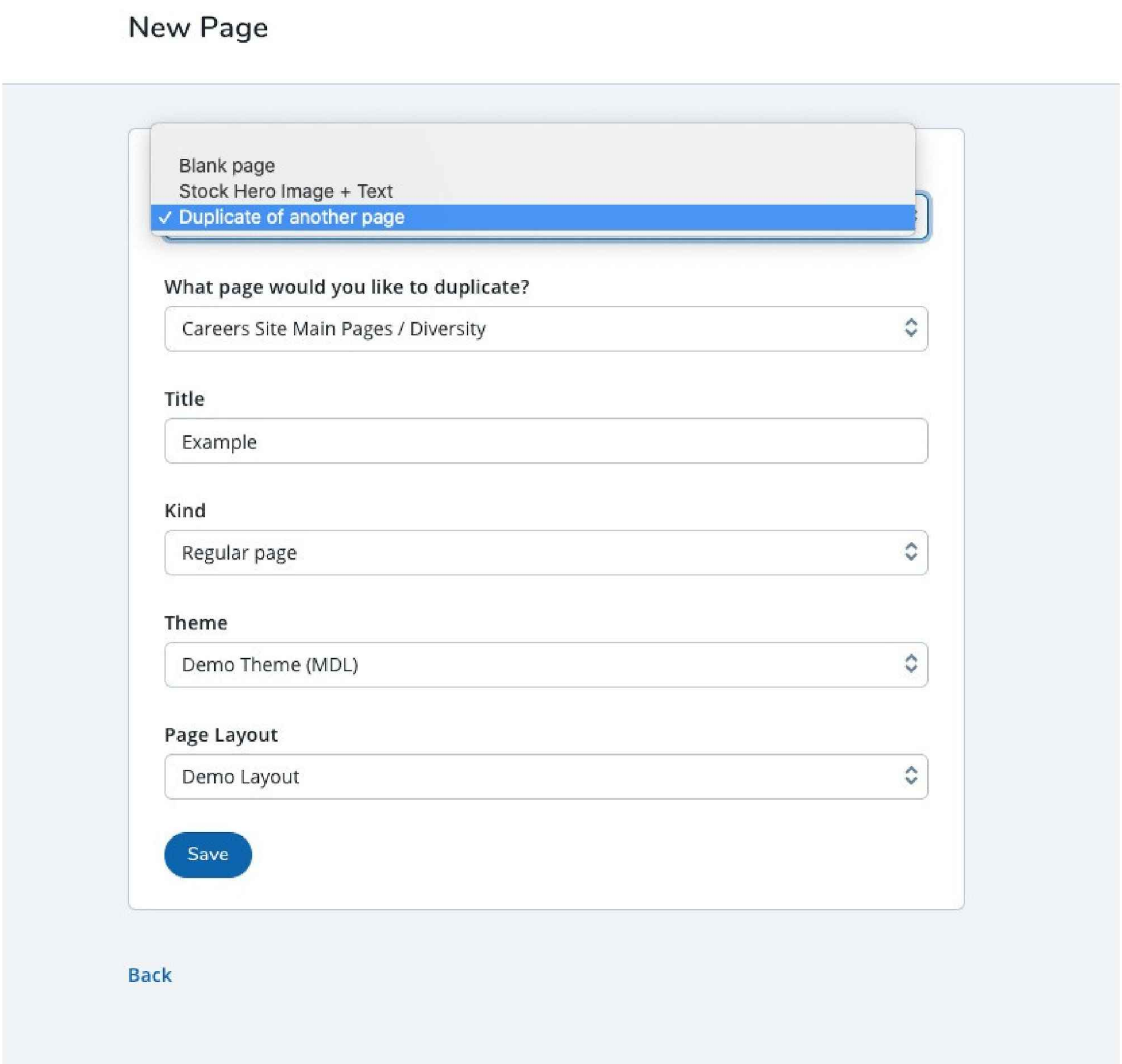
Page Layout & Design

When it comes to creating a career site that inspires belief in your employer brand and a willingness to engage, cohesion –a look and feel that is consistent across all pages– is key.
As part of your client onboarding process, we will work with you to create a design “theme” specific to your company. This theme will draw on existing brand collateral including approved guidelines, corporate websites, and/or an existing career site to create a strong branded experience for your candidates.

We recommend you apply this theme to any and all pages you put live on your career site post-implementation.

TIP FOR SUCCESS

When creating any/all new pages, choose the 'Duplicate of another page' option from the dropdown. This is a fast and easy way of ensuring that your new page encompasses the same look and feel as those pages already live on your career site.

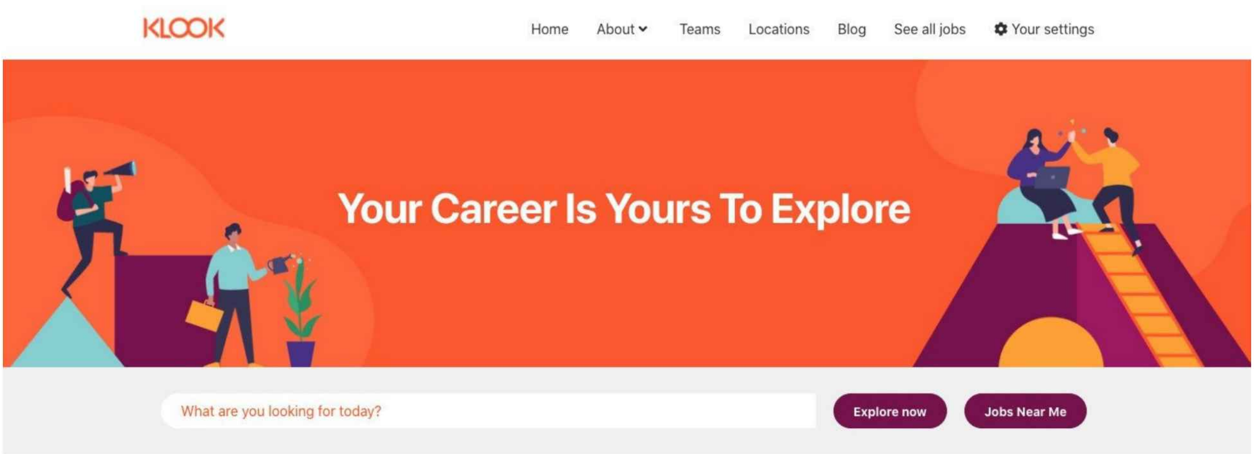


Navigation

Rather than thinking of it as a section, or page that is secondary to your main corporate site, look at your careers site as being exactly that – a complete website in itself. One that should offer an end-to-end experience to match.

Which content features where is ultimately up to you, however, we recommend that top-level navigation should ideally consist of career site links only with the logo linking back to the main corporate website.

A link to candidate settings should also be a permanent fixture in the top level navigation, allowing candidates to access their information quickly and easily at any point when browsing the site.



VISUALS

Did you know that the human brain can process visuals at a rate of 60,000 x faster than words? What's more, the inclusion of visual content can help the accompanying information remain in the consumer's (or candidate's) long-term memory.

VIDEOS & IMAGES

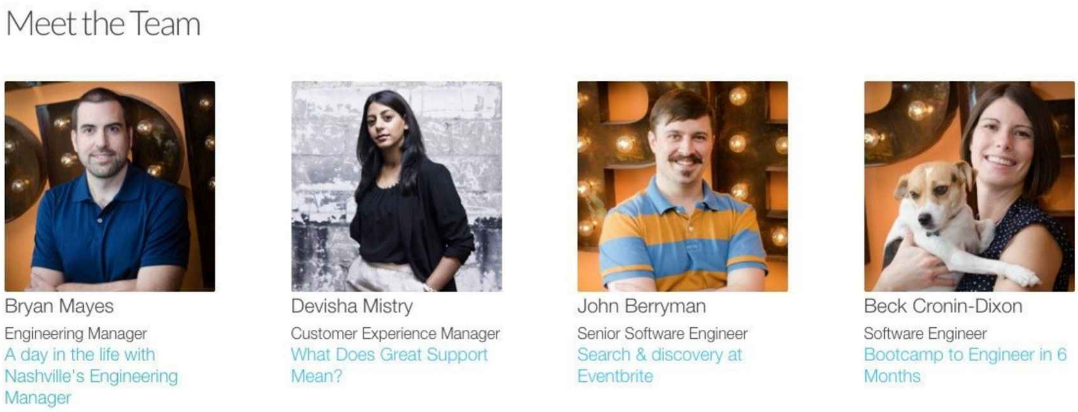
Not only do images and videos play an essential role in helping to shape a prospect or candidate's perception of you as a potential employer, they do it quickly, too. This is why it's important to take the time to create, collate, and publish images and videos that set the right tone, right from the start, embracing accuracy, authenticity, and transparency.

When it comes to selecting images and video for your careers site and / or jobs pages, we recommend choosing those that do the following:

1.Offer a window on your company's real-life working environment

2.Showcase the real people who help shape your company –and its culture

For example, you might include video snippets of real team members, or avatars alongside a quote in which they describe a favourite aspect of their role, or something they love about working for your company.

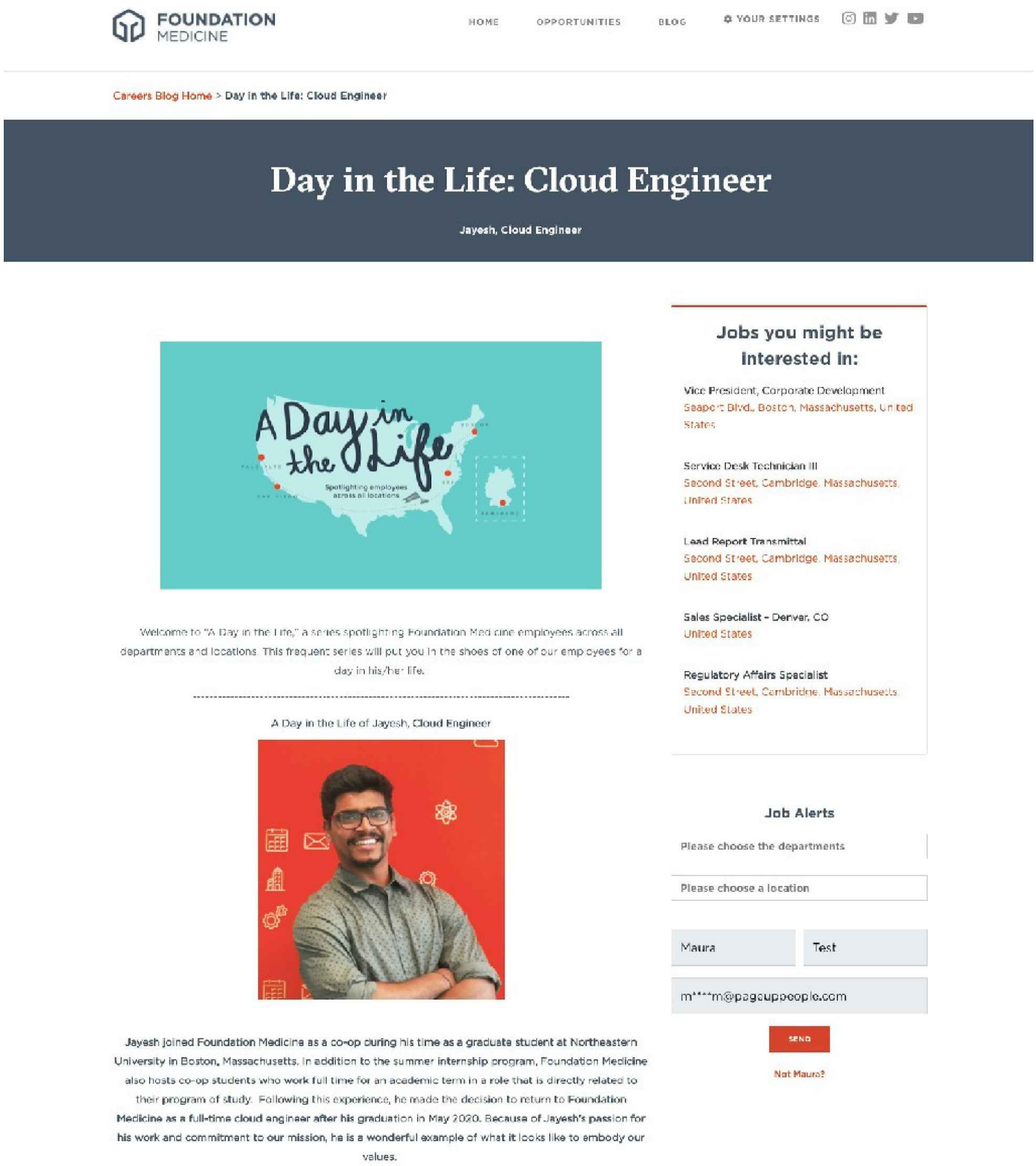


GRAPHICS

Custom graphics, logos, maps, and icons are also great additions to your career site. Visually engaging and easily managed, they are an excellent means of breaking up blocks of text on a page. Keep them clean, simple, and, ideally, use your own brand colors for maximum impact.

TIP FOR SUCCESS

When it comes to telling the story of the employee experience at your company, where possible, do it through Employee Generated Content. Videos and images, when created by the employees themselves, are the most trusted sources of information on what it's really like to work at a company. Prospects and candidates are consumers, too, and, in the same way they would when considering a product or service, they look for authenticity before committing to a company - even at the earliest stage of simply demonstrating interest in a job.



CALLS-TO-ACTION

In marketing, a Call-to-Action (CTA) is a lead-capture mechanism, and usually takes the shape of a brief, instructional message accompanied by a basic email capture form or field. In a recruitment marketing context, a CTA is the means by which an anonymous visitor to your careers-related landing pages demonstrates an interest in your company as an employer and makes him/herself known to that employer.

A CTA may include a button or link that commands attention and can ask a visitor to enter his or her email address in exchange for a free download, or to secure his or her place on an email list. A CTA can also be used as the first step in the job application process with the help of our ATS integrations. Examples of CTAs you might see and/or use on a career site include:

- Join Our Talent Network Register Interest
- Apply Now
- Subscribe to Job Alerts

A call-to-action is an essential element of each new landing page you create and add to your site.

CTA POSITIONING

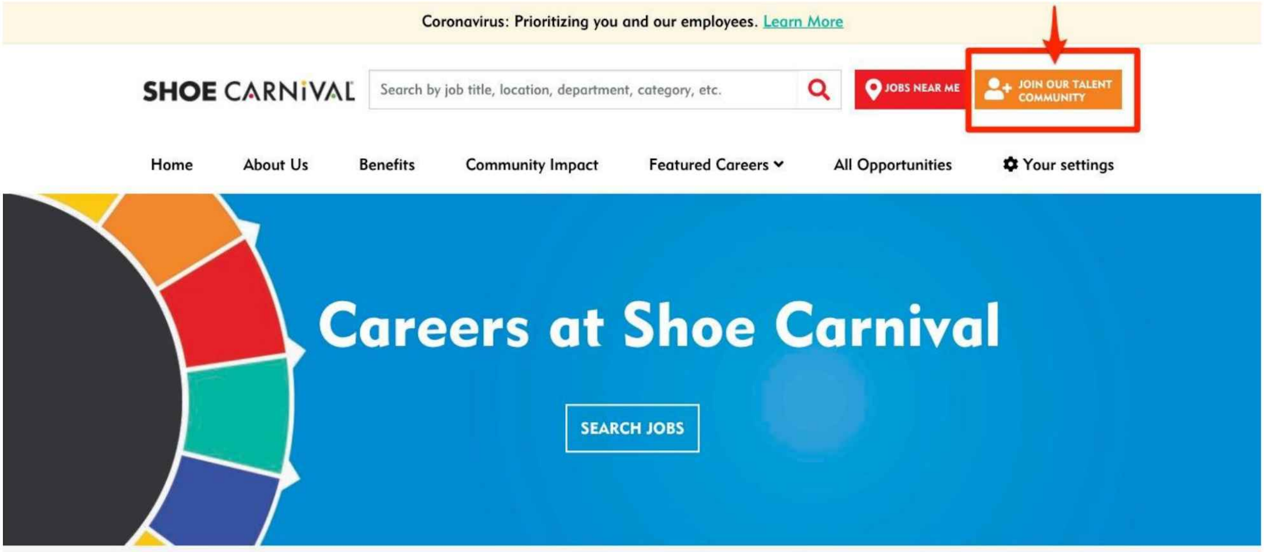
Think of your career site, and the candidate journey it facilitates, as a storytelling vehicle, with a beginning, a middle, and an end – an arc which can also be reflected in the positioning of your CTAs on your landing pages and jobs pages, too.

1.Top of the Page

Look at what is visible to a prospect the second they land on your career site or landing page. Even before they've moved the mouse a single pixel, what can they see? Your answer should include at least one CTA. This CTA can be positioned above or below the hero image; what matters is that it catches the prospect's eye and presents them with an opportunity to opt-in before they begin to scroll.

TIP FOR SUCCESS

We recommend including a CTA to "Join Our Talent Network /Community" in this space above the fold. It's a softer-touch approach that can be effective in converting those career site visitors who aren't quite ready to commit to making a job application right now, but who would be open to hearing from you in the future re: career opportunities, community initiatives etc. Think "path of least resistance" and keep it short and simple, asking only for the minimum details -name and email address- needed to secure that conversion.



2.Middle of the Page

Once a prospect or candidate does begin to scroll, don't assume that they will continue to the end. Offer another conversion opportunity after or alongside the first sizable paragraph of text. This could be an 'Apply Now' CTA, or simply a 'Find Out More' button that links to a landing page that features a more detailed CTA with custom form fields.

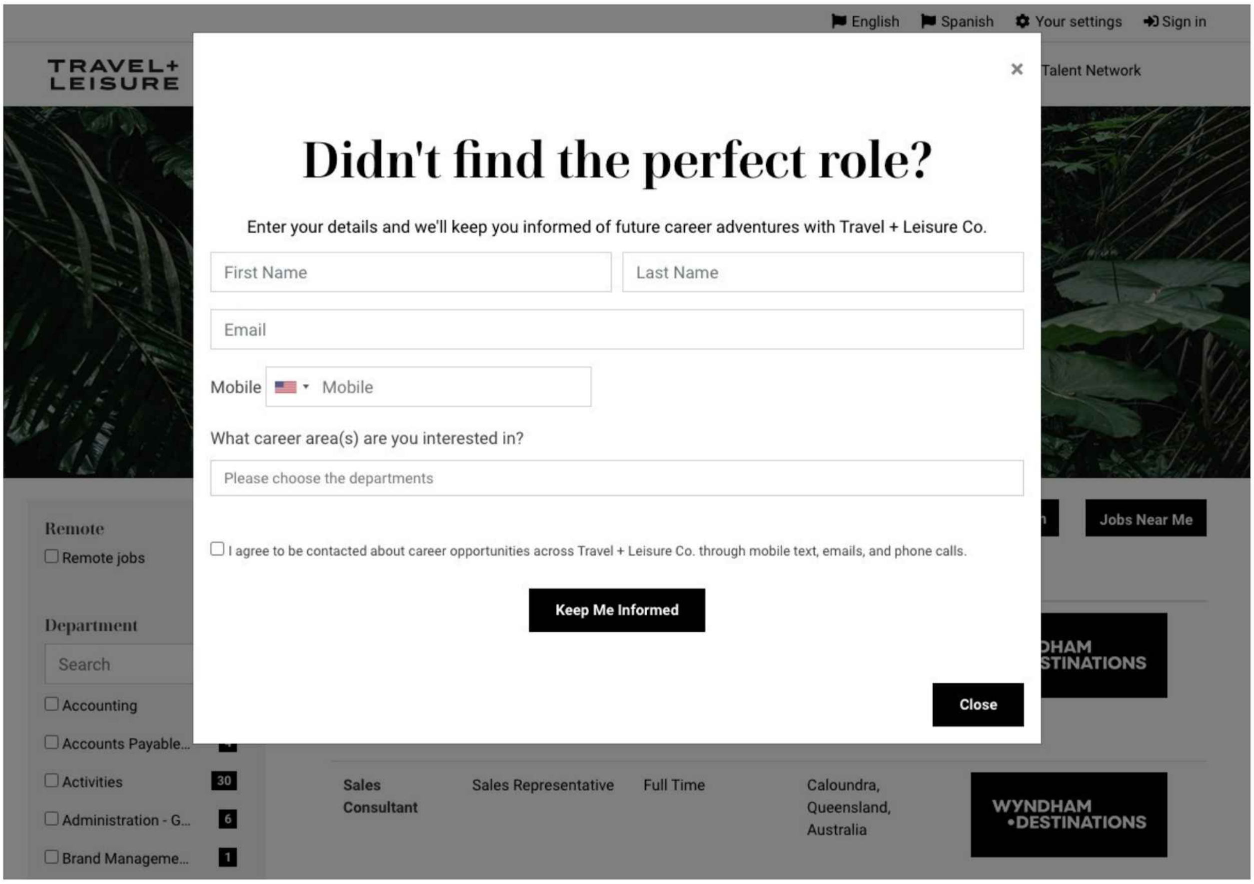
3.Bottom of the Page

If/when a candidate does reach the end of the page, we recommend including one final CTA above the footer. This can be the same CTA as you included right at the top of the page, presented in the same way, or with some slight variation (perhaps using a different brand color, for example), or, it can perform the same function but be called out in a different way.

For example, if the goal of both CTAs at the top and bottom of the page is to grow your company's talent network, the first might include an invitation to "Join Our Community," while the second might say, "Keep in Touch."

TIP FOR SUCCESS

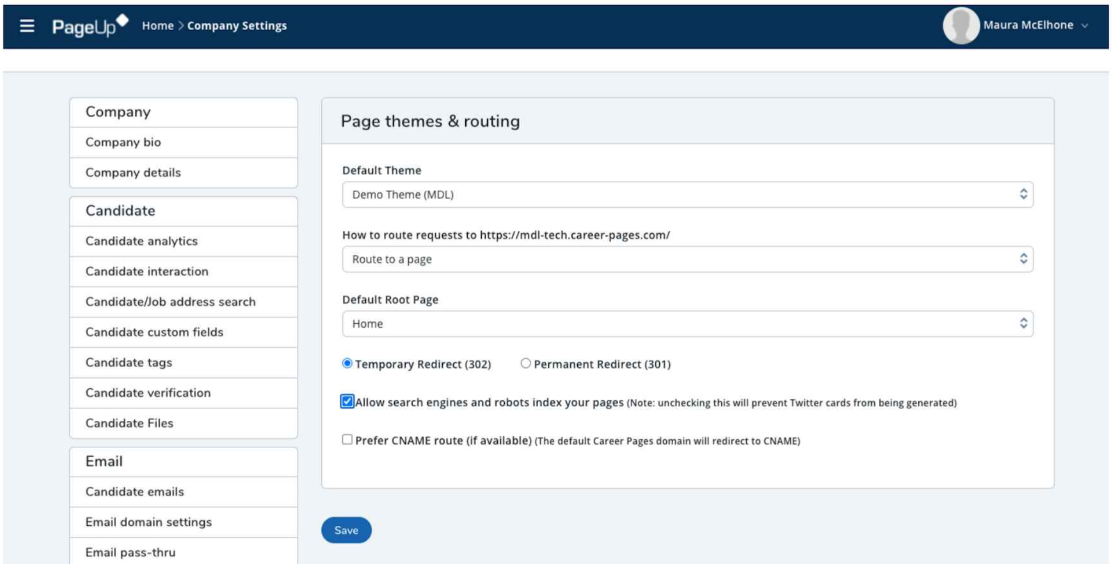
Consider adding an Exit CTA to one or more of your career site's key pages. Unlike regular CTAs which are static blocks on the page, Exit CTAs are pop-ups and appear only when the career site detects that the person viewing the page is about to leave. They offer another lead-capture opportunity, and, simply by virtue of presenting as a pop-up, they are eye-catching and may result in your prospect spending even just a few seconds more on your site.



SEO: STRUCTURING YOUR CONTENT FOR VISIBILITY AND SUCCESS

When it comes to ensuring that your careers site is optimised for search, there are certain elements that Recruitment Marketing manages by default; its mobile-friendliness, for example, and the fact that all our pages are served securely over https.

At the point of your careers site going live, the setting that allows search engines and robots to index your pages should already be enabled. You can double-check this by going to Company > Settings > Web > Page Themes and Routing to ensure that the “Allow search engines and robots index your pages" is checked.



You can then view your Recruitment Marketing-provided sitemap.xml which is a file containing a list of all your career site's public pages. This can be viewed by going to careers.COMPANYNAME.com/sitemap.xml

Further to this, our robots.txt file links to your careers site sitemap to show which pages can be crawled by search engines. This file can be viewed by going to careers.COMPANYNAME.com/robots.txt

On top of that which is done automatically by Recruitment Marketing, there are several small tips and changes you can implement today that can have a big impact. Here, we offer our best practice Search Engine Optimization (SEO) tips for career site success.

SEO ENHANCEMENT FOR INDIVIDUAL CAREERS SITE ELEMENTS

Jobs and Images

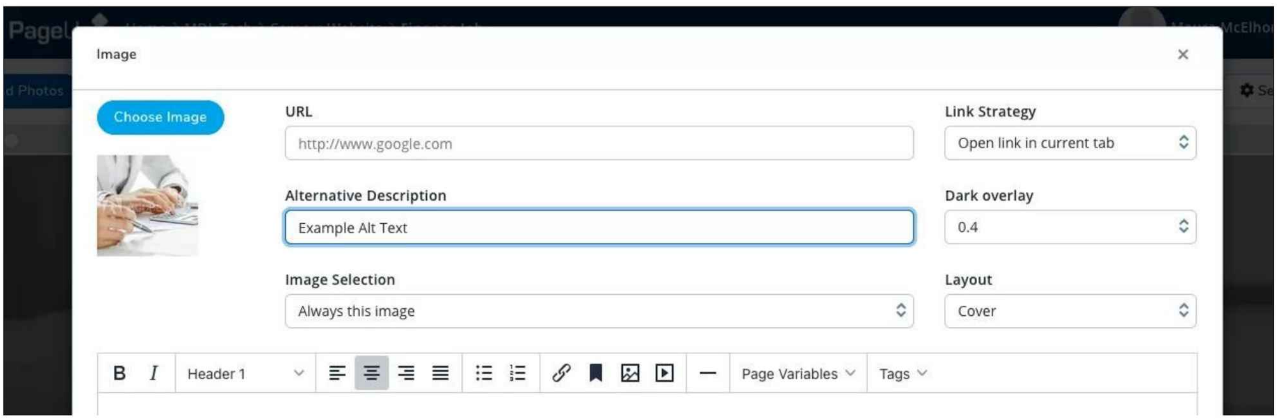
Enable xml Feeds

As far as boosting visibility for your jobs is concerned, Recruitment Marketing provides xml feeds to third parties like Indeed which should produce more inbound links to your careers site. You can manage the channels to which these xml feeds are sent by opening up the left menu, going to Integrations > Channels, and checking the 'Enable' field in line with the relevant option(s).

Add Alt Descriptions

Google attaches a relatively high level of importance to alt text, which makes sense considering alt text is key to improving accessibility for people who cannot view an image on a page.

Recruitment Marketing will also automatically set an 'alt' description for images used in your careers site content. You can also set your own description using the platform's Page Editor by navigating to the relevant page, clicking into the row and column that contains the image, editing the image itself and filling out the 'Alternative Description' field.



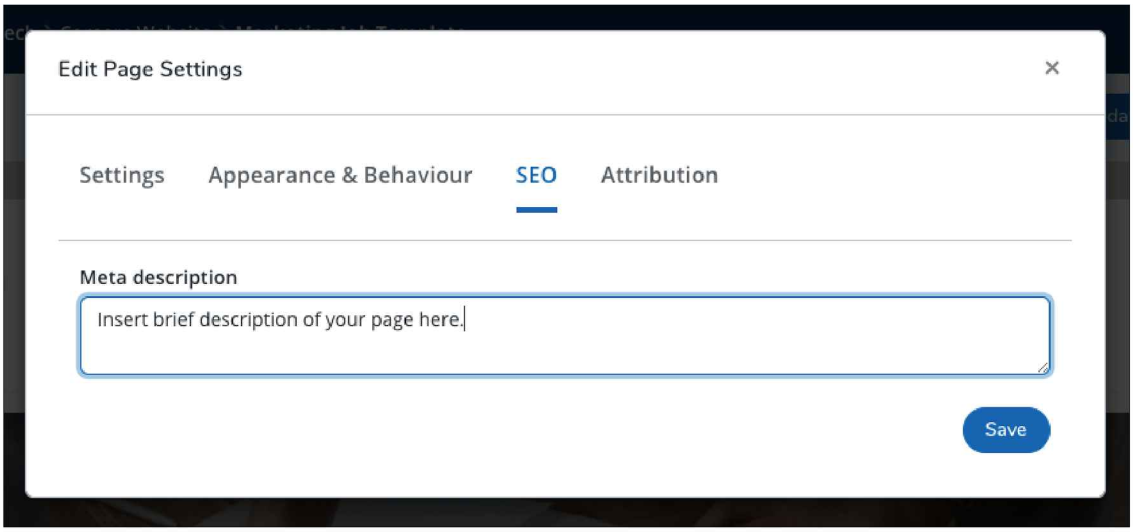
Landing Pages

Add Meta Descriptions

A meta description is a HTML attribute that provides a brief summary of your page. You may see this summary appear when your page is returned as part of the search engine's results.

Recruitment Marketing gives users the ability to easily add a unique meta description for each of their landing pages, and we would encourage you to do so as part of your Careers Site SEO best practices.

You can add or edit a page's meta description by clicking into the relevant page from the Page Library, then clicking Settings in the top right > SEO.



HIGH LEVEL APPROACH

Ensure your content is readable at a glance

Just as your candidates want to know at a glance what a landing page or job ad is about, so too does Google. Make your content easy to read for users, and Google will look favourably on it. Adding headers and header tags is one sure-fire way to improve the user-friendliness of your career site content. Having readable and user-friendly content is a key criteria for good SEO. Use short, succinct, and descriptive headers (H1) and sub-headers (H2) to introduce your topic and break up blocks of text. Bear in mind that the ultimate goal of any header is to provide context for the page.

Aim for intuitive site navigation

Proper career site architecture means that candidates (and, therefore, search engines) can find what they're looking for quickly and easily. This means longer time spent on the page and a lower bounce rate, both of which boost SEO.

Pages that are integral to the candidate experience (Current Openings, for example, or Benefits) should be only one or two clicks away from your home page. You don't need to re-invent the wheel: a simple web experience is often the most impactful. Whether people are considering changing jobs, online shopping, or booking a holiday, the most effective website experiences are those that are already familiar to the candidate or consumer. Stick with simple navigation that makes sense.

Commit to quality

While there will always be some element of mystery to Google's constantly-changing search algorithm, well-written content that is relevant to the candidate's search query will always be rewarded. When it comes to best practice for career sites, build an experience that is user-friendly and, therefore, search-engine friendly. Consider (and research) what your candidates want and need to know at all stages of the recruitment process. Create and publish content that answers these questions. Using the tips we've included here, and you're on the road to ranking on search and achieving careers site success.

Every career site tells a story . . .

Craft one that is truly unique, and deliver a candidate experience that leaves a lasting impression by applying the methods outlined above to showcase the people, practices, and core beliefs specific to your company. Not only will this set you apart from those competing for the same pool of talent, it will ensure that your company stays front-of-mind with and converts best-fit candidates, too.

CRM & Automation

If great content drives the 'Awareness' stage of the recruiting funnel, then it's your CRM that takes over at the 'Interest, Consideration, and Apply' stages. In simpler terms, your career site and landing pages will serve to attract talent, while Recruitment Marketing's CRM and automation tools will help you surface, engage, nurture, and convert the best.

Below are proven best-practices designed to help you get the most from your recruitment marketing efforts at this key juncture.

Getting Started

In order to start off on the right foot with candidates and build a foundation of trust, it's imperative that the prospective employer make a concerted effort to deliver the right message at the right time in the candidate's journey. This means the employer having an awareness of the individual candidates' interests, behaviors, and communication preferences, then creating and populating talent pools or pipelines based on those shared interests, behaviors, and preferences – and managing those pools accordingly.

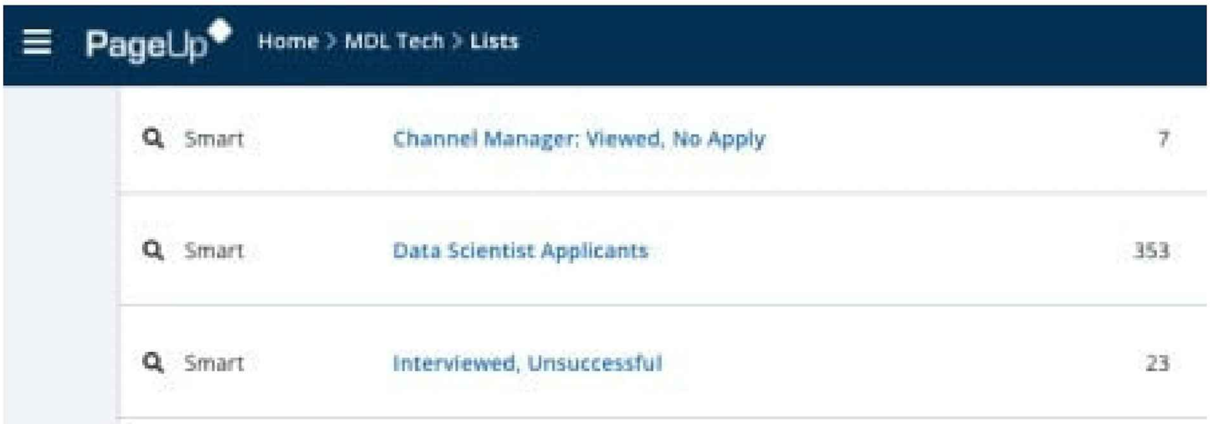
Your Recruitment Marketing platform comes complete with automation functionality designed to streamline processes like those highlighted above, that have historically been managed manually. At the core of this functionality is talent network segmentation and workflow.

Lists

A tried, tested, and proven function at the heart of traditional marketing, Lists enable structured and reliable segmentation of your broader talent network.

Use Lists to organize your broader talent network into smaller pools based on candidate behaviors, interests, and/or interactions. This will allow you to engage and progress candidates with timely messaging that speaks to their individual needs and/or interests.

Where possible, leverage smart lists. Dynamic in nature, smart lists will update on a continuous basis, automatically pulling in or removing any and all candidates who match the predetermined candidate search criteria on which the list is based. It's talent network segmentation, automated.



Tagging

Tagging is a particularly effective segmentation device. Easily managed and a highly effective customizable feature, tagging allows users to sort and segment their broader talent network, as well as quickly find individual candidates within the CRM.

We encourage you to consider the recruiting needs, preferences, and terminology specific to you and your organisation, and to create and assign tags in accordance with the above. Tags can then be used as the central criteria on which a list or lists is built.

Lists in Practice

We recommend starting out with a minimum of three lists:

1. All candidates who opted in to join the TalentNetwork (smart list)
Benefit: A group of "warm" candidates who may not necessarily be ready to apply for a job, but who are engaged with your brand and open to receiving communications on your organisation's news, culture, team members, and future opportunities.

2. All candidates who applied for one specific job but were not successful (static list)
Benefit: Have already demonstrated an interest in working for your organisation, and, providing the candidate experience was good and the lines of communication kept open, may be keen to try for another role.

3. All candidates tagged "Silver Medalist" (smart list)
Benefit: All of the above, with the added bonus of the company already having identified them as a candidate of choice. This list becomes the recruiter's first port of call when any vacancy arises.

TIP FOR SUCCESS

Use static lists and tags in conjunction with sourcing boards to create a pipeline of candidates (manual selection and system recommendations) worthy of further consideration and nurture for a specific open role.

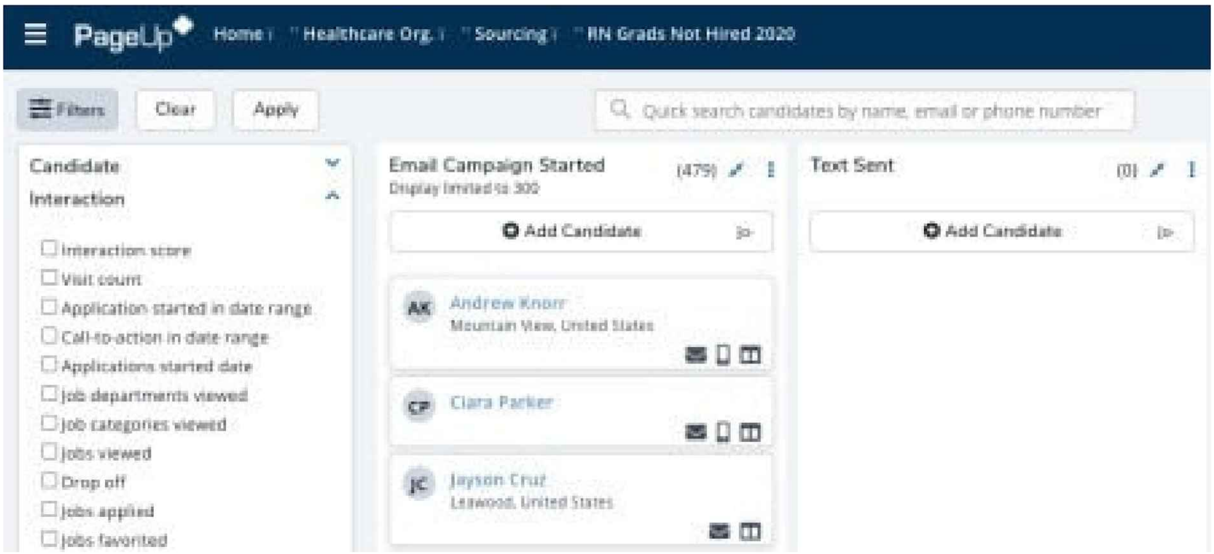
Real world example

A healthcare client created a sourcing board to track re-engagement efforts with the following target segment: 'RN Grads. Not Hired 2020.'

Here, the client uses the sourcing board to track which candidates are at each of the following stages:

- Email campaign
- SMS
- Calls 1 - 3
- Apply link sent
- Applied
- Interview
- Hired
- Withdrew app. / declined offer
- Not selected after apply
- Not selected after interview

In this scenario, the client would start by populating the sourcing board with all candidates tagged "RN Grad 2020 Not Hired" - a quick and easy task that can be completed in just a couple of clicks. Candidates can then be moved manually from stage to stage, or, again, those stages can be populated automatically by assigning tags and using those tags to filter.



Talent network segmentation

Use cases to consider:

Guided by your company's own specific hiring and employer branding needs, you might set up lists that group together candidates based on the following:

- Specific responses in custom form fields Jobs applied to:
- ATS stage
- Newsletter opt-ins
- Departmental preferences
- Completed CTAs

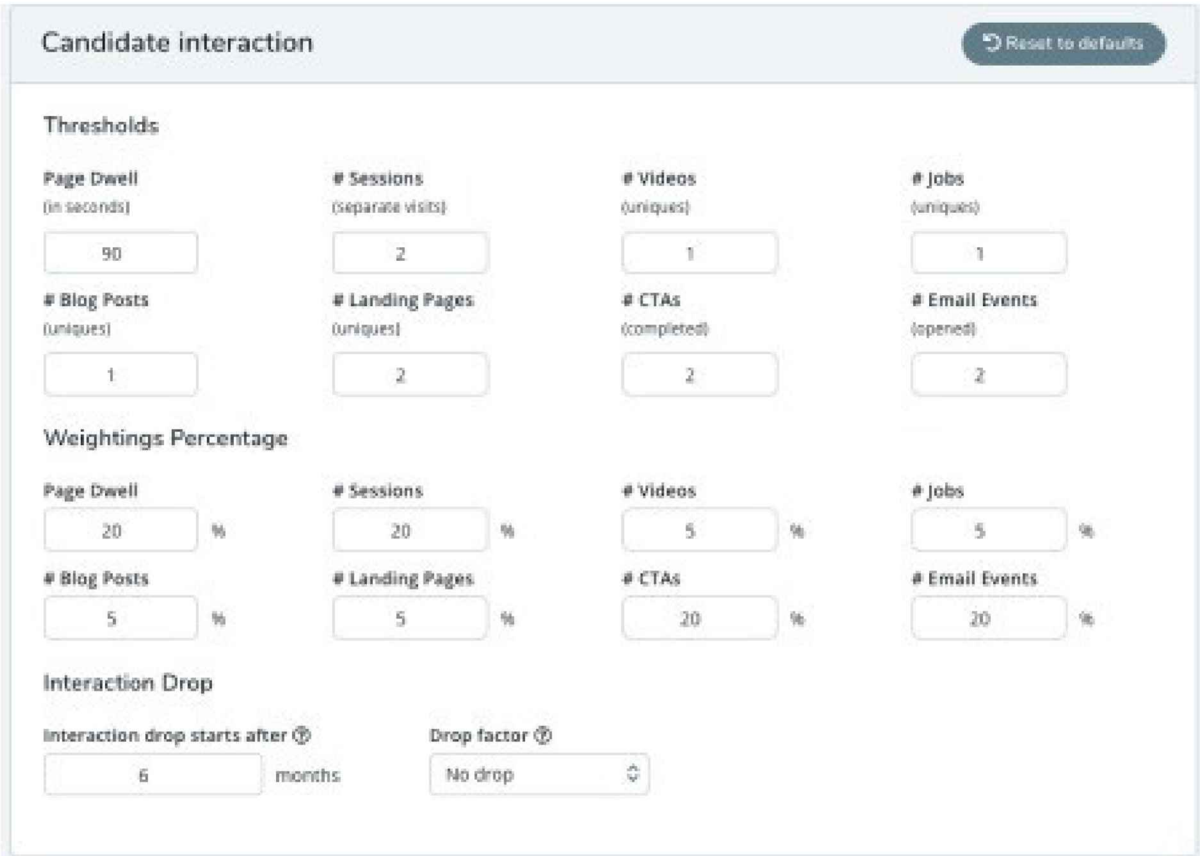
Build lists now to save time later

We recommend setting up a smart list to work in conjunction with each and every new campaign and/or CTA that you create. When set up ahead of your content's go-live date, the list will populate in real-time, automatically pulling in all candidates who match the relevant criteria and ensuring that none slip through the net. It's also one less task for the recruiter to complete once the event has ended and/or campaign closed.

TIP FOR SUCCESS:

Sort lists by Interaction score* to quickly identify those candidates most active on your career site and, by association, most engaged with your employer brand. Reaching out to these candidates first can significantly increase both your chances of getting applications over the line, and the speed at which you do so, too.

*Interaction score settings can be managed from Company Settings > Candidate Interaction. Preferred Thresholds and Weightings will vary by company, however, we recommend using the following system defaults to start.



Observe interactions over time and adjust Thresholdsand Weightings in accordance with any correlations that emerge, for example, between videoswatched / blog posts read and hires.

COMMUNICATION

With target talent segments in place, it's time to think about how you will seek to nurture these candidates, and convert the best.

Embrace a proactive recruiting strategy that looks to educate, inform, and engage candidates before, during, and after the application process. Instead of focusing solely on the end goal of "hired," when it comes to formulating and implementing your communication plan, it can help to think about building relationships. This mindset opens up possibilities for a variety of different messages, delivery methods, and formats, too.

Getting Started: Email

We recommend creating a series of emails that takes a high-level approach to addressing the six key stages that make up an effective recruiting funnel;

Awareness > Interest > Consideration > Application > Selection > Offer > Onboarding.

AWARENESS > INTEREST > CONSIDERATION

At this point, we encourage you to deliver content that highlights your organisation's core values, brings employees to the forefront, and showcases current openings in an unobtrusive way.

A newsletter is a great piece of collateral to have in your recruitment marketing arsenal because it meets the needs and interests of multiple segments including candidates who have opted-in to the talent network but not yet filled out an application, and those who have applied for a job and been unsuccessful but who would like to keep in touch.

You might consider creating an e-newsletter that features some or all of the following:

- A "day in the life" feature with a staff member from a particular team or office branch Department-specific content, e.g. spotlight on engineering projects, marketing initiatives, or research breakthroughs
- An employee-led tour of the office
- Exciting company news, e.g. employee promotions
- A list of open roles or recommended jobs

It can incorporate original content or, to save time, existing content repurposed from your career site, social media accounts, and/or corporate website.

The e-newsletter can be built and sent from the Recruitment Marketing platform, with performance metrics also available in Reports. Making it a regular part of your correspondence with your talent network is easy with the "Duplicate" function that allows users to quickly copy an existing email and replace the old content with something fresh and new for your next issue.

Preview your email

Recipients | Preview | Sequences | Send

Next step

From: Klook Careers
Subject: Employee number 20 tells us what it's really like at Klook
Preheader: After 6 years, this is what still motivates CS to stay

Preview as: Rachel Ong Xue Qi

KLOOK

Hi Rachel,

If you want to know the truth about a company, ask employees who have been there the longest. They've seen the business through all the ups and downs… and everything in between. This month, we had a chance to talk to CS Seong, Klook's employee number 20 and our first employee in Singapore. Nearly six years later, he shares what keeps him motivated and why he's still here. Find out here.

Sincerely,

Team Klook

We are hiring!

What's new in the Klookiverse

We bring you stories about cool projects at Klook and the brilliant people who make them happen. Here's our top four for this month, enjoy!

Bring on the cuddles

Klook Hong Kong office organized its very first Klook Pet Day! The team loved this new way of destressing between the meetings and is already looking forward to more.

Mission optimization

Our Customer Experience Training team cut the training program time in half while adding three times more modules. Read how we optimize for efficiency and quality.

Destination: Staycation

Find out how our Hong Kong team elevated the good old staycation into Hongkongers' favorite pandemic pastime. (Spoiler: Innovation and creativity were key.)

How we make Klook Live!

Klook Live!, our in-app livestreaming feature, has kept us connected to our customers throughout the pandemic. We take you behind the scenes on a recent Klook Live! set.

Recent Blog Posts

How I grew my career: Mildred Ang, Global Partnerships and Affiliate Marketing Manager

Learning how to plan your career is the most important thing no one taught you at school. Luckily, there are many Klookers who paved exciting career paths for themselves and…

Read More ›

Meet the Team: Legal

Recognized by the Financial Times as one of the most innovative legal teams in the Asia Pacific and by Legal 500 and Asian Legal Business as one of the best…

Read More ›

Following your passion at Klook: a glimpse into Hong Kong Business Development

At Klook, the Business Development (BD) team plays a vital role in generating revenue and expanding our business. They build relationships with merchant partners, manage accounts to help our merchants…

Read More ›

Jobs that might interest you

Talent Acquisition Associate/Coordinator (12-month contract)
Hong Kong SAR
Apply ›

Office Experience Associate
Taipei
Apply ›

E-Commerce Operation Manager
Manila
Apply ›

PR & Partnerships Manager
Manila
Apply ›

Social Media & Content Manager
Manila
Apply ›

KLOOK

Connect with us:

Frequency

Once per month is a perfect cadence for a recruitment marketing newsletter, with the understanding that any candidate seeking additional information on your company and/or open roles in between issues can (and will) visit your career site and social feeds, so don't forget to keep these channels active, engaging, and responsive, too.

Tuesday, Wednesday, and Thursday see stronger email engagement rates than Friday through Monday, with late morning and late afternoon considered prime send times. Choose a slot and stick to it for a minimum of three sends. If your newsletter is not getting the open rates it deserves, switch it up.

Application and beyond

We know that timely, personalized, and accurate messaging is key to keeping applicants engaged. Indeed, our research has shown that the job search experience is emotionally loaded, with candidates perceiving a lack of timely, personalized, or accurate messaging as an informal rejection. Employers should strive to keep the lines of communication with applicants open throughout the duration of the recruitment process to demonstrate their awareness of and respect for the effort involved.

With this in mind, at a minimum, we encourage you to create and save the following mails (type: 'Workflow') in your recruitment marketing account:

- Application 'nudge,' i.e. incomplete application Application acknowledgement
- Application unsuccessful

General Etiquette

When creating your recruitment marketing emails, we would encourage you to keep in mind the following:

- Personalize your emails.
- Remember to include a subject line that is clear,concise, and truthful - and ideally one that runs to no more than 50 characters.
- Check spelling, punctuation, and grammar, then check again.

- Avoid overusing exclamation marks.
- Include hyperlinks, buttons, or use a link shortener to avoid long, unsightly URLs. Be mindful of the context in which you are writing–recruitment– and choose your greetings and signoffs accordingly.

WORKFLOW

With lists created and emails built, now it's time to look at Workflow - the automation functionality that brings it all together and keeps your recruitment marketing running like clockwork.

The following workflows are essential to any successful recruitment marketing endeavor:

- Talent Network signup acknowledgement
- Incomplete application reminder / auto-nurture
- Application acknowledgement

See below for example email templates, designed for use in the above scenarios.

TIP FOR SUCCESS:

When a 2-way ATS integration has been enabled with application statuses passed back to Recruitment Marketing, notifications previously sent by the ATS (e.g. application acknowledgement, interview invitation, applicant rejection) can now also be managed by Recruitment Marketing. Leverage this functionality for a consistent look and feel across all recruiting emails.

Subject Line: Welcome to ACME

Hi John

Thank you for your interest in ACME Company; we're delighted to welcome you to our talent network!

As a member, you can look forward to receiving real life employee experiences, our latest opportunities, current projects, and more - right to your inbox.

Keep an eye out for your talent network update once a month, and of course, you are free to unsubscribe at any time ('though we're hoping you'll stay a while!)

Until then, why not take a look at a day in the life of a new starter at ACME Company?

Best wishes, and welcome, once again.

Team Talent

Subject Line: Your application is incomplete

Hi John

It looks like you didn't get a chance to finish your recent job application. We've made it easy for you to pick-up right where you left off!

Click here to complete your application now.

We look forward to receiving it. In the meantime, we encourage you to learn more about the difference we make in our clients' lives; check out our client stories here.

Regards,

Maura

Subject Line: Thank you for applying

Hi John,

Thank you for applying to the Customer Success Manager position at ACME Company.

Your application is currently under review.

If you are among the qualified candidates, we'd love to connect for an interview. Either way, one of our team will be in touch with an update on the status your application in the coming weeks.

Thank you, again, for taking the time to apply. We really do appreciate your interest in ACME and hope to keep in touch.

Best wishes,

Mike

TIP FOR SUCCESS

When creating email templates using the Recruitment Marketing email builder, insert tokens from the 'Personalisation' dropdown to ensure that every email received contains content, information, and references specific to each individual recipient, e.g. '[candidate_first_name]', '[company_name]', and/or '[job_title].'

Delays

It is good practice to include a delay between the action that triggers your workflow, e.g. a candidate signing up to the talent network or starting an application, and the first step of that workflow, e.g. delivery of the relevant email. Even if the candidate recognizes that the email is automated, adding a delay in between their initial engagement and your automated follow-up allows your brand to return to front and center in the candidate's mind, with no manual effort required on behalf of the recruiter.

We recommend a minimum delay of two minutes following a talent network signup, and one day before sending your first "nudge" email in an auto-nurture workflow. An application acknowledgement should arrive thirty minutes to one hour after the candidate hits, "SUBMIT."

CAMPAIGN MANAGEMENT & EVENTS

Not all conversions happen online. Recruitment Marketing's dedicated Events functionality marries real-world interaction with sophisticated automation, letting recruiters connect with candidates face-to-face, capture information on the fly using their phone or iPad, and continue to nurture and engage them online, post-event.

Here, we include our best practice tips and recommendations for bringing your next event from concept to live using Recruitment Marketing.

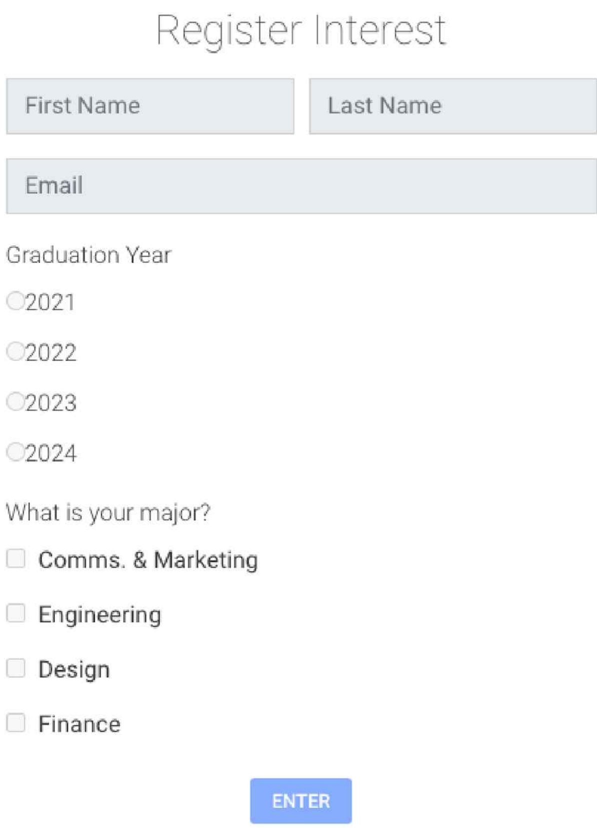
Create a custom call-to-action to capture candidate information

As highlighted on pg. 8, a call-to-action (CTA), or data capture form, is the means by which your candidates submit key personal and professional information. The first step in bringing your event to life is to use Recruitment Marketing's highly flexible CTA-builder to create a custom form tailor-made to meet your information needs. Consider what candidate information you most want to capture and include these questions on your form-type CTA, i.e. enabling basic pre-screening; graduation year? Field of interest? Outside interests? Languages spoken? Coding level proficiency?

To make it quick and easy to complete and eliminate opportunity for error, we recommend asking candidates to select from a list and/or check the box(es) that best apply.

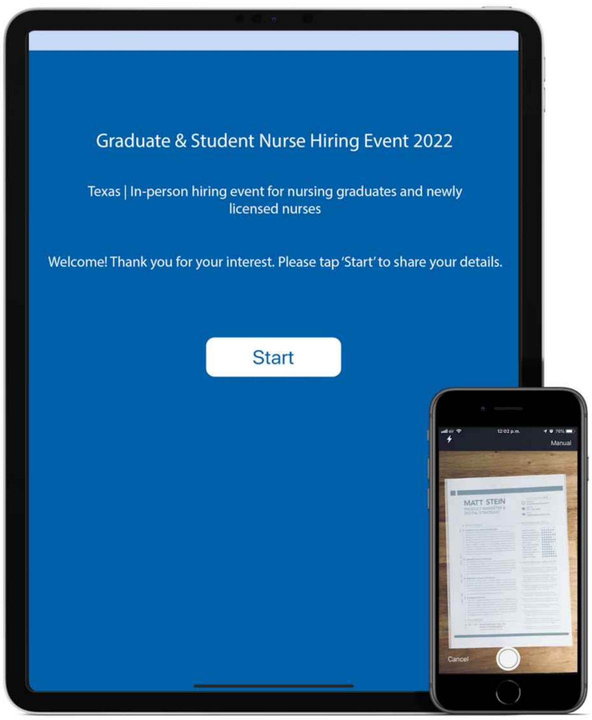
Embed your CTA in an on-brand 'Event' or landing page

Companies who plan on capturing candidate details via iPad should create a new Event via the dedicated feature in the left side menu in Recruitment Marketing, embedding their CTA as part of that process.



Please note that when this form is launched using Recruitment Marketing's own iOS Kiosk App for iPad, candidates will enjoy an enhanced experience, benefitting from a simple, easy-to-navigate UI, with each candidate field (e.g. 'First Name,' 'Last Name,' etc.) appearing on its own screen.

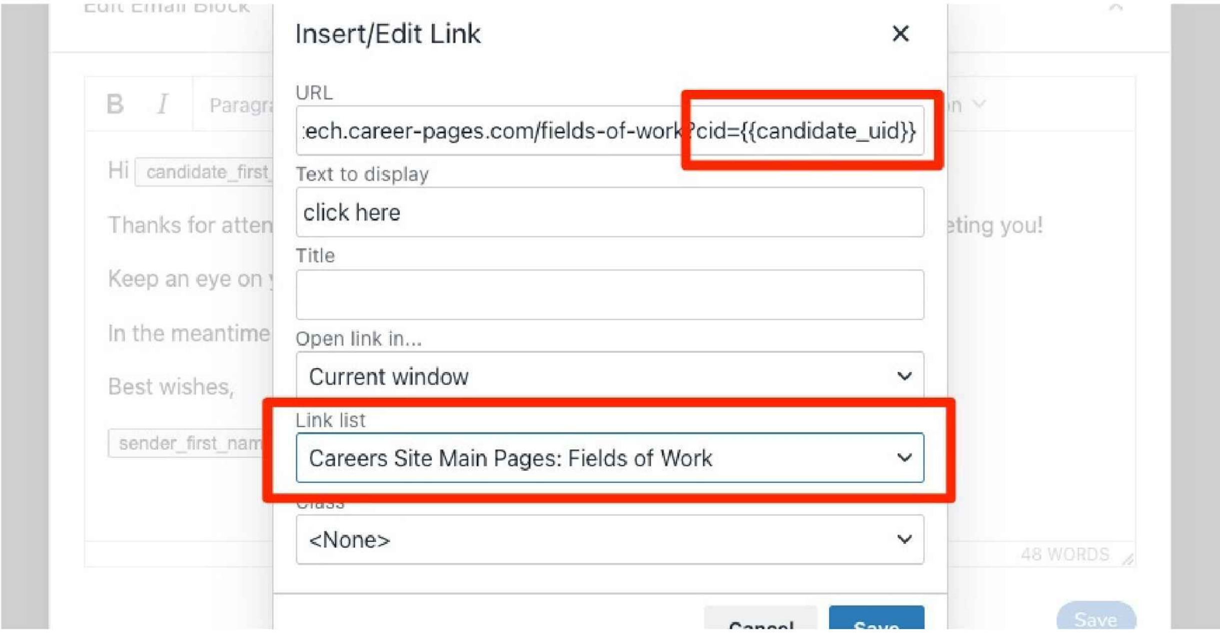
BONUS: the iOS Kiosk App for iPad works both on- and offline, so poor wifi at events won't hinder your ability to capture candidates.



Create a Workflow Email with tracking ID

So that you can get an end-to-end view of each candidate's behaviour from first-touch to apply, Recruitment Marketing provides a 'bridge' that connects and consolidates into one candidate record, the candidate's activity on your company device at the event, and any that follows on their own personal device.

As part of your Event set-up, we recommend creating a new workflow email (pg. 25) to acknowledge those candidates who register / fill out your custom form at the event. Then, simply add in a link to another page built in Recruitment Marketing. This link contains a unique tracking ID that will allow the system to bridge the gap and associate with one candidate profile, the data and activity recorded on your company device and the candidate's own device.



Set up a new Workflow specific to your Event, adding in whatever length of delay you feel is most appropriate (pg. 26), using your custom CTA as the trigger to send the email created above.

Create a Smart List to Sort and Segment your Talent Pool by Event

As highlighted on pgs. 15 & 16, the Smart Lists feature in Recruitment Marketing is an easy and effective way to sort and manage an ever-growing talent pool. As part of your next Event set-up, we recommend creating a Smart List to automatically pull-in any/all candidates who complete the Event-specific CTA. This allows you to see quickly, post-event, how many candidates registered interest. You can also create additional lists based on candidates' custom field entries, e.g. "All candidates who selected 'Graduation Year 2022'.

Create a QR code

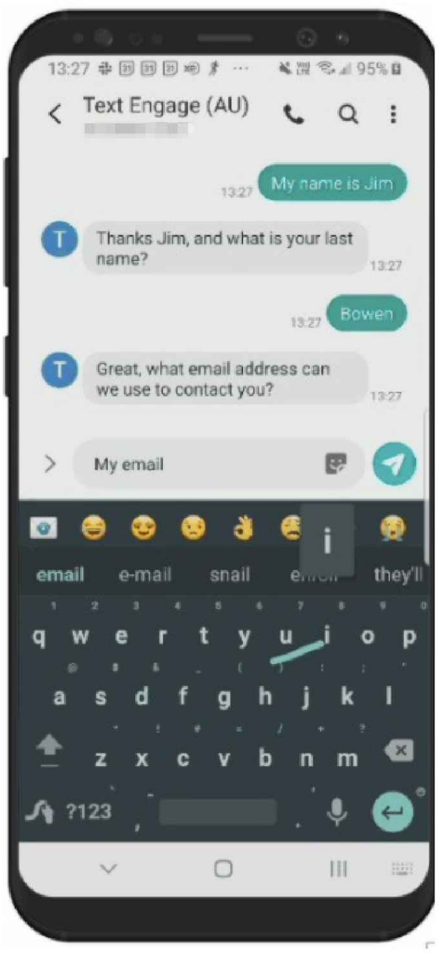
Recruitment Marketing comes complete with a QR code generator. We encourage you to make use of this feature when planning your next event to allow attendees to make that leap from real-world brand engagement to online quickly and easily. Use the custom QR code generator to link booth visitors to any careers site landing page and/or job in real-time, and increase your chances of conversion. Recruitment Marketing QR codes can also be used to fast-track individual candidates.

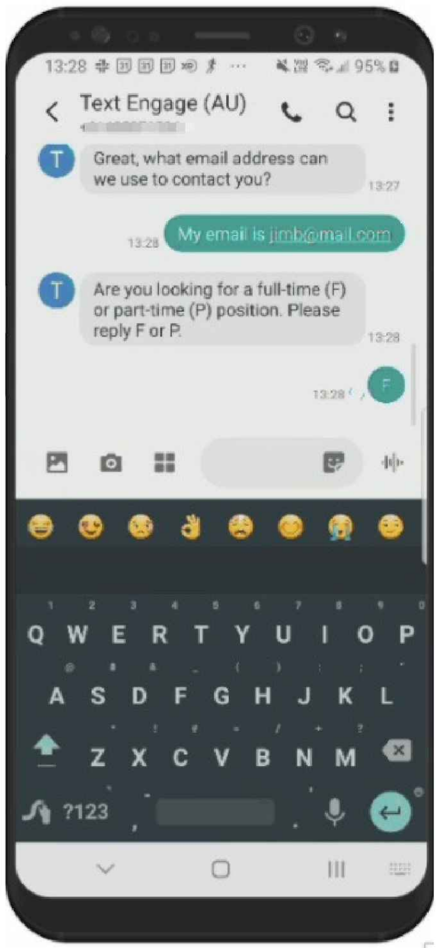
ENGAGING HARD-TO-REACH CANDIDATES

Continuing on the theme of bridging the gap between offline and online interaction, Text Engage is an exciting new feature and add-on to Recruitment Marketing designed to help you grow your talent pool faster.

With Text Engage, one text is all it takes to start an application or join a talent network. This 'no mess, no fuss' approach, combined with the 99% open rate for SMS text messages, promises a high conversion rate. In addition, once a candidate engages, their searchable candidate profile is built and automatically added to your CRM. The chatbot model uses automated prompts and pre-set conversational workflows to capture data and nurture candidates anywhere, anytime.

We would encourage you to consider Text Engage ahead of your next careers fair or recruiting event. Share your dedicated number on event flyers or booth signage and invite candidates to begin their engagement journey with your organisation there and then - in real time, in a real-world setting.





Automated pre-screening

Text Engage can also be used to pre-screen applicants through the automated delivery of YES/NO and/or multiple choice type questions as part of the chatbot-to-candidate conversation.

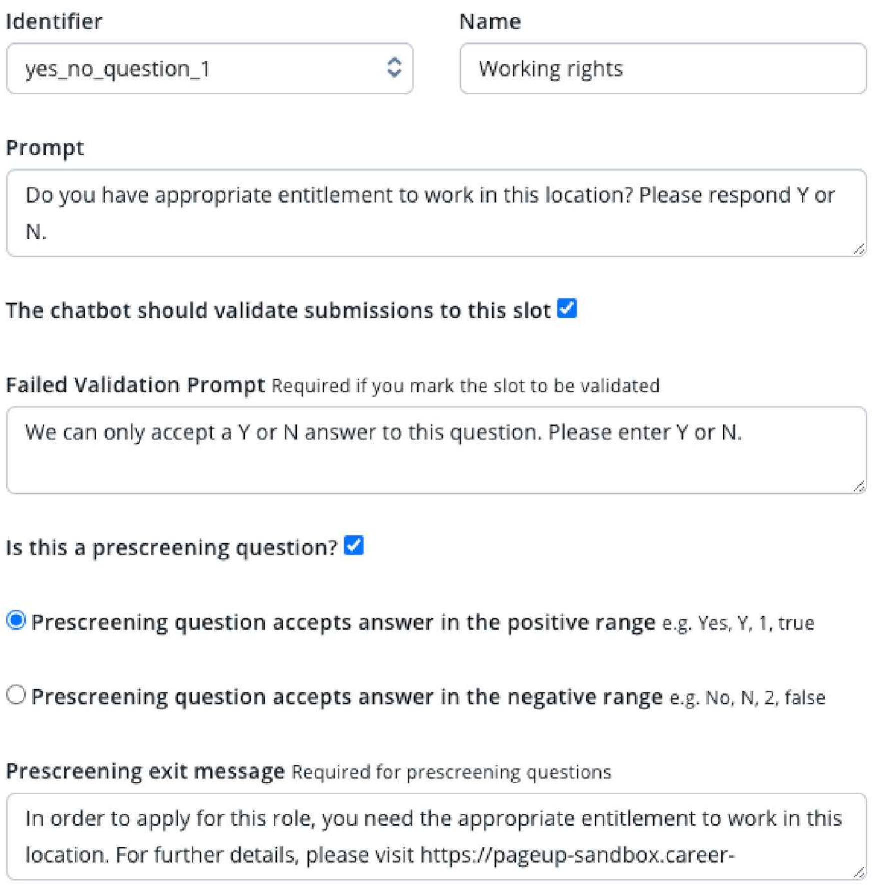
For example: “Do you have appropriate entitlement to work in this location? Please respond Y or N.”

Or

“Are you looking for a full-time (F) or part-time (P) position. Please reply F or P.”

When a candidate replies with an answer in the correct format, this information will automatically be added to their candidate record where it can then serve as a filtering mechanism.

We would encourage you to include “yes_no_question” and/or “multiple_choice” Identifier types in your Text Engage setup to enable faster, more efficient progression of suitable candidates through the funnel.



Identifier

yes_no_question_1

Name

Working rights

Prompt

Do you have appropriate entitlement to work in this location? Please respond Y or N.

The chatbot should validate submissions to this slot

Failed Validation Prompt Required if you mark the slot to be validated

We can only accept a Y or N answer to this question. Please enter Y or N.

Is this a prescreening question?

Prescreening question accepts answer in the positive range e.g. Yes, Y, 1, true

Prescreening question accepts answer in the negative range e.g. No, N, 2, false

Prescreening exit message Required for prescreening questions

In order to apply for this role, you need the appropriate entitlement to work in this location. For further details, please visit https://pageup-sandbox.career-

Industry Use Cases

As well as general recruiting events, Text Engage is tailor-made for engaging and converting candidates in two key areas:

1. Volume-based roles

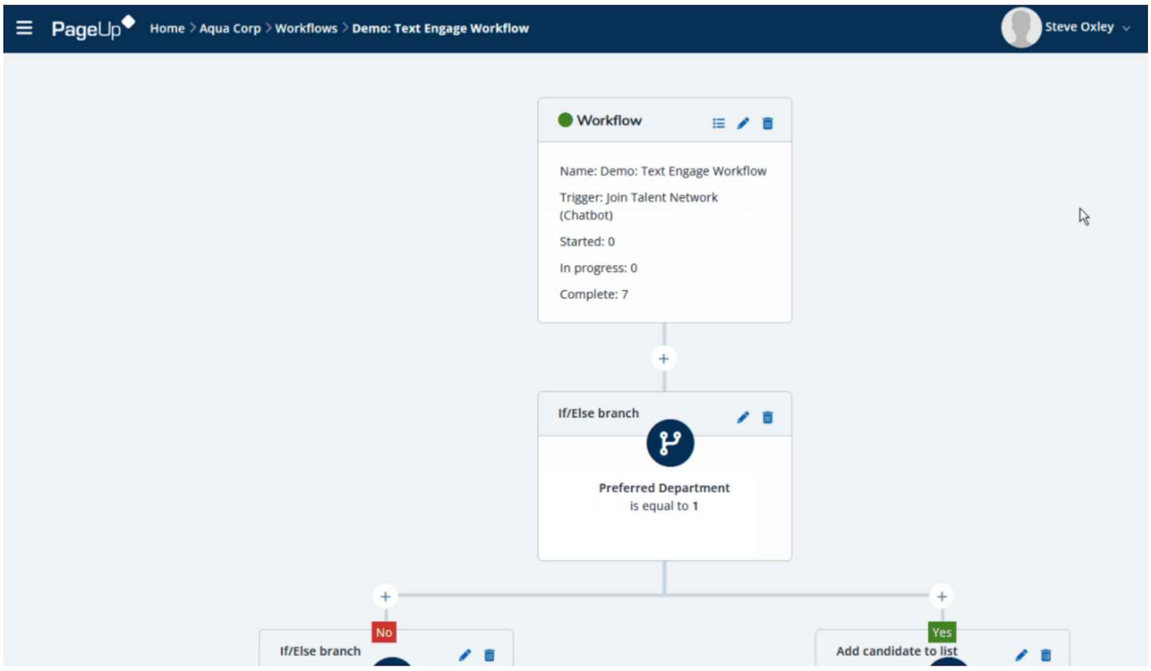
Text Engage allows organisations in what are traditionally high-volume/high-turnover industries (retail and hospitality, or banking call centres, for example) to grow their talent pool continuously. When used in conjunction with Recruitment Marketing's CRM and the pipelining function, specifically, Text Engage can help ensure that at any and all times, organisations have access to lists of candidates who are qualified, engaged, and ready to work. Share your dedicated Text Engage number on posters in-store, include it on menus, receipts, or business cards, and help consumers already engaging with your brand to become candidates.

2. Hard-to-fill roles

The very nature of their roles means that oftentimes, those in industries like nursing and healthcare, construction, skilled trades, and transportation, for example, don't have a lot of time to spend in front of a computer. Mobile is the best and most effective way of reaching and engaging them. When a single text is all it takes to express interest in a job or organisation, the barrier for entry is lowered further, and your chances of driving a conversion increase.

TIP FOR SUCCESS

Use Text Engage in conjunction with Workflows to automatically sort candidates into lists based on their data entry. This allows for more targeted messaging and a more nuanced, more relevant candidate experience.



Automate today for time back tomorrow

It's never too early to start engaging talent - passive talent, included. By leveraging the features available to you in your recruitment marketing CRM suite as well as the complementary Events functionality, and following the best practices highlighted here, you can ensure nuanced and reliable custom segmentation of your broader talent network that in turn facilitates on time, on-brand, and on message communication with your target candidates. This combined with the platform's innovative automation features allows you to embrace a proactive recruiting strategy that is more effective, more efficient, and significantly less labour-intensive –giving you back time in your day to invest where it matters– building meaningful relationships with top talent.

Measuring Success: Recruitment Marketing Reports

Having implemented your recruitment marketing strategy, the next step is to ensure that you track and measure its success.

Recruitment Marketing comes complete with a comprehensive Reports module that delivers valuable insights at every stage of the funnel. Track and interpret candidate behavior and engagement with your content to understand who is visiting your career site, how they got there and associated sourcing cost, as well as what further action they are taking on arrival.

Knowledge is power; armed with these insights, you can edit, iterate, and improve your existing content, practices, and processes for optimum impact while reaping the benefits of smarter, more effective recruiting.

Below, and taking into account the most common questions asked by talent teams around the world, you will find our best practice guidelines for navigating Reports in Recruitment Marketing.

1. Quantity: Is my career site driving conversions?

Key metrics:

- **Conversion rate of Visitors to Potential Candidates**
- **Potential Candidates to Started Application**

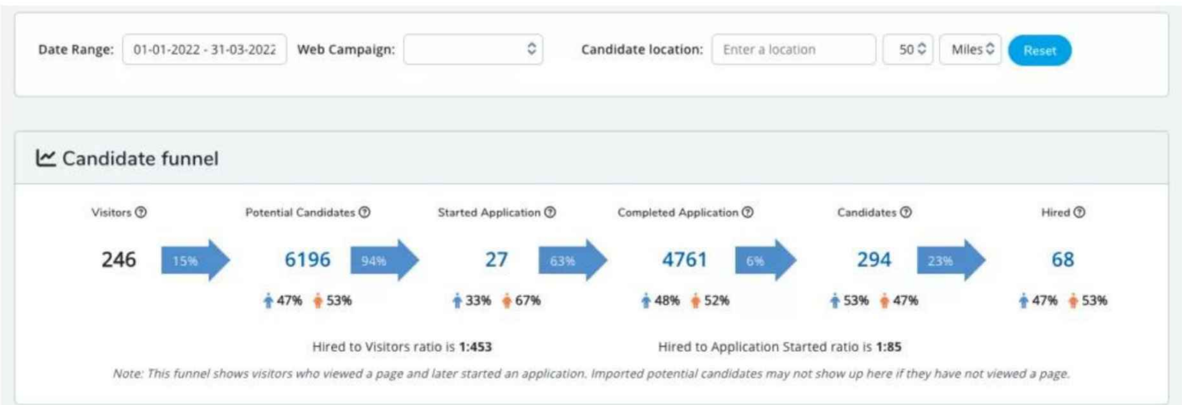
What determines a career site’s effectiveness is somewhat subjective. For some companies, a high number of applicants may be the ultimate measure of success. For others, growing their talent pool to ensure robust talent pipelines now or further down the line may take priority.

What’s true in all cases is that an effective career site is one that gives candidates the information they need, when they need it. This information should allow them to easily self-select into —or out of —the recruitment process at any time.

If applicant volume is your main concern, you can see how effective your site is by looking at the number of candidates who visited your career site in a given period and later started an application.

If you’re focusing on building an active and increasing talent pool, zone in on the number of candidates who visited your career site in a given period and demonstrated interest in your organisation by converting through any data-capture form/CTA.

Industry standards combined with our own data suggest benchmark conversion rates of 15%+ from Visitors to Potential Candidates, and 80% from Potential Candidates > Started Application.



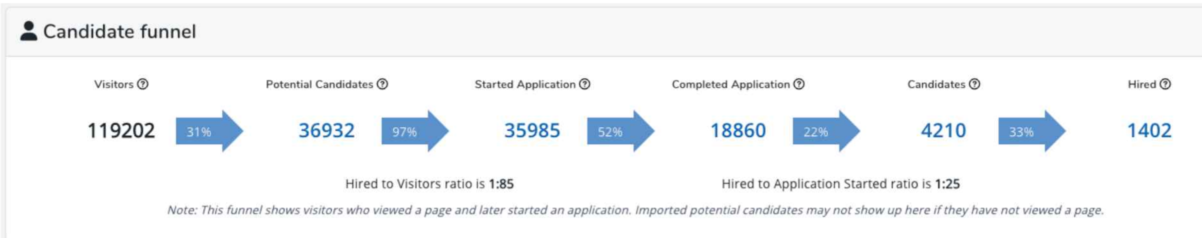
2. Quality: Is my career site and/or job converting the right *type* of candidates?

Key metrics:

- **Hired to Visitors ratio and/or**
- **Conversion rate of Completed Application to Candidates**

Where the volume of applications is not a concern, what does become a priority is being able to establish, ideally at-a-glance, what portion of those applications received are high-quality. Indeed, for the majority of organisations, quality of hire has now surpassed time-to-fill as a recruitment top priority.

By looking at the Hired to Visitors ratio and/or the conversion rate of Completed Application to Candidates metrics available in Clinch Reports, you can see quickly and easily, respectively, how many career site visitors it takes to secure one new hire and/or the percentage of applicants who went on to be deemed 'Successful' as defined by your ATS status settings. Industry standards point to 10-15% as a benchmark for success.



Gender Breakdown

Reports can also be used to gauge the gender breakdown of the audience engaging with your content. They can also help you to see the gender split at any given stage in the application process. These insights are valuable if, for example, you have launched a campaign with a view to hiring more female software developers.

3. How easy or difficult is my application process?

Key metrics:

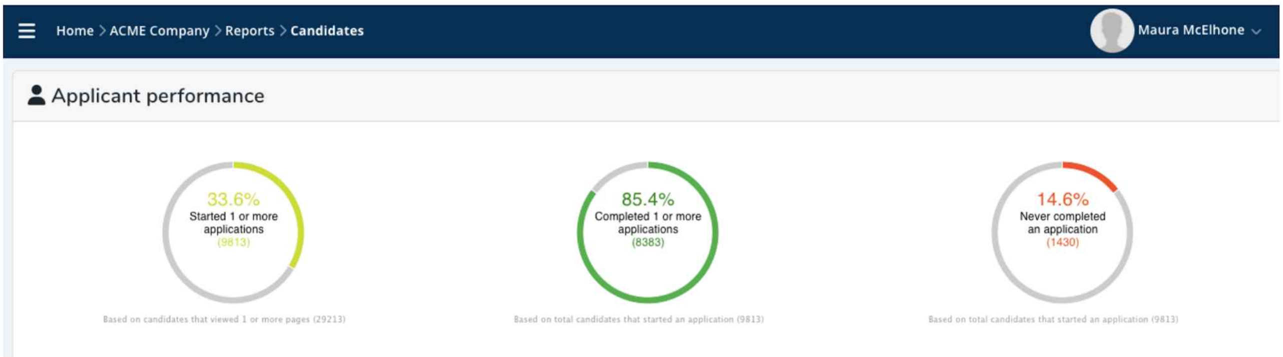
- **Conversion rate on Started Application to Completed Application and/or**
- **Drop-Off Rate**

While a career site that is visually engaging, informative, and accessible is central to a successful recruitment marketing strategy, it's important to pay attention also to the influential role of the job application itself.

The application form, as well as the processes you have in place prior to and post-application, can influence whether or not a would-be ideal candidate completes the journey from Visitor to Hired.

While industry research indicates a typical application drop-off rate of 80% (Glassdoor, via Avature), the average across the Clinch data set is just 24%. We attribute this to our clients following our best practice guidelines that encourage a "low barrier to entry," including:

- requesting only the most pertinent candidate information which shows you respect the candidate's time, and
- using automation to inform and engage applicants at all key stages of the recruiting funnel.



4. Which traffic sources are providing the most value?

Key metric: Top Sources table

When your new Clinch career site goes live, Clinch's automated optimisation measures can deliver as much as a 26% increase in the number of visitors to your site. By activating your inbound sourcing strategy (for example, ensuring that your jobs are automatically widely distributed by leveraging multi-channel posting through Clinch), you can push that number even higher.

With a steady flow of visitors in place, and strong conversion rates on top of that, you can then look to identify which traffic sources are proving most fruitful. This is information that can help you reduce recruiting costs and decide where to spend your time and money. Clinch recruitment marketing analytics shine a light not only on the original source of hire, but also attribute the number of successful candidates generated to each individual social channel, jobs board, and/or search engine.

Use the Traffic screen > Top Sources table in Reports, and apply the relevant channel filter to identify first, which sources are sending the most traffic your way. Then, bearing in mind that quantity does not necessarily mean quality, look to the key metrics including 'Started Application, (1.)' 'Candidates (2.),' and 'Hired (3.)' to establish for each individual source:

- Whether or not the majority of visitors are arriving at your career site with a view to starting an application.
- The percentage of applications received that go on to be successful.
- How many visitors are translating into hires.

5. Does my career site encourage repeat visits?

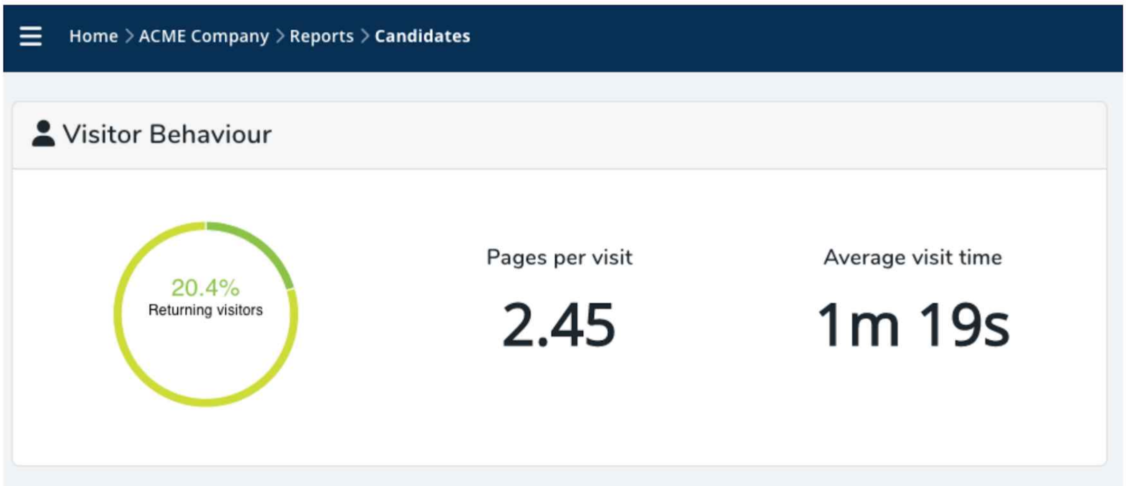
Key metric: Returning visitors circle graph

Increased traffic from the outset is a welcome result of your new-look careers site. But you want to make sure that as time goes on, you are striking a good balance between new and returning visitors. Both are important –but since returning visitors are more likely to convert, for example, applying for a job, or joining your talent network, let's focus on them.

Check out the returning visitors circle graph in the Visitor Behaviour table under Reports > Candidates to see how effective your career site is when it comes to encouraging repeat visits. Industry standards recommend aiming for a repeat visitor rate of 10% to 30%.

If your rate of returning visitors is less than 10%, there are two areas to examine for improvement opportunities:

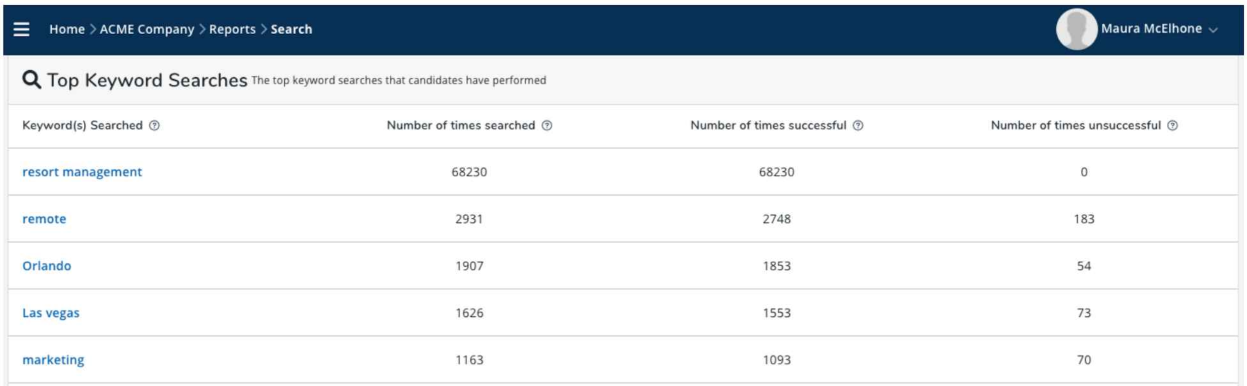
1. Consider the "stickiness" of your career site: make sure your content speaks to the candidates' needs pre- and post-apply. Strive for wording and visually engaging elements that deliver real value and give visitors a reason to come back for more.
2. Make use of targeted automation capabilities: keep your company front-of-mind with candidates and encourage return visits by delivering automated emails with links to relevant blog posts or career site content, for example. Segment your talent pool based on area of interest or location, for example, and set up targeted, automated emails that speak to those personal details.



6. Are my job descriptions effective?

Key metric: Top Keyword Searches table

Creating content that resonates with candidates is key to driving conversions. This is true for both your career site as a whole, and individual job descriptions, too. Show candidates that you recognise their employment needs and preferences, and that you understand what's important to them when it comes to the job search, by incorporating language and terminology they already use, and job details in which they've demonstrated value. The Top Keyword Searches table in Reports > Search gives you that information by listing your company's top keywords based on number of searches, as well as how many times that query returned at least one result. If the failure rate is notable, e.g. 10 searches to 0 results, it's time to redraft your job descriptions.



Keyword(s) Searched	Number of times searched	Number of times successful	Number of times unsuccessful
resort management	68230	68230	0
remote	2931	2748	183
Orlando	1907	1853	54
Las vegas	1626	1553	73
marketing	1163	1093	70

Inform, iterate, improve

Recruitment marketing is an iterative process. To achieve the results we want –a robust employer brand and open roles filled with the best-fit candidates for our culture and organisation– we must be willing to track and measure our efforts, and implement change for the better, as and where it is needed. In Reports, Clinch puts a wealth of information at your fingertips, granting you the insights and understanding you need to attract and engage the candidates you want. Using the analytics highlighted above to shape your recruitment marketing KPIs, ensure you are embracing a recruitment marketing strategy that delivers by taking regular deep-dives into your data through Reports.

TIP FOR SUCCESS

Your Clinch home dashboard acts as a variable 'front-page' for Reports, providing an at-a-glance monthly summary of your recruitment marketing strategy's performance. Refer here for a succinct wrap-up of 'Top Jobs,' 'Top Blog Posts,' and 'Top Sources' (all ranked by number of visitors), 'Top Keyword Searches,' and for a high-level look at your Candidate and content funnels, too.