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## Recruiters & Candidates – Bridging the Divide by Fusion Marketing

In order to understand candidates, you need to understand metrics, analytics and data

- See where people are clicking on certain pages (find out what software can do this)
- Review region/area people are being hired for all positions or by job title
- RN survey data shows
  - RNs typically search for jobs by going to specific company site, then by specific jobs
  - RNs are more likely to attend open houses for face to face interaction (same for Rehab professionals)
  - Social media not a big factor to gain hires (same for Rehab professionals).
- Ask Indeed if they are able to help us track conversion rates from candidate to hire

### 4 Things to Keep in Mind

- 1) Applicants are looking for you: Enhance the candidate experience
    - a. Make it easy to apply
    - b. Title jobs with all title possibilities
    - c. Think of job posting as advertisement
  - 2) Drop off and Multiple Visits. Research suggests that candidates visit our company sites multiple times before they submit applications
    - a. Update regularly
    - b. Use it as a marketing channel
  - 3) Take advantage of your referral source and programs
  - 4) Focus on the jobs and its contents
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- Indeed drops off jobs in their search with a creation date after 120 days (make sure new ones are created)
  - In exploring Resurgens website to careers site:
    - Current company site does not have a prominent link to careers/job section
    - The Resurgens wrap around iCIMS has the search button at the top, which candidates can confuse and use to search jobs
    - We do not have hot jobs or featured jobs section of webpage (good real estate within page)
    - Need to create landing pages specific to M As and P S Ss and any marketing events
    - Mobile version of resurgens.com does not include link to Careers page
      - Need to check if iCIMS is mobile friendly once found
  - Dynamic content=things are updated based on what you have liked or buy (like amazon.com)
  - SEM (pay to show up as a paid ad) vs SEO (show up organically based on how people search and how often people are accessing our pages)
  - Applicants are searching google for “jobs” as users

- Incorporate “jobs” in the url i.e. resurgensjobs.com
- Add page title with the word “jobs” i.e. Healthcare and Nursing jobs Atlanta, Georgia: Resurgens Orthopaedics
- Add “jobs” many times in the web page content as much as possible
- H1 Tag
  - Opportunity and Location
  - Great People. Great Jobs.
  - Hot Jobs
- Hiring Events
  - Have candidates RSVPs for headcount and communication prior to event
  - Promote event by direct info on career site, email, direct mail (postcards), search jobs (google adwords in ATS), facebook ads, linkedin, retargeting/banner ads
  - Apply prior to event so we have info prior to event for hiring managers to review
- Employee Referral Program
  - Average hires of employee referral is 30%, healthcare is 19%
  - Use posters/flyers, table at events, website promotion, internal marketing (newsletters), new hire orientation, recruiter rounds
  - Track for success
  - Consider community referral program
  - Add in employee communication channels of success referrals (i.e. New faces at Resurgens; Suzy referred Bob to join as a MA this week. Thanks Suzy and welcome Bob!)
- Multiple visits
  - Retargeting and remarketing
  - Understand and look at drop off rate and use it to come up with a plan
  - Consider pairing with Miranda with marketing to find out if we can work with who they work with from a careers perspective for careers vs. business development
  - Remarketing-not applied but allows them to stay connected in a database and can separate by job specialty or location
    - Send personalized emails in database if have a special need job or event to advertise