

E-BOOK



Employer Branding & Recruitment Marketing





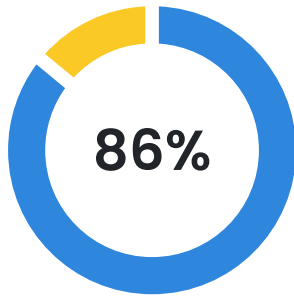
Attracting talent goes beyond job advertising. Marketing the organization and your employer brand can increase your candidate pool and establish you as an employer of choice. But there isn't just one way to improve your employer brand; it takes a culmination of efforts to present your brand, reputation, culture, and work in a positive light. With this e-book, we will help you tackle the different ways that you can get your company ahead to improve your employer brand and attract quality candidates with recruitment marketing.

Did you know

that, [according to Glassdoor](#), **75%** of active job seekers are likely to apply to a job if the employer actively manages its employer brand?

Additionally, companies that are actively investing in their employer brand can reduce turnover by as much as **28%**.

Free Company Pages



86% of all candidates do active research on a company when considering applying.

The first stop a candidate might make when researching you is your “**Employer Profile**” on sites like Indeed or Glassdoor. The good news for you is that these sites allow employers to claim them for free!

These free company pages give a candidate an overview of your company and a sense of your culture, mission, values, environment, and more.

[According to Glassdoor](#), here are the five things candidates want to know most about when visiting your page:

1. Salary and compensation information
2. Role/Department specifics
3. Benefits package
4. Why your company is an attractive place to work
5. Basic information (locations, number of employees, revenue, industry competitors, etc.)

Did you know

that you can go a step further to develop your employer brand with Premium Company Pages?

Premium Company Pages

These are enhanced employer pages that come with many more benefits to help you stand out. You'll be able to personalize your page, feature jobs that are a priority to fill, post company news and updates, receive analytics, and so much more.

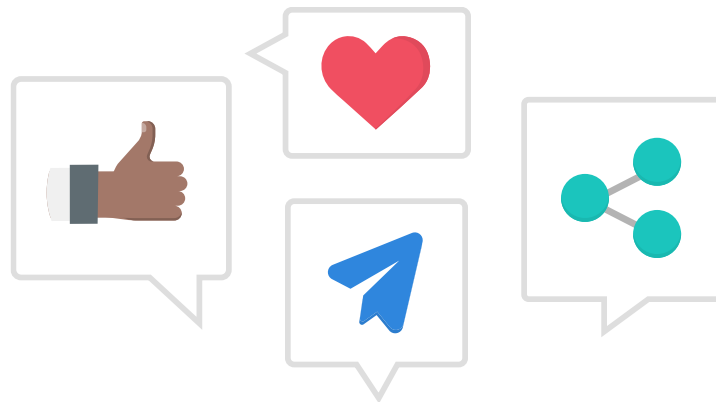


Why invest in Premium Company Pages?

- Job seekers who visit a Premium Company Page are more likely to apply for your jobs
- More than half of all job seekers say employer reviews influenced where they apply
- Employers with Premium Company Pages see an increase in clicks and applies to their job postings overall
- Employer branding contributes to a better quality of hires and lowers recruiting costs

With Premium Pages, our customers see a **298%** lower cost per apply, **70%** more clicks, and **56%** more applications. Our Media Services team can work with you to create a Premium Company Page that attracts quality candidates. To learn more, [click here](#).

Advertising Your Company



Social Media

[CareerArc](#) found that nearly half of Gen Z and Millennials with work experience have applied to jobs they found on social media.

Candidates are using social media more than ever to find jobs. Facebook offers company pages that allow you to post job openings, company information, and news. So as job seekers are browsing on Facebook, they can also stay updated about job listings your company has. But be sure not to limit yourself to just one social media platform – candidates nowadays are finding new roles on apps like TikTok and Snapchat. Extending your reach on social media helps to capture new audiences, such as Gen Z job seekers.

Don't forget to include the links to your social media pages within your job descriptions and throughout your career page. This makes it easy for job seekers to find your page and helps drive traffic. Allow potential candidates to see your work through posts and think of different ways to engage with your audience on social media. Try spotlighting your employees, sharing company news and updates, showing fun company events, and responding to comments. Providing a positive employer brand message and presence can increase applications and reduce cost-per-hire.

Advertising Your Company



Google Ads

Did you know

that the top 3 search results on Google receive **52.75%** of all clicks?

To get in those top search results, you're going to want to check out Google Ads! This way potential job seekers that are researching your company or a job opening will be able to find you easily. Getting to the top of the search results also helps with recognition and engagement, as job seekers are more likely to associate your brand as one of importance and significance. This is a great recruitment strategy that requires minimal effort, yet specifically targets candidates that you're interested in. In addition, you'll be able to track conversions to see how your ads are performing on Google and discover new ways to capture audience's attention while staying within your budget.

Crafting Your Job Ad

A job ad is often the first encounter a job seeker will have with your company and brand. Job seekers spend an [average of 14 seconds](#) reviewing a job description before deciding if they want to apply. This first impression is very important in setting your brand up for success.

For your job title, make sure you are using relevant and industry-related keywords to form a clear title that job seekers can understand and relate to. This is not the time for company-specific jargon or niche terms that most candidates will not understand. Titles should be **three to five words long**, and no longer than eight words.

For your job description, outline the requirements/responsibilities and write with an eager, excited tone to keep candidates interested and positive while reading. Encourage them to apply even if they don't fit every single skill or requirement listed. Don't forget your Affirmative Action statement, as organizations that added strong equal opportunity and diversity inclusion language [filled 10% faster](#) across all demographic groups.

Not sure how to start your job description or need a little help? [Check out JobTarget Job Description Builder](#) and instantly start building job descriptions with the help of Artificial Intelligence.

In addition, strongly consider adding salary and benefit information to your job ad. Pay transparency has become much more important in the recruiting and hiring landscape, and leaving this information out of your ad can drastically hinder your applicant pool. LinkedIn conducted a survey and found that 91% of U.S. respondents said that including salary ranges in a job post would affect their decision to apply, and 82% said that including a salary range leaves a more positive impression of the company.

All of this is to say – leave a great first impression on job seekers by having a clear, open, and inclusive job ad. Want to learn more about how you can write a stellar job ad that attracts quality candidates? Check out our [“Set Up Your Job Ad for Success” E-Book!](#)

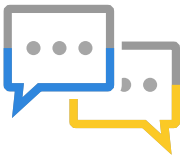
Beyond the Job Ad

Good recruitment marketing and employer branding occurs throughout all steps of the hiring process, not just within the job ad. This means providing a convenient application process, good communication throughout the interview process, and even onboarding.

Here are some final tips to ensure a strong employer brand from start to finish:



Use “Easy Apply” to increase applicant flow and reach more job seekers. “Easy Apply” allows candidates to apply for a job without having to be directed to the company’s career page. [Learn more here!](#)



Communicate regularly throughout the interview process to build trust with prospective candidates. Be honest about the number of rounds and how much time the process will take from the beginning.



Let candidates know that you value their time and offer accommodations when necessary. The interview process is a brief glimpse into what the culture of the company is like for a candidate. Make sure their experience is positive and seamless.



Inform new hires on the importance of your employer brand and encourage them to share their experience with you. This can help you find new ways to improve the experience a candidate has with your company.

Sites like Glassdoor allow users to share their experience in a company’s interview process or as an employee. Using the tips above can help build and develop your company’s reputation and branding, while also attracting more job seekers!

Need help improving your employer brand?

JobTarget can help!

Book time with one of our Media Specialists to start attracting better candidates by leveraging your employer brand.

Get in Touch



Get in touch to learn more!

www.jobtarget.com | mediaservices@jobtarget.com