

Marketing Trends That Will Improve Recruitment and Help You Find Talent

The process for recruiting new employees has drastically changed in the past few decades. An industry that used to be focused mostly on print and word-of-mouth is now heavily reliant on technology and digital marketing to fill open positions. As the industry continues to shift in favor of good talent, companies need to step up their marketing game to reach quality candidates. Check out these trends that will help your company improve your recruitment techniques to reach the right talent pool.

Know Your Candidates

Big data has been all the rage in the past few years, and there's no question why: data helps you learn about your audience which allows you to target them better, resulting in a more streamlined, efficient, and cost-effective process. The more companies interact with individuals, the more data is being generated and the more companies can learn about those individuals. So how does that help recruitment? By learning habits and behaviors of people online, a company can find information on candidates that are currently job searching or open to opportunities, or even predict when people may be getting ready to make a change in their careers. Using data the right way can help companies locate their ideal candidates quicker and easier.

Get Social

Long gone are the days where jobs are posted on bulletin boards – these days, employers must be using online methods to attract new employees. In fact, [79% of candidates](#) are likely to use social media in their job search, and that number jumps to [86% for candidates](#) in the first 10 years of their careers. Social media channels like Facebook and LinkedIn are leading the way in digital recruitment, but here's the problem: [nearly 2 in 3](#) say their employer does not use social media to promote job openings. Employers need to embrace the fact that companies are moving into digital hiring. The companies that don't include social strategies into their hiring process risk missing out on great candidates.

Strengthen Your Brand

A great brand reputation is crucial. [69% of candidates](#) would not take a job with a company that had a bad reputation – even if they were unemployed. Talented employees are difficult for employers to find and once they are found, there is competition to win them. Candidates often conduct extensive research on your company and like to know as much as possible about the role, the company, the culture, and the values before accepting a job. Positioning your company in a favorable way will give you an advantage in today's market.

Create a Great Experience

Personalization and engagement are the keys to creating a great experience for the talent you're trying to reach. The interaction that a candidate has with the employer reflect directly on the employer and will sway a candidate's decision – so employers need to start looking more closely at their process. Employers should make sure that the job description is clear and concise, the process for application is quick, easy, and efficient (and of course, optimized for

mobile), and the company should make sure to be communicative and transparent in every step of the process. Missing even one of these pieces could make a company lose out on quality job applicants.

Are you looking for great candidates to fit roles within your company? Check out Advance Ohio's [recruitment services](#) and contact us to find out how we can help.