



Benefits of IBM Recruitment Marketing:

- Connect with active and passive candidates.
 - Target talent to recruit for specific job families.
 - Attract higher quality candidates to your organization.
 - Provide opportunities for candidates to interact with recruiters and employees.
 - Strengthen your employer brand.
 - Use your employer brand to build relationships with your internal and external talent communities.
 - Reinforce your organizational culture and offer a clear action to apply.
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IBM Recruitment Marketing

Use targeted marketing methods to tell your organizational story and attract higher quality candidates

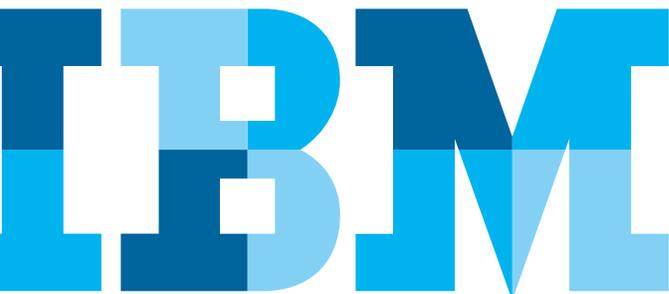
Just as you can market your external brand to raise awareness with consumers, you can use recruitment marketing to raise awareness about your employer brand with prospective employees and attract best-fit candidates to your company.

An effective recruitment marketing campaign can increase the number of qualified candidates while reducing the number of unqualified candidates, helping improve the results of your recruitment and retention efforts. These marketing initiatives inform candidates about your organization and help potential employees understand what makes your organization unique.

IBM Recruitment Marketing offers some of the most effective recruitment and attraction methods in the marketplace today. The solution features a combination of traditional and non-traditional marketing strategies that can help your organization attract active talent and uncover passive candidates to better ensure your recruitment and social media messages are reaching the right people.

As part of the overall IBM Employment Branding solution, Recruitment Marketing can help you tell your organizational story and reinforce it to candidates and talent communities. It also can aid in identifying the story tellers in your organization and help you build a stronger employer brand.

Recruitment Marketing is an effective tool to help recruit candidates for specific positions by first discovering the capability, capacity and cultural fit of top performers in your organization. Once these characteristics are known, the findings can be used in recruitment and social media marketing campaigns that feature targeted messaging and creative design to attract candidates who best meet your company's needs.



Attract the right candidates

One of the primary purposes of recruitment marketing is to attract the right candidates to apply to your organization. To do so, it is important to understand and use outlets that best connect with active and passive talent who have the skills and attributes you are seeking. Candidates typically receive messages from a variety of sources—from online to traditional media to in-person events—which helps inform and influence their perception of your employer brand. Understanding how best-fit candidates consume media is key in helping ensure your message gets to the right places and to the right people.

The attraction methods offered through IBM Recruitment Marketing include both internal and external recruitment marketing outlets, such as internal communications, videos, live events, email marketing campaigns, advertising, career sites, search optimization and social media.

At the center of each of these attraction methods is the message, or the story that your organization tells regarding its employer brand. Using a unified message that tells the story of your organizational culture and is reinforced across multiple media outlets helps create an integrated approach in attracting the right candidates to your company.

Three categories of attraction

Attraction methods usually fall into one of three categories: awareness, interaction and application. These methods help ensure the strategic execution of your recruitment marketing plan is both diverse and provides candidates with a wide range of opportunities to experience your employer brand. Some attraction methods may fall into multiple categories to help achieve multiple goals of increasing awareness, interaction opportunities and encouraging job application.

Awareness

Creating awareness around your employer brand typically involves three specific marketing activities: advertising, search optimization and email marketing. These functions help form your recruitment messages in the market, and inform active and passive candidates of your internal brand.

Interaction

Using marketing tools such as video, internal communications and social media can help you interact with internal and external talent, nurture relationships, and entertain and

inform potential candidates. These tools should reinforce your organizational story to both internal and external audiences, and help you recognize cultural bearers and storytellers within your organization.

Application

The application category offers candidates better opportunities and forums to interact with your existing employees and recruiters, and provides them with a path to apply. Using strategic methods like job postings, live events and job sites can provide powerful ways to help move the talent pool from attraction to application. It can also help provide clear and concise messaging that drives candidates to the talent community, while reinforcing your organizational culture.

Attraction methods

The attraction methods included in IBM Recruitment Marketing take into account candidate media consumption, from style to outlet. We offer eight specific marketing methods as part of our offering that can help you better connect with candidates and reinforce your organizational story.

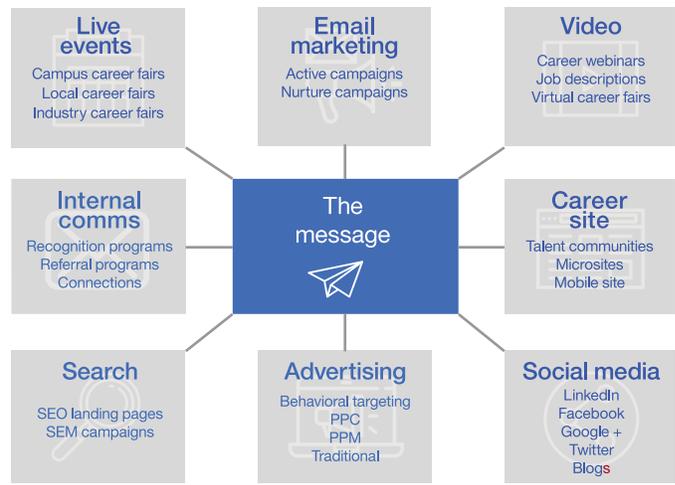


Figure 1: The eight attraction methods used to build your recruitment marketing efforts. The message is central to each of these methods.

Internal communications

Internal communications is one of the most important aspects of recruitment marketing, helping you empower and re-recruit your top talent. By reinforcing your employer brand within your organization, you can activate employee ownership and participation in the recruitment process, and reenergize your existing talent.

Internal communications can include communications planning and creative design, design and production of internal signage, collateral and digital assets, manager and employee enablement, onboarding content creation and branding integration, and recognition program design and implementation.

Video

Video is one of the most creative and powerful means for telling your organizational story. It helps to showcase your culture, educate your talent community about your personality, values and successes, and helps candidates visualize what it is like to work in your organization. Videos can include documentaries, benefits videos, special event promotion, animation or internal training videos.

Live events

Live events provide both on-the-ground and digital opportunities to better interact with, educate and reinforce your employer brand to candidates. Live events help amplify your reach through a targeted approach, and create high-quality interactions to help build your talent pipeline.

Email marketing

Email marketing campaigns can be a very effective way to communicate with potential candidates. Emails can create an initial relationship, nurture existing relationships and provide better insight into the effectiveness of a message and packaging approach.

Advertising

Advertising crosses many platforms and can provide opportunities to help promote candidate awareness of your organizational culture. It is important to understand which channels your audience uses from both a consumer and business perspective—and let those channels help shape the message structure. Recruitment advertising efforts typically focus on a variety of print and digital media outlets.

Career site

Brands help set expectations, and your career site is the most comprehensive introduction to your employer brand. Your career site offers candidates the chance to self-select in or out of your company's culture, so it's critical to design the site on sound strategy. Action steps for creating an effective site include a career site audit, search trend reporting, identifying design and development based on web trends and standards,

and formation of web and content strategy.

Search optimization

When candidates are searching for a career, your company should be highly visible in the search engine results. Many factors come into play when creating an effective search engine strategy, such as content title structure, relevant, timely and consistent content, link backs, social media presence, keywords and risk allowance. Understanding how these factors play into your search strategy is important in developing a more robust recruitment marketing strategy.

Social media

Social media gives your company opportunities to create meaningful connections with your internal and external talent communities. These channels help create awareness of your employer brand, help you interact with talent, nurture your communities with various forms of recruitment content and inspire employees to share their stories about the organization. Social media is an important method for showcasing your culture and driving traffic to your career site and applicant tracking system.

Social and digital media also can aid in building employer brand value, if used correctly. Following these five steps will enhance recognition and the value of your employer brand in the marketplace and help guide your social media initiatives.

First, think like a marketer by understanding how marketing principles apply to your attraction and recruitment strategies. Second, make your content strategy complement your talent strategy. This means developing and placing content that helps support your overall recruitment initiatives. Third, involve your employees by encouraging them to act as internal brand advocates in social outlets. Fourth, nurture the ecosystem and talent communities with which you are interacting. And fifth, measure the success of your social efforts.

Using social platforms to create opportunities for awareness, interaction or attraction can take many forms. Yet with so many social media channels available, it can be overwhelming to stay active in each of them. Your goal should not be to participate in each outlet, but rather to create opportunities by participating in the right channels and using the right content for your company.

Our social media experts can help you identify the channels that you should be part of to attract the right talent. Further, we can help you understand the role that developing the right content can play in creating those social opportunities. By recognizing and participating in the channels that will work best with the talent you are trying to hire, we can help you take better control of your social media recruiting efforts.

Recruitment marketing assessment

To understand the effectiveness of your organization's recruitment marketing efforts, we offer a recruitment marketing assessment that evaluates your employer brand and recruitment strategy across five areas: your brand, content, interaction, talent footprint and channel unity. During this assessment, we determine and measure the success of each of the areas outlined in Figure 2.

Brand	Clear, consistent expression of the employer brand and employee value proposition.
Content	The qualitative consideration of continual, stimulating, purposeful and diverse social and digital tactics.
Interaction	Quantitative and qualitative evaluation of conversations with current and future talent.
Footprint	Size of talent communities across social and online platforms with consideration for varying HR objectives.
Unity	Channels and tactics work together to achieve recruitment objectives.

Figure 2: Our Recruitment Marketing assessment measures an organization's employer brand and recruitment strategy across five areas.

After gaining an understanding of the current state of your recruitment marketing efforts, we work to identify and implement the specific attraction methods that will help you more fully achieve your recruitment and retention goals. We then can help you gauge and measure the success of your recruitment marketing programs, providing in-depth analytics and metrics to help ensure your investment is well spent.

For more information

To learn more how IBM Recruitment Marketing can help your organization attract the right talent, visit ibm.co/TAO



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July 2018

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