



THE FUTURE OF RECRUITING LOOKS A LOT LIKE DATA-DRIVEN CORPORATE MARKETING

A quick overview of the elements of marketing driven recruiting

© Dr. John Sullivan

I'm from the Silicon Valley... where even
our approach to a conference is designed to leave an impression



Employer branding is the HR tool with the #3 highest impact on revenue

Why must HR change?

What is the... #1 global business challenge facing CEO's? 2017

- ➔ 1. **Human Capital** #1 challenge for 5 years in a row!
- 2. Customer Relationships / Corporate Brand
- 3. Operational Excellence
- 4. Innovation and Digitalization
- 5. Regulation and Risk
- 6. Sustainability

After 5 years with little improvement...

it's time for *bold* changes in HR

4 reasons why recruiting must shift its approach

1. Executives are demanding **more direct business impacts...** even from over-head functions
2. As a result, all of HR is becoming **“more businesslike” & data-driven**
3. With a tight talent market... attracting and selling candidates must become **more targeted and personalized**
4. The “corporate marketing model” is so advanced that **there is much that can be borrowed by the recruiting function**

What does data-driven marketing look like?

What has more impact... a company video or a hiring manager video?

- Candidates want to see videos of hiring managers 2.5x more often... than **company overview videos**
and **10x more often**... than an HR or recruiter message

46%

- Candidates are **what % more likely to consider a job after seeing a hiring manager's welcome video**

There are 3 categories of action steps... for a marketing-driven recruiting function

Category #1 - Foundation steps

1. Learn lessons from **benchmarking with corporate marketing**
2. Shift to **data-driven decision-making** for accuracy
3. **Decide the performance level** of your recruiting targets >

Top performers want to... “do the best work of their life”

So your marketing message must cover their “best work factors”...

1. Can't put it down **exciting work**
2. Seeing **their impact**
3. Working with **top coworkers**
4. Great **managers**
5. A **chance to be 1st** / to win
6. Opportunity to **innovate**/ take risks
7. **Freedom** & a choice of projects
8. Learn advanced things / growing
9. Opportunity to implement ideas
10. To be constantly challenged
11. Be an expert / mastery in an area
12. Input into schedule / location
13. Opportunity to make decisions
14. Measure / reward performance

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3. **Decide the performance level** of your recruiting targets
4. Identify and analyze your “**talent competitors**” (competitive analysis)
5. Shift to a **candidate-centric approach** (they have the power)
6. Measure your **quality of hire** and use it to determine “what works”
7. Develop **a story inventory** for branding / employee referrals
8. Make a **commitment to boasting**

Would this be boasting or bragging?

“No Stupid Meetings”

...to help travelers plan and manage their trip, including price alerts, price forecasts, and more. KAYAK processes more than one billion searches for travel information and in over 100 languages. KAYAK is an independently managed subsidiary of The Priceline Group.

BENEFITS AND PERKS

- 4 weeks paid vacation
- Day off on your birthday
- Generous retirement plans
- 3 year anniversary travel bonus
- Awesome health, dental and vision insurance plans
- Flexible Spending Accounts
- **No stupid meetings**
- Drinks, coffee, snacks, games etc.
- Flexible hours
- Free massages from professional masseuse
- Regular team events/excursions

Apply

Apply Later

Action steps for a marketing-driven recruiting function

Category #2 - Market research reveals details about your recruiting targets

1. Use market research **to segment your recruiting targets**
2. Identify the **“attraction factors”** for each segment
3. **Develop personas** for your high value recruiting targets
4. Do things that will get your firm **“virally talked about”** >

Does Amazon's new Headquarters make you want to know more?



The new Googleplex



Action steps for a marketing-driven recruiting function

Category #3 - Use marketing research... to improve your selling

1. Identify the **job search patterns** of your targets
2. Identify the **message content** that gets their attention & application
3. Identify the **best messaging channels** for reaching them >

Attracting and assessing math & AI majors at rocketfuel



Get their attention... where they work

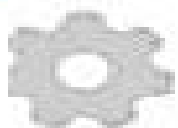


Action steps for a marketing-driven recruiting function

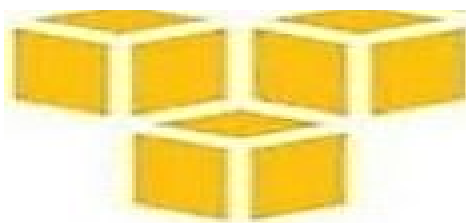
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3. Identify the **best messaging channels** for reaching them
4. Shift to a **segmented employee value proposition**
5. Proactively act to **get on “best place to work lists”**
6. Identify the **optimal recruiting times** when supply is high and competition is low
7. Use only **top sources** (referrals, boomerangs & find their work)
8. Recruiters must **excel at “personalized selling”**
9. Ask for their “**job acceptance criteria**” and focus on meeting them
10. **Study successes and failures** to learn” what worked”

Without data... nobody would recruit on sites like “tinder”



We are hiring engineers!



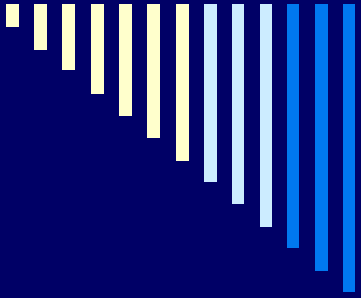
**amazon
web services™**



This is not a Scam, we are actually from AWS Recruiting trying out this method
To find top Engineering Talent. Please swipe right if you are open to learning
more about Engineer positions at AWS!

You can also E-mail us at SeattleJobs@amazon.com with your resume and
contact info for consideration! Thank you and Happy Tindering!

Would you have a surge in volunteer recruiters?



Did I make you think?

How about a few questions?

Please take a minute... and follow me on **LinkedIn**