

An event from:



Marketing within recruitment

The Swiss Army Knife of Modern-Day Recruitment Performance



Host

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Speakers

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The role of marketing throughout the contemporary recruitment landscape is evolving – and fast. Marketing professionals able to adapt to unfeasibly quick changes and lead strategies across a sector so domineeringly dynamic, really have become the Swiss Army knife of modern-day recruitment performance. Once it was the recruiter making all the business decisions: now this role is the domain of the marketer.

From employer branding to candidate attraction to content production to choosing the most suitable internal tech structure, today's recruitment marketers are not only on the cusp of change, they are leading it. And the staffing sector is a better place for it: Slicker, exciting and undeniably more professional.

This Whitepaper highlights how to become a brilliant marketer within the recruitment sector, covering topics including:

- What is the point? How can modern marketers really help recruiters?
- Recruitment is a process – so how can you really differentiate?
- Harnessing the power of your audience
- How to create compelling content for LinkedIn that drives traffic back to your website
- Content plans which don't cause discontent
- The Big Brand Approach to Engaging Customers
- Behavioural Tricks for New Business Persuasion



Louis Welcomme
Communications Manager
Colleague Software

Colleague

What is the point? How can modern marketers really help recruiters?

What do we do?

We create change by connecting people and spreading powerful ideas.

How do we do this?

- We organise, lead and bring together like minded people hungry for connection, meaning and change. Seth Godin calls these Tribes.
- We build a culture.
- We spread ideas that work with passion, curiosity and commitment.

How is our role changing within the business?

- Marketers have to be enablers – we advise, train, equip and support individuals.
- Marketers need to be digital transformers – help ensure the seamless integration of the latest technologies and working practices.
- Marketers cannot be isolated – we must involve and get involved with sales, operations and IT.

The digital age is transforming marketing and recruitment.

Why?

- Digitalisation has resulted in people's time becoming scarce.
- Finding people is easier than ever, and will only become easier.
- It's a candidate driven market as niche skills are in demand.

It's harder to engage with outbound sales and marketing techniques in this new world. The outbound, transactional, pray and spray, approach is becoming less and less effective.

How can we help recruiters?

- Help recruiters build a personal empire by equipping them to be expert digital networkers and influencers.
- Involve recruiters in the curation, creation and distribution of valuable, personalised content as part of an inbound marketing strategy.
- Help recruiters use data intelligently to engage and nurture relationships with unique candidates.

The Future

Cloud First, Mobile First technology focusing on **reinventing productivity, intelligent cloud platforms and personal computing** will enable recruiters to connect with the right people more effectively and efficiently.

- Integrate marketing and engagement technologies and business workflows with your CRM to automate data capture, matching and feed pipelines.
- Automatically aggregate online profile data to speed up identification of relevant talent and quality leads.
- Intelligent business processes will use multiple digital data sources and predictive models to drive recruiter activity in the CRM.

Digital transformation of recruitment businesses will enable recruiters to become more **productive, connected and intelligent** in the way they work - allowing us to get back to basics.



Tracey Barrett
Managing Director
Bluesky PR

BLUESKY | PR

Recruitment is a process – so how can you really differentiate?

I believe that there is no such thing as a USP for a recruitment firm. Recruitment is a process so what can be unique? You only have to look at a bunch of websites which talk about USPs to realise that they rarely say anything unique at all. So shouldn't we stop talking about USPs and start talking about how we engage with our customers to make them want to engage with us?

Recruitment firms need three things to help them grow. Quality clients, quality candidates and quality consultants and the key to acquiring all these things is engagement. Aside from obvious business development efforts that engagement will happen through providing your target audiences with content that is of interest, of value and above all credible.

Getting Read, Getting Shared

And how do you provide content that truly provides this? By appearing in the media that your clients and candidates are reading because it's that third party credibility that sets apart quality from all the rest of the noise that your stakeholders get bombarded with on a daily basis. Writing a blog post is great – writing a blog post around a piece coverage you have had and linking to it is a hundred times more credible – and gives you great third party credible content to share.

Ego or Benefit

Most recruitment leaders I speak to want to be in the Sunday Times and the FT – we can do that – but not every week! And PR is not a vanity project. In our view it's much better to get quality content in the sector media that your clients and candidates are reading – because it's that which really demonstrates your expertise in a particular market. Take the example of a piece we placed (and wrote) for a client in the oil and gas sector on the rise the process engineer. We placed it in Oilfield Technology magazine - the client shared it with clients – and received assignments worth over £100k in revenue – that's your real bang for buck!

Round Tables and Events

Leverage the great outputs that come out of your events, and round tables by writing up the content and turning it into a white paper. And if you have candidate communities either offline or online develop some snapshot surveys which can give you great material for the press.

Takeaways

- **Set objectives** - What do you want to get out of PR because it can't just be a vanity project? If you have a clear understanding of what you want to get out of it that the PR strategy can be aligned to the objectives
- **Have a plan** – A PR campaign needs to be a sustained and drip feed approach – so what's the plan – what are the hooks you can use to build stories around?
- **Create stories** – Use your data/piggyback the news agenda/comment!
- **Use your PR** – Share it through social media – integrate coverage into your content plan because it's really credible if it's on a third party site. Recycle into your business development effort.
- **Involve the consultants** – Get their buy in from showing them how they can make more money from the PR effort – include them in the objective setting.
- **Measure the outcomes** – What is happening to website traffic/ LinkedIn followers/individual LinkedIn profile views and new client/candidate wins - and what's the follow up engagement strategy?



Samantha Noble
Client Services Director
Koozai



Harnessing the power of your audience

If we took a time machine back a few years we would see the PPC world targeting their potential audiences by keywords, and only keywords. We spent days using keyword research tools trying to understand all the different permutations of phrases that our target audiences could potentially use when looking for a service or product that we offered. Now don't get me wrong, this strategy worked and still works to this day but flashing forward to 2016, we have so much more available to us to really reach out audience including (but certainly not limited to):

- Customer Match
- Gmail Sponsored Promotions
- Remarketing Lists for Search Ads (RLSAs)

Even if you haven't done any of the above within your paid advertising campaigns to date, you would be crazy not to consider them in the future as businesses have seen a huge success if they are used in the right way.

Here are just a few of the key takeaways from my talk that will help you whether you are already using these strategies or looking to start in the future:

1. Update your privacy policy – before you start collecting audience data, you need to have this updated so they know what you are collecting
2. Start building lists – even if you don't think you want to start using them just yet, the data takes time to build. The sooner you start building, the more of an audience you will have when you want to begin
3. Think about list sizes – for RLSAs you will need at least 1,000 people in a list and for Customer Match, Google need to be able to match at least 1,000 emails
4. Cleanse your email lists – your campaigns can only be as good as the data you upload. Get rid of fakes, spam or incomplete email addresses before you upload them
5. Customer Match – can be used to target the audience when they are on Google Search, YouTube or Gmail
6. Target and Bid or Bid Only – remember the different meanings behind these settings as this is where mistakes can happen. Use Target and Bid if you want to narrow your target the ad group purely at the audience on your list and no one else. Use Bid Only if you want to target everyone but make a bid adjustment for your audience on the list.
7. Add lists to campaigns even if you don't have a strategy – Once you start building the lists and they have enough people within them, add them to your existing PPC campaigns so you can see the performance metrics surrounding them. This will cost you nothing more than your standard campaigns are until you start applying bid adjustments
8. Similar Audiences – Google will start building out similar audiences for your lists once they reach 500. This will give you an opportunity to reach an entirely new audience who have the same demographic make-up as yours
9. Gmail Ads – one of the most powerful targeting options is to show your ads to potential candidates or employers when they have received an email from a competitor
10. UMP – your audience is your Unique Marketing Point. This is something that your competitors cannot replicate so use it!



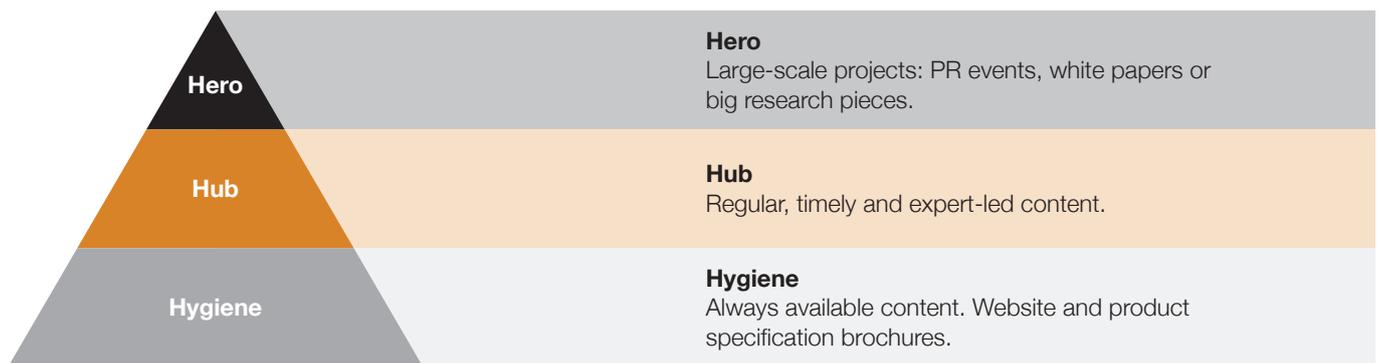
Connor Kinnear
Chief Marketing Officer
Passle



How to create compelling content for LinkedIn that drives traffic back to your website

The Hero, Hub, Hygiene Content Pyramid

There are three types of content as described in the Hero, Hub, Hygiene Content Pyramid:



The trickiest part of this is the Hub content – this has to come from the heads of your experts otherwise it’s not expert-led! But they are often too busy to sit down and write this content.

How do you Get the Experts to Create this Content?

1. Give them tools that make it quick and easy
2. Show them the benefits and what’s in it for them
3. Gamify the content creation process (very important in driving engagement)
4. Provide plenty of feedback on how their content performs e.g. number of reads, number of LinkedIn shares and give them details of which clients and prospects have read their content

What are the Benefits of Your Experts Creating Hub Content?

1. Be seen as the “go-to” experts in the niche areas you work in
2. Significantly increase website visitors (and the right people!)
3. Drive you up the search rankings
4. Give you increased “Share of Voice” on the social networks (particularly LinkedIn)
5. Drive deeper engagement with clients and prospects

TOP TIP

Get each of your team to find 6-10 LinkedIn groups relevant to their business. Groups where their potential clients are members. Everytime they create a piece of hub content make sure that not only do they share it to their connections but also to those 6-10 LinkedIn Groups.



Lisa Jones
Director
Barclay Jones

Content plans which don't cause discontent

Great Content Crap Marketing

Content is a massive subject, it can be very expensive, waste huge amounts of time and be an incredibly frustrating topic to the average marketer.

Equally it can attract, engage and convert strangers into placed candidates and bill payers (Clients). Marketers are then seen as an integral part of the sales machine – the goal of every marketer.

Often though there is too much focus on creating content and not enough on marketing it. Your content plan should form an overall strategy, which delivers a goal. Creating content plans is the beginning, reporting on leads generated and sales conversions, is the goal

What Makes a Great Practical and Deliverable plan?

According to HubSpot less than 50% of B2B marketers have a content strategy. When I meet with marketers in recruitment, they sometimes have a plan, but it revolves around either lots of content and not enough marketing, or simply lots of content about their own business and jobs and not enough about the people they want to convert. Result? ROI is low.

The Function of a Content Plan is to Fix

Content, if it is to be engaged with, should fix a problem. 44% of LinkedIn users surf LinkedIn daily for content to improve their day. They are solving problems in their jobs / lives, which recruiters can often help fix.

- The candidate has a problem – what is it? A new job may not be the fix. They could be looking for a Partnership in their firm, an app to speed up process, something to make them laugh.
- The client has a problem – what is it? It's not always about hiring. They could be looking to improve their own careers, increase their margins, manage new recruits, or deal with Brexit.
- The recruiter has a problem – to fill a job and make a profit. But to fill a job they need a community who gives a damn about their vacancies, hence their profile and content needs to fix this and get their community increased and engaged. It should also help them deliver sales and placements quickly. It should speed up the buyers' journey.
- The recruitment leader / marketer has a problem – they want their name in lights (and profit / growth). They want an improved brand and reach. They want content to attract, engage and convert. They want a business recruiters want and need to work for. Content for them is about showing they're a great place to work, a great place for clients to spend money, and generating leads.

Converting a Content Plan into Impressions, Likes, Shares and Comments

Recruitment marketers are frustrated with how their recruiters either find it difficult to engage with content created for them, or indeed getting recruiters to create content for the business.

The content plan should be a plan that the recruiters have bought in to, feel it's for them, they can see how it will benefit their activity and pipeline and want to be seen sharing it. Your strategy should be to report (and reward) on your content.

Talent isn't Stupid

Is your content so aimed at their dream job and their current career frustrations, that engaging with it is a risk for them and hence a risk to your engagement strategy? Your mission is to create content that the average candidate will want to be seen to engage with, helping you grow your community through theirs and helping your recruiters generate leads.

Who is on your Team?

61% of the most effective B2B content marketers meet with their content team on a daily or weekly basis. But who is on the content team of the average recruitment marketer? Ideally the marketer leads this, but gets the recruiters thoroughly engaged in the content for them, and ideally written by them.

Easy statement to make? Recruiters are billers, and their goal is to make money. The time they spend on content should deliver ROI.

Action points / to dos

- Create a content plan which is deliverable, and one which your recruiters, suppliers, candidates and clients will feel bought-in to and thus will engage with.
- Have a marketing plan for your content – where do you want it seen? How do you want it engaged with?
- What ROI do you want from your content? Create goals for your content – creating content is a tactic, not a strategy or a goal. Do you want content to:
 - Make your company happy?
 - Generate leads? (Candidates, clients, leads, opportunities, placements, cash, profit?)
 - Create time – collateral to speed up sales, convert communities into contacts and applicants?
- Don't forget adverts are your most precious content. Design and market them well and ensure that they are backed up by an overall content strategy which add weight to your supposed niche offerings.



James Saunders
Managing Director
4MAT



The Big Brand Approach to Engaging Customers

Apple have completely reinvented the way that they interact with both customers and potential customers in order to sell their premium offering. By taking a more interactive and democratic approach, they allow potential customers to interact with their products a long time before they actually buy them. Apple engages the “passive” buyer in a way that recruiters seek to engage the “passive” candidate.

Candidate experience or customer experience?

We talk a lot about the “candidate experience” in recruitment, but we’re probably talking about “customer experience”. Big brands – not just Apple - are investing huge sums of money in refining their own customer experience. In a commodified world, customer service is the last major USP.

So how do we market to candidates?

- Know your audience’s needs
- Find out where they hang out
- Try to make a connection
- Influence them to choose you

The key elements here are finding out where they hang out and making that connection.

Understanding the Candidate Journey

The candidate journey is complex. There may be 100 interactions with a brand before a candidate sends you their CV and it’s really important to understand that journey in detail. Generally speaking people track the last interaction but actually they should be tracking the first.

The emotional connection – the brand connection - needs to be at the first interaction, not the last. By the time the candidate applies, you should have them engaged already.

Cementing That Connection

Once the candidate has landed on your web site, how do you not only maintain the emotional connection but also cement it?

Conceptually:

- Speak the candidate’s language
- Make them feel unique
- Remove the impression of automation
- Simulate the offline retail experience

Retail sites do this really well with their personalised user experience and by encouraging “micro” interactions from customers.

Four Ways to Getting Personal on your Web Site

1. Make sure you’re tracking the original source of your candidates
2. Build a personalised content experience
3. Develop feature rich recruiter profiles
4. Use micro conversions as a KPI, not just CVs



Ringo Moss
Creative Strategist



RINGO MOSS

Behavioural Tricks for New Business Persuasion

Full disclosure – I am not a recruiter and have never worked in the recruitment industry, although I have spent plenty of money with recruitment agents in the past. I have worked in creative agencies and endeavours all my life, and my talk is presented from my experiences of selling ideas to close deals. In particular I talk about how I came across behavioural economics and how cognitive biases can be really helpful as a part of a sales process and customer experience.

I reckon there are a fair few similarities between the creative and recruitment industries, because ultimately we both sell ideas... What we take to market isn't tangible until well after we have sold it.

So here goes!

As creative people, the way we talk, pitch and present ideas to our clients and prospects is the core of our business. We are professional communicators, so why is it sometimes we lose pitches, or are unable to close a client on that great concept? It could be because the client is making a bad decision, and it's not their fault, because cognitive biases may be at play. Luckily, lots of very clever scientists have studied cognitive biases. By better understanding these biases, and their effects upon both individuals and businesses, we are able to strengthen our arguments, anticipate reactions, and improve our relationships with our clients and within our work.

Here are a few of the takeaways I talk about that you can use when you take your ideas to market:

- **WTF are cognitive biases?**
People have built in irrationality, but this irrationality can be predicted. When you know how people are going to make irrational decisions you can use them to your advantage to strengthen arguments, influence decisions, develop relationships, and above all persuade!

- 3 of the cognitive biases I cover in my talk:

Von Restorff Effect – The item that sticks out is more likely to be chosen, even if it is less compatible with the buyer's wish list.

The Lesson: Be remarkable and stand out. Use interesting language, present yourself differently and create a theatrical experience for clients. Being memorable is being buyable.

Recency – Things near the end of a sequence are easiest to recall and therefore choose.

The Lesson: In a competitive sales environment, be the last person your client sees.

Peak End – People remember experiences at their peak, not the overall sum.

The Lesson: Inject your customer experiences with delight. Single delightful experiences are much better for repeat business than just consistently high service.



The Edge Global Media Group (EGMG) is an award-winning portfolio of outstanding brands dedicated to improving the marketing, digital & creative and associated recruitment industries. Products and services include job boards, digital marketing conferences, personal development, networking events, awards, interactive communities and inspirational careers content.

The EGMG was incepted in 2014, following five preceding years of successfully developing the largest community of marketing professionals in the UK. Underpinning this success has been the progression of both OnlyMarketingJobs.com, the most decorated niche job board in history, and the On The Edge digital marketing conferences.

Find out more:

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Colleague

Colleague gives specialist recruiters an all-in-one system for managing the entire recruitment process – providing managers and consultants with the intelligence, integration, automation and workflow they need to do their job effectively and efficiently.

Like you, we're driven by customer partnerships built on experience, knowledge and trust. For almost twenty years our customers have shaped and honed the technology they expect from us. Today Colleague is used by hundreds of specialist recruitment businesses who value software that is adaptable, efficient, relevant and easy to use.

We operate with an attitude of flexibility, integrity and openness. Colleague can be licensed on a perpetual, rental or mixed basis and hosted remotely or on premise, our software can be customised according to the way you work, and our people will go above and beyond to give you the support you expect.

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