



Key Takeaways: Digital Recruitment Marketing Strategies 6.15.21 RoundTables

Guest Presenter, Jay Mattern, CEO, TerraFirma Marketing

The current market requires us to think differently about candidate acquisition and our approach to candidates. We need a long game strategy that involves deeper engagement and dialogue on an ongoing basis.

Outreach to Referral Partners:

Alternative staffing businesses have the advantage of working with referral partners to attract candidates. To expand that:

- Attract passive referral partners (and business clients, too) by using social media to strengthen your position as an entity that welcomes referral partners and effectively helps people get back to work.
- Develop content, including video, to explain what you do, tell success stories, highlight your culture, and be seen as an “authority.”
- Be sure that videos include calls to action, backlinks to your website, and a way to measure the results.
- Besides posting on social media platforms, send videos to partners, directly and/or via newsletters.
 - Videos don’t have to be professionally produced, but this approach can be a good investment. Working Fields paid a professional videographer \$5,000 to produce a 2-minute video that has generated free media on tv and radio. The extra footage can also be used to create more specialized videos.
 - First Step has had success with 2-minute videos about individual workers who describe their experience at First Step, 3 benefits they’ve gained, and next steps.

Outreach and Engagement with Candidates:

Business customers respond to B2B marketing which is rational and value-driven. Candidate marketing is more B2C. You’re trying to influence someone emotionally to come to work for you.

- Humanize the recruitment process.
 - Diversified Personnel Services features short videos of its recruiters to introduce them and make them relatable.

- Develop influencers among the people you place to help recruit or affect behavior.
 - Identify internal “champions.” Ask your employees where they hang out digitally and how often they visit. Dig into your data base to find your promoters.
- Market specific jobs, not generic ones. Work with your valued customers to create more appealing jobs.
- Celebrate workers’ success and have some fun.
 - Cara brings candidates together for *Motivations*, to sing, share stories and build a community that refers others in their networks back to Cara.

Staffing Hub’s *State of Staffing 2021* identified three top sources of candidates:

1. Referrals
2. Direct sourcing
3. Working your database

The digital revolution is real, but it’s critical to be strategic. Start with the end in mind. Determine the outcome you want and how you’ll measure it, then figure out the strategy or select the tool to meet that objective. A lot of staffing companies are jumping into new tools – HubSpot, Sense, chatbots – without seeing if they really need them. Don’t do something simply because your competitor is doing it.

Finally, your strategies need to be applied consistently over time with persistence and patience. It’s important not to give up after one try.