

*Southerly*

RECRUITMENT  
MARKETING  
INSIGHTS  
2016

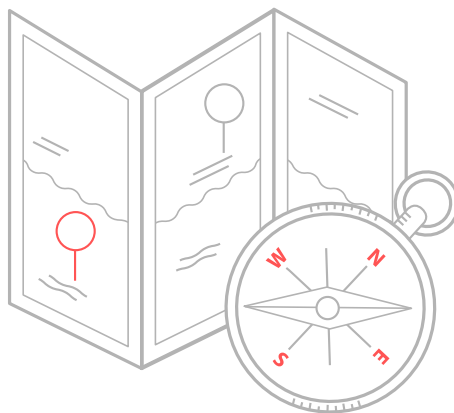
A SOUTHERLY RESEARCH REPORT

# INTRODUCTION

**THE ROLE OF HR HAS EVOLVED DRAMATICALLY SINCE THE START OF THE 21ST CENTURY. CREATIVITY, FLEXIBILITY AND A RANGE OF SKILLS TRADITIONALLY ASSOCIATED WITH ATTRACTING NEW CUSTOMERS ARE NOW CRUCIAL IN ATTRACTING AND ENGAGING THE RIGHT CANDIDATES.**

The rise of content marketing and the continued growth of social media are changing how today's companies win the best talent.

We set out to understand who is utilising these techniques, the impact they are having now and the role they will play in the future.



## WHY THIS REPORT IS FOR YOU

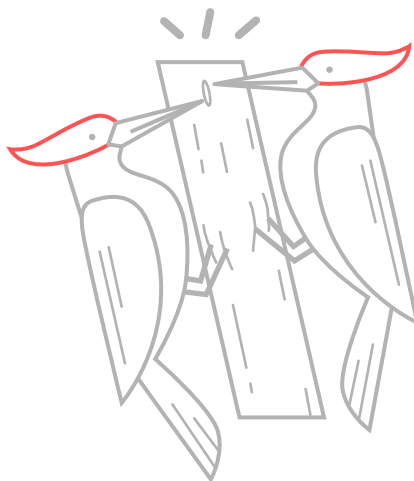
We have gathered some useful data to help you:

- Secure more budget for recruitment marketing
- Discover what techniques and tools are in use across the industry and how they can work for you
- Set clear KPIs and measure them effectively

A large percentage of our respondents agree that recruitment marketing activities:

- Increase brand recognition
- Increase the number and quality of applicants
- Reduce the time and cost per hire

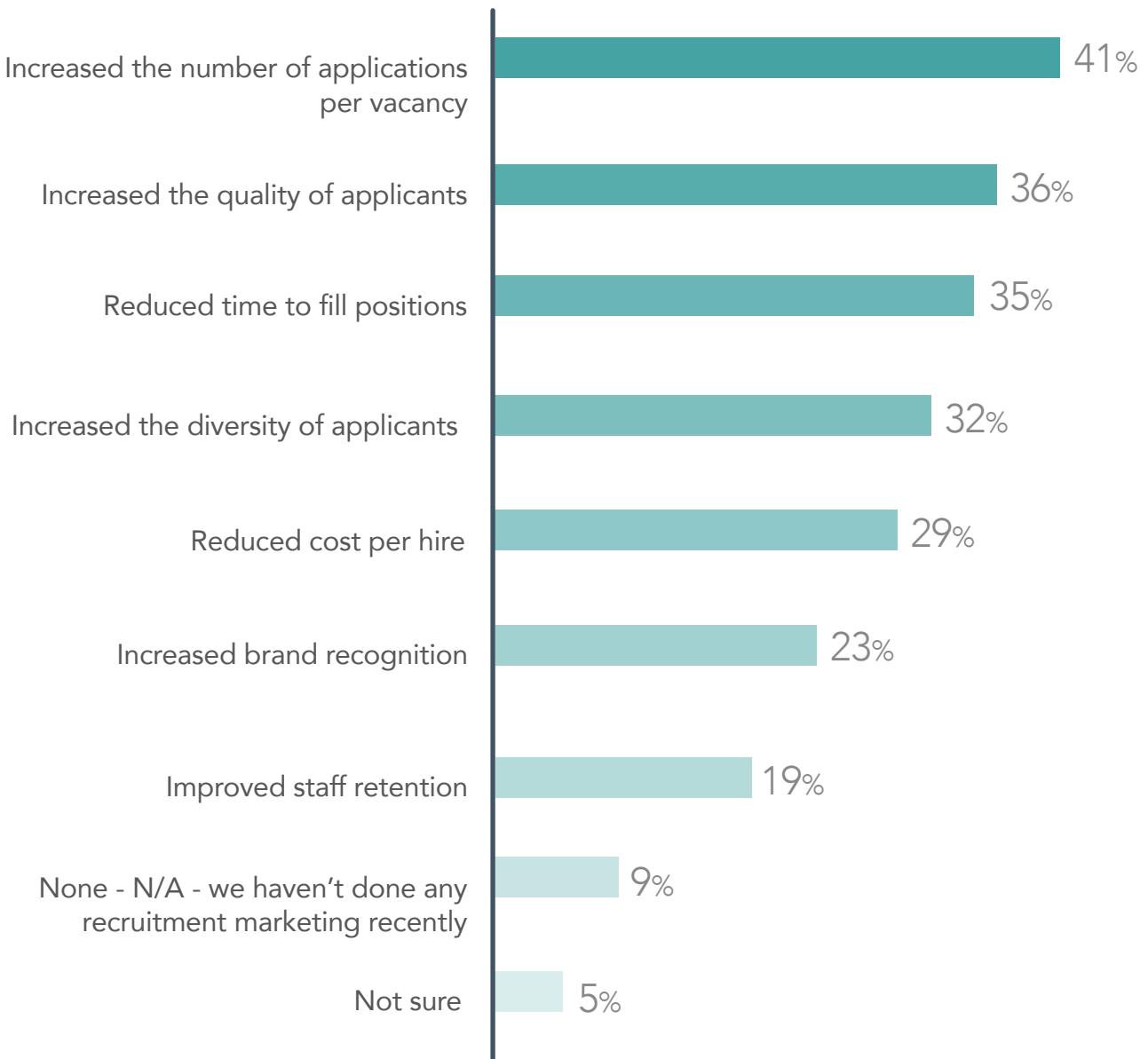
If you are unsure where to start or what to do next, this report will give you some great ideas about how to proceed.



# IMPACT OF RECRUITMENT MARKETING

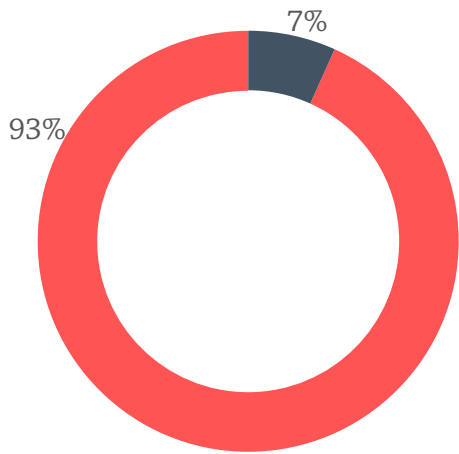
*Recruitment marketing has a positive impact on brand recognition, number and quality of applications as well as reducing time and cost per hire.*

What effect has your recent recruitment marketing activity had?



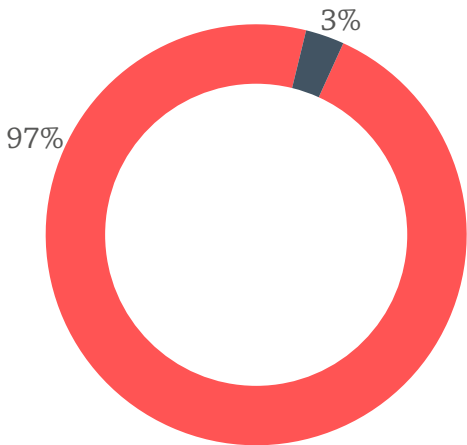
# STRATEGY AND VALUES

*Regardless of company size or sector, HR professionals agree on the importance of strategy, goals and values.*



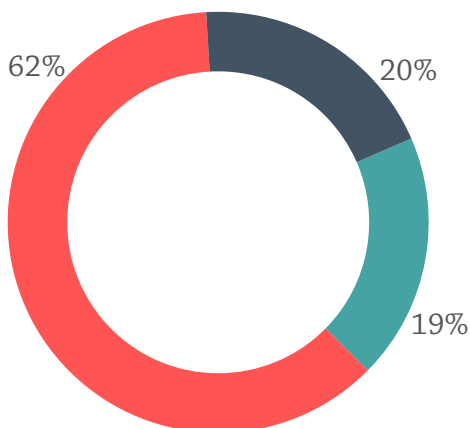
Does your company have a well-defined recruitment strategy and goals?

- Yes
- No



Do you have clear company values?

- Yes
- No



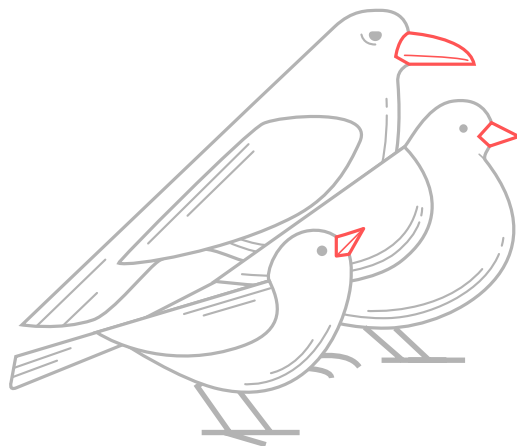
Do you think everyone in the business you work for knows and understands your company values?

- Yes
- No
- Not sure

# 97%

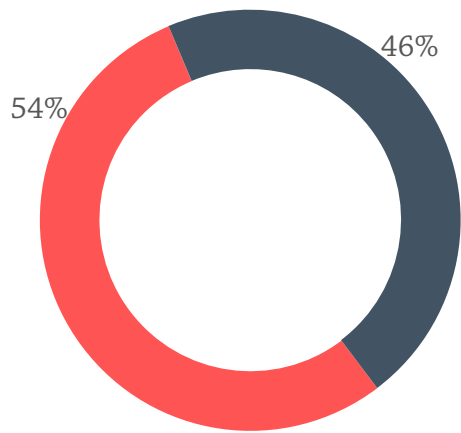
## HAVE DEFINED COMPANY VALUES

but 39% aren't sure if those values are fully understood across the business. Making sure your employees know what the company stands for and why you're different is an important step in any successful recruitment marketing strategy.



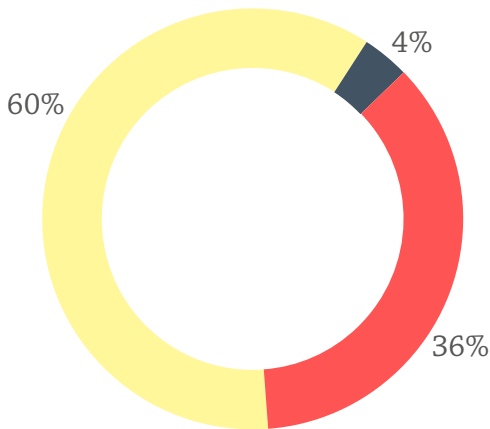
# CANDIDATE PERSONAS

*HR professionals are using candidate personas to find the right employees.*



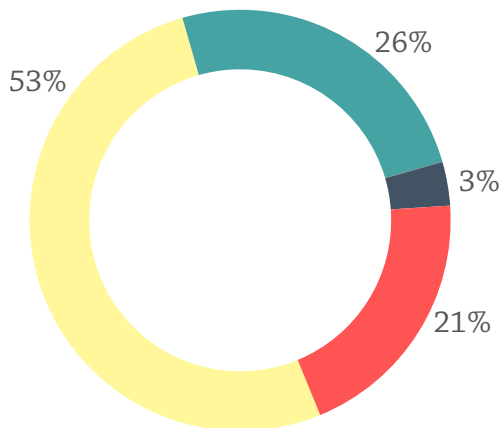
Do you ever create candidate personas?

- Yes
- No



How useful do you typically find candidate personas in helping you reach ideal candidates?

- Extremely useful
- Quite useful
- Not that useful



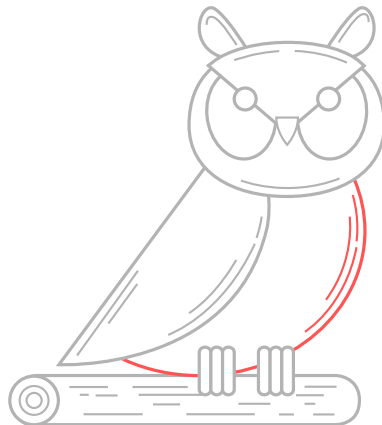
If you don't use candidate personas, why not?

- We don't know how
- We don't think they're very helpful
- We don't have time
- Other

# 54%

## CREATE CANDIDATE PERSONAS,

and 96% of those find them to be a useful tool. Effective personas help you to reach the right people with the right messages at the right time, attracting the skills your business needs, achieving the right cultural fit and improving staff retention.

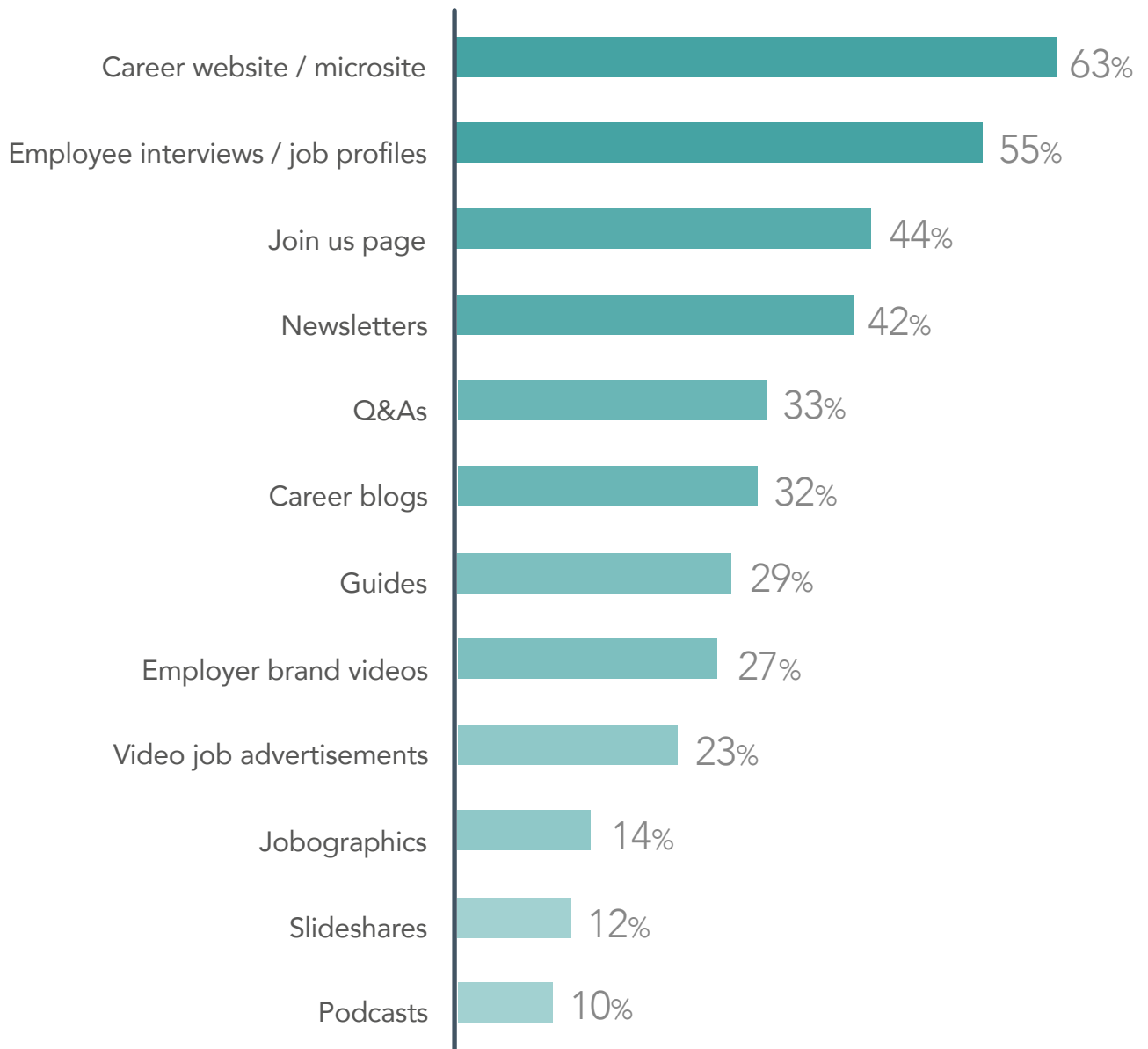




# TYPES OF RECRUITMENT CONTENT

*There are obvious trends in the types of content being used, but HR professionals are experimenting with different approaches.*

Which of the following types of recruitment content have you produced?



# CONTENT BY INDUSTRY SECTOR

*Some sectors are more advanced in using these techniques than others, with business services and public services standing out.*



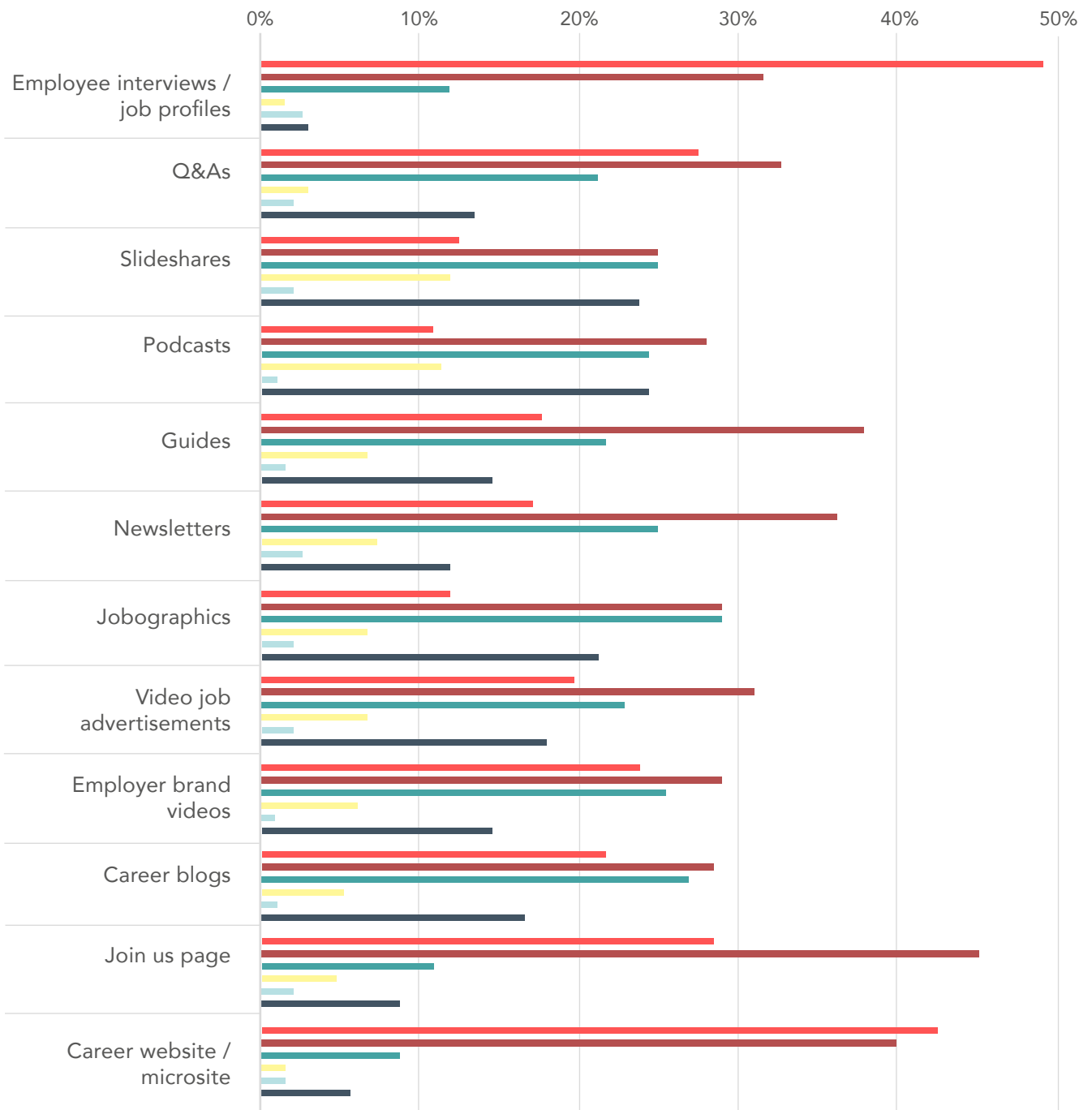
- Career website / microsite
- Video job advertisements
- Podcasts
- Join us page
- Jobographics
- Slideshares
- Career blogs
- Newsletter
- Q&As
- Employer brand videos
- Guides
- Employee interviews / job profiles
- Other

# EFFECTIVENESS OF CONTENT

*Career websites, join us pages and employee interviews are popular options.*

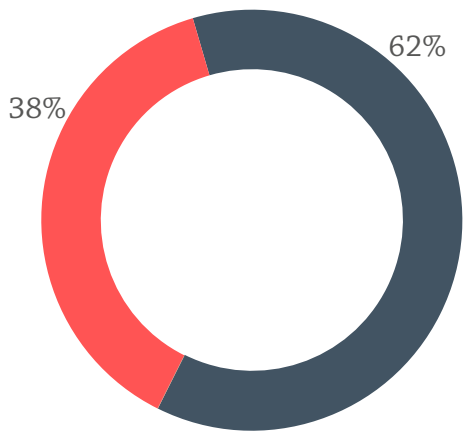
Please rate the effectiveness of the following types of recruitment content:

- Very effective
- Neither effective nor ineffective
- Very ineffective
- Somewhat effective
- Somewhat ineffective
- N/A



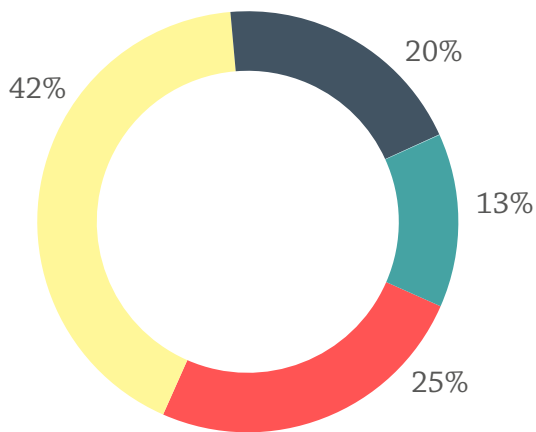
# DISTRIBUTING CONTENT VIA SOCIAL MEDIA

*Social media is widely used for distributing recruitment content, with LinkedIn, Facebook and Twitter proving most popular.*



Do you have any career/employer brand-specific social channels?

- Yes
- No



Do you ever use social media to distribute your recruitment content?

- Yes - often
- Yes - occasionally
- Yes - we've tried this once or twice
- No - never

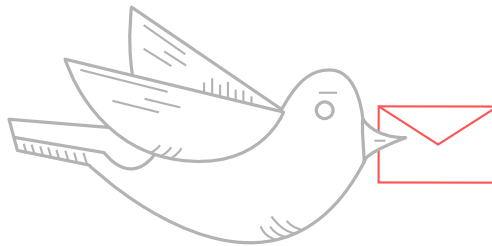
Which social media platforms do you use/ have you ever used to distribute your recruitment content?



67%

USE SOCIAL CHANNELS TO  
DISTRIBUTE CAREERS CONTENT

and more than 77% plan to continue using it in the future, but only 38% have a dedicated career or employer brand channel. Might it be time to introduce specific recruitment social channels?

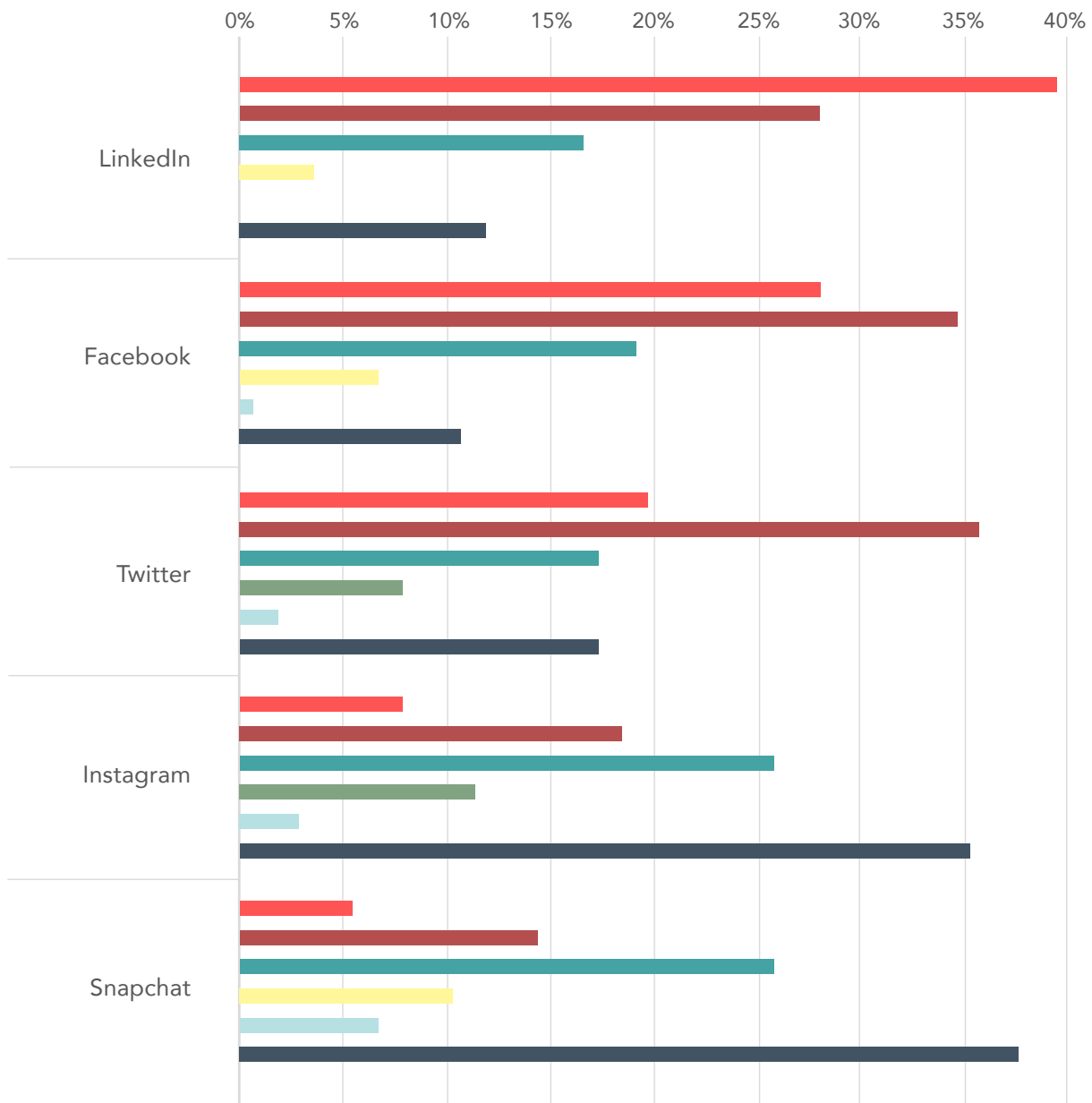


# EFFECTIVENESS OF SOCIAL MEDIA FOR DISTRIBUTING CONTENT

*LinkedIn is deemed most effective for distributing recruitment content followed by Facebook.*

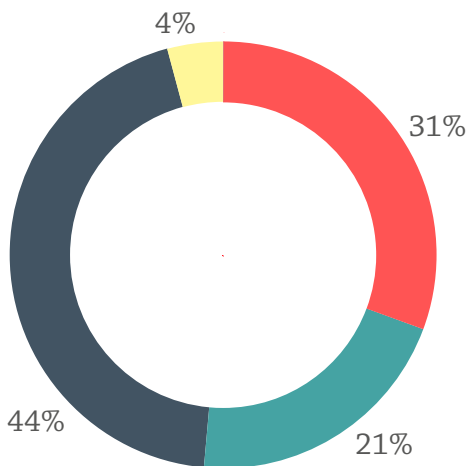
Please rate the effectiveness of these social platforms in distributing your recruitment content:

- Very effective
- Neither effective nor ineffective
- Very ineffective
- Somewhat effective
- Somewhat ineffective
- N/A



# USE OF PAID PROMOTION ON SOCIAL MEDIA

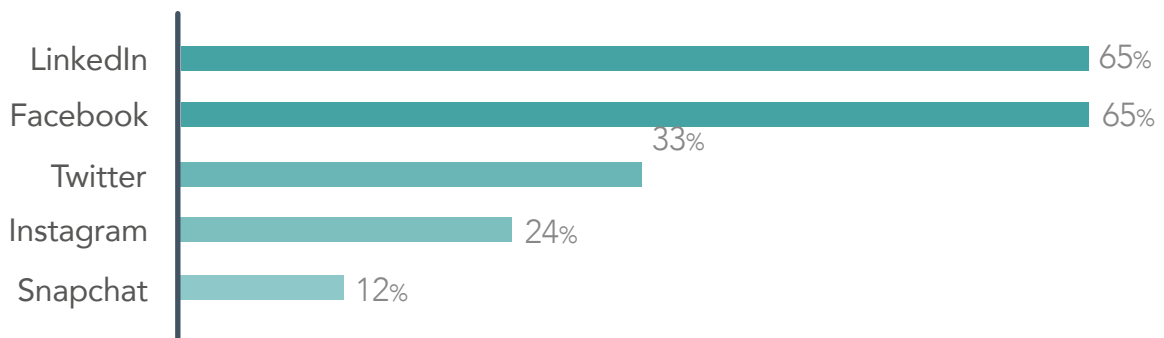
*HR professionals are experimenting with paid promotion on social media.*



Have you ever paid to promote recruitment content on any of your social channels?

- Yes
- Not yet, but we plan to try it
- Not sure
- No, and we don't have plans to

Which social platforms have you ever paid to promote content on?

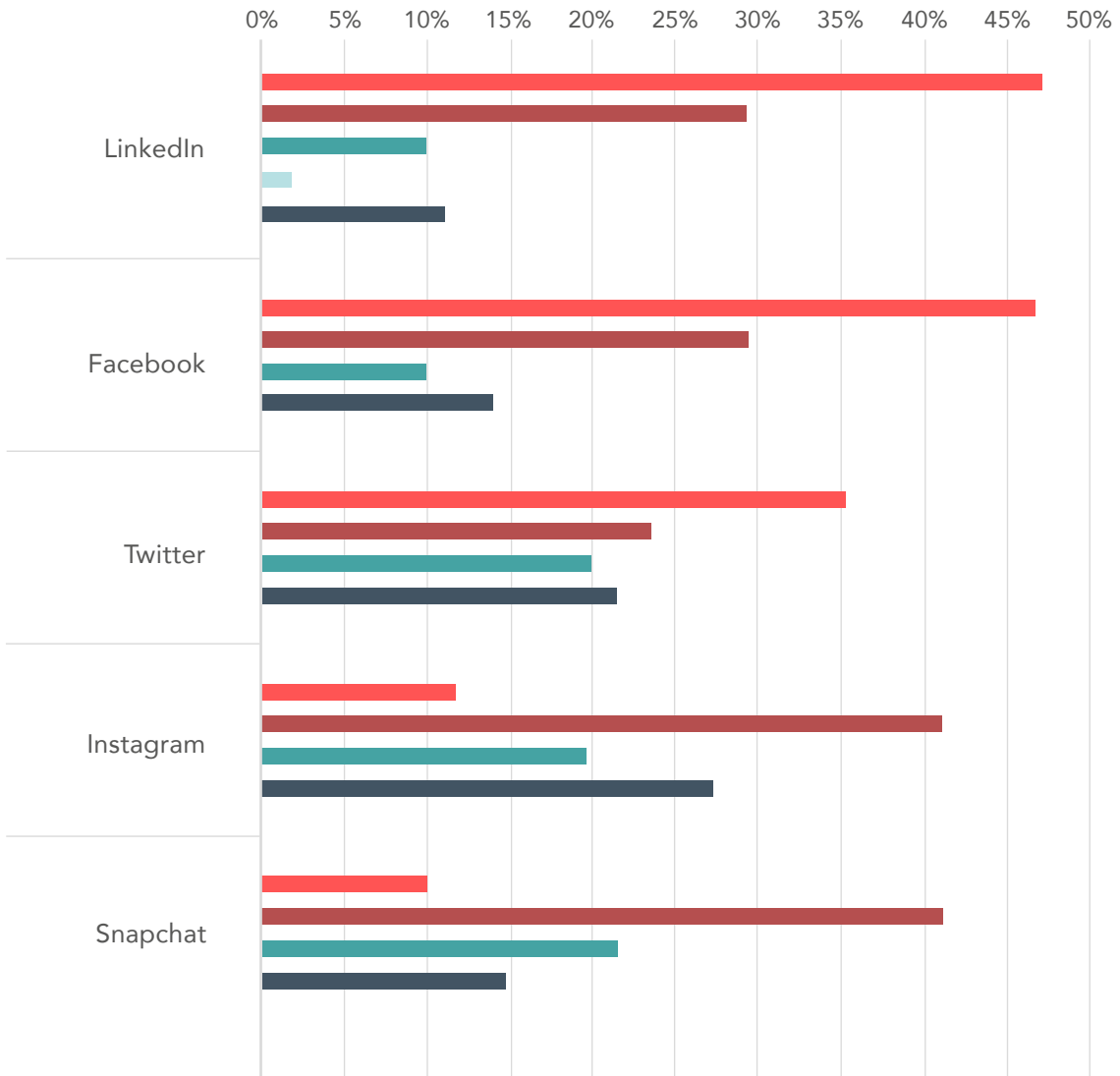


# EFFECTIVENESS OF PAID PROMOTION ON SOCIAL MEDIA

*LinkedIn and Facebook are deemed most effective for paid promotion of recruitment content.*

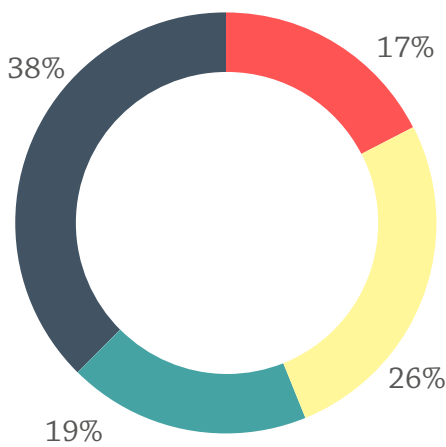
Please rate the effectiveness of your paid content on these social platforms:

- Very effective
- Neither effective nor ineffective
- Very ineffective
- Somewhat effective
- Somewhat ineffective
- N/A





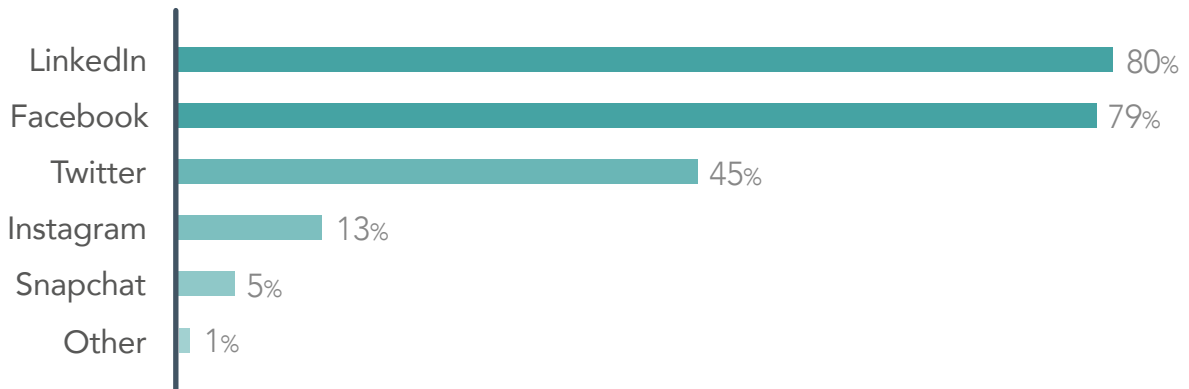
# USE OF SOCIAL MEDIA FOR COMMUNICATING DIRECTLY WITH CANDIDATES



Do you ever use social media to communicate directly with potential candidates i.e. sending personal messages?

- Yes - often
- Yes - occasionally
- Yes - we've tried this once or twice
- No - never

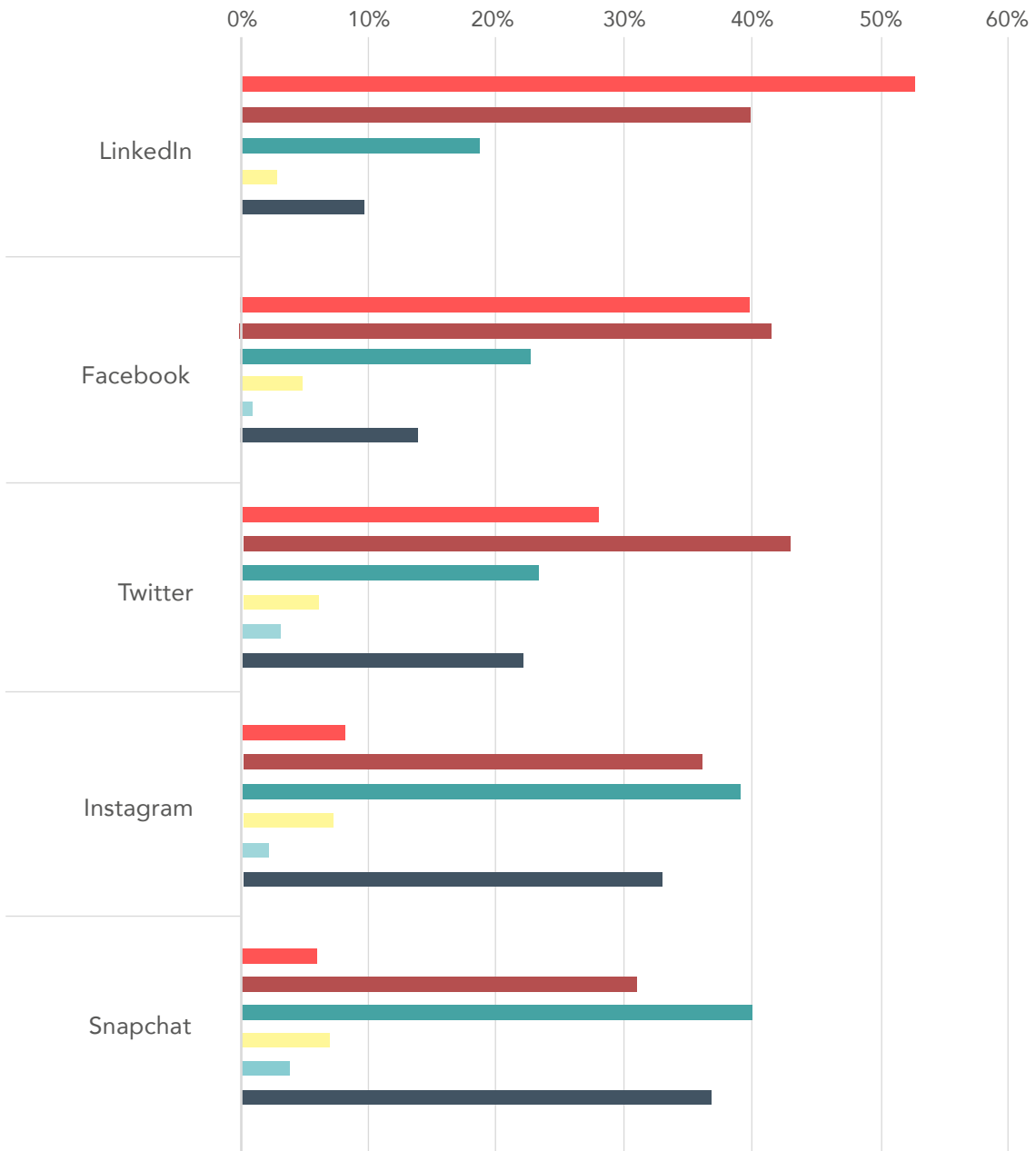
Which social media platforms do you use/have you ever used to communicate directly with potential candidates?



# EFFECTIVENESS OF SOCIAL MEDIA FOR COMMUNICATING DIRECTLY WITH CANDIDATES

Please rate the effectiveness of these social platforms in communicating directly with candidates

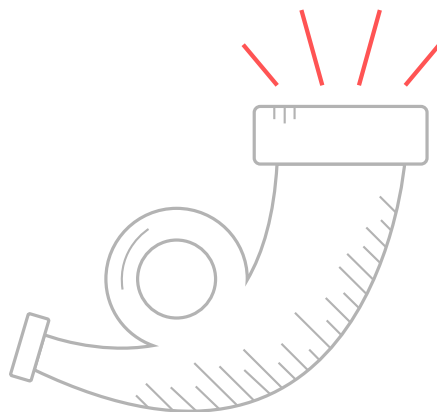
N/A
  Somewhat ineffective
  Somewhat effective
  Neither effective nor ineffective
  Very effective



# 43%

## USE SOCIAL MEDIA TO COMMUNICATE DIRECTLY WITH POTENTIAL CANDIDATES.

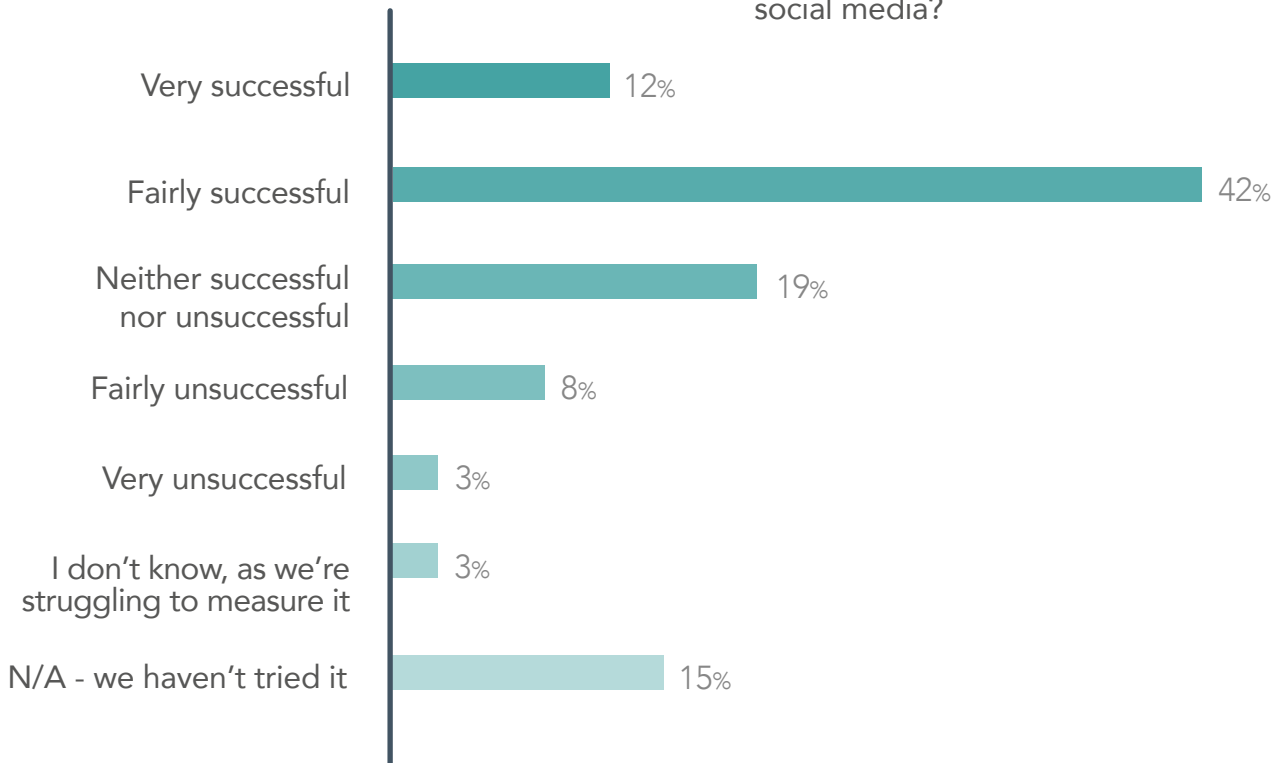
LinkedIn and Facebook are proving highly effective for that purpose, with Twitter, Instagram and Snapchat all proving viable ways to make direct contact.



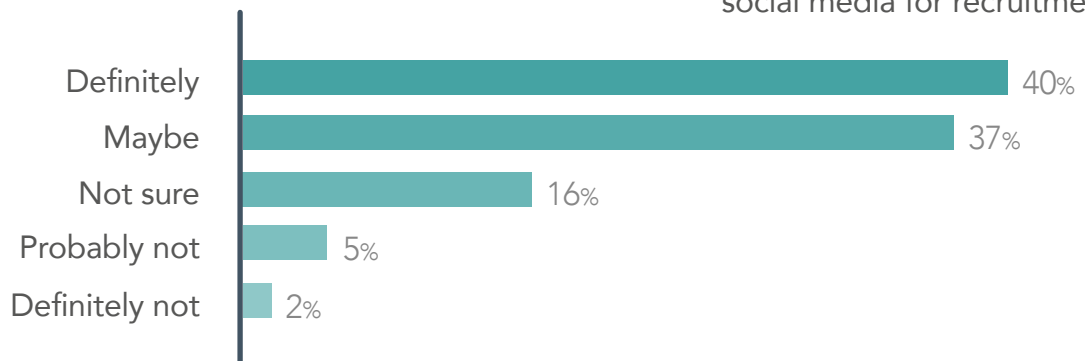
# THE FUTURE OF SOCIAL MEDIA FOR RECRUITMENT

*These techniques are here to stay...*

How successful have you been in finding and attracting candidates via social media?



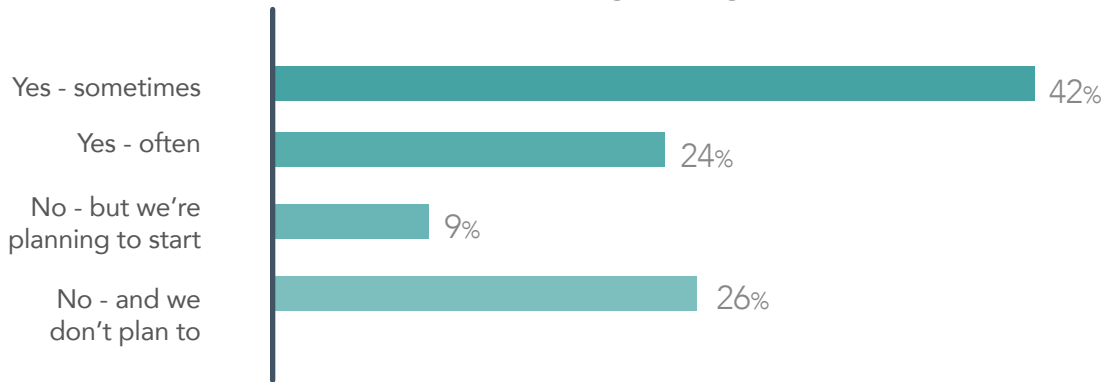
Do you plan to continue using social media for recruitment?



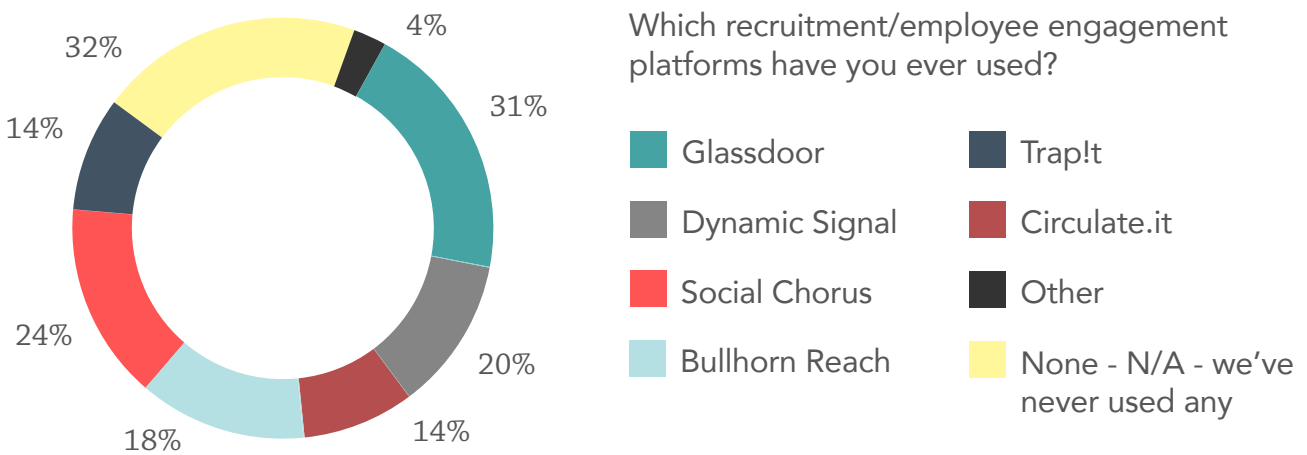
# USE OF EMPLOYEE ADVOCACY

*HR professionals have mixed views about asking employees to help share recruitment messages.*

Do you ever actively ask your employees to help you share your recruitment marketing messages or content?



Which recruitment/employee engagement platforms have you ever used?

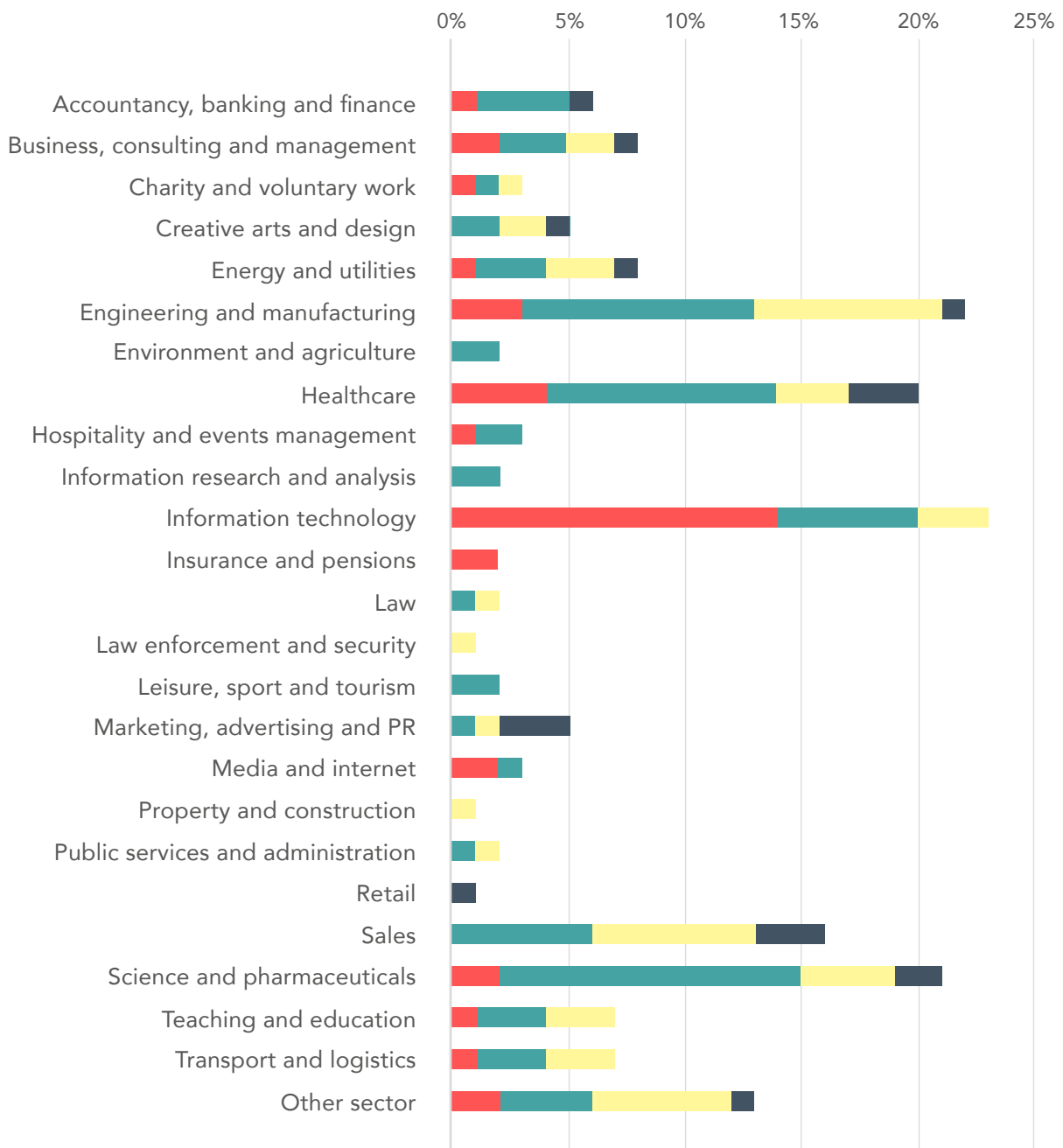


# EMPLOYEE ADVOCACY BY INDUSTRY SECTOR

*Industry sectors vary in their approach to involving employees, with healthcare, IT, retail, finance and engineering leading the way.*

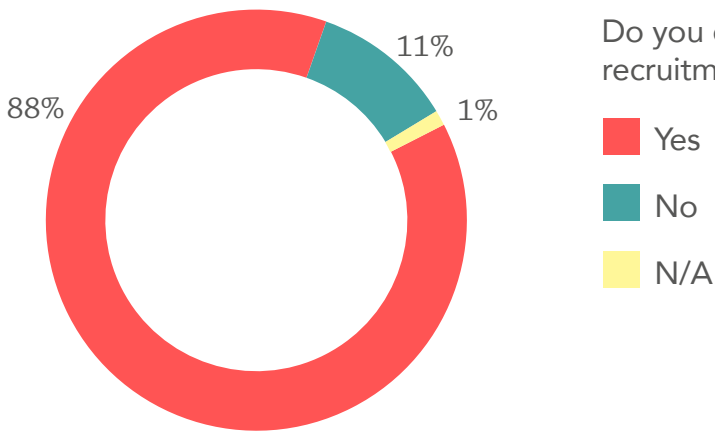
Do you ever actively ask your employees to help you share your recruitment marketing messages or content?

■ Yes - often      ■ No - and we don't plan to  
■ Yes - sometimes      ■ No - but we're planning to start

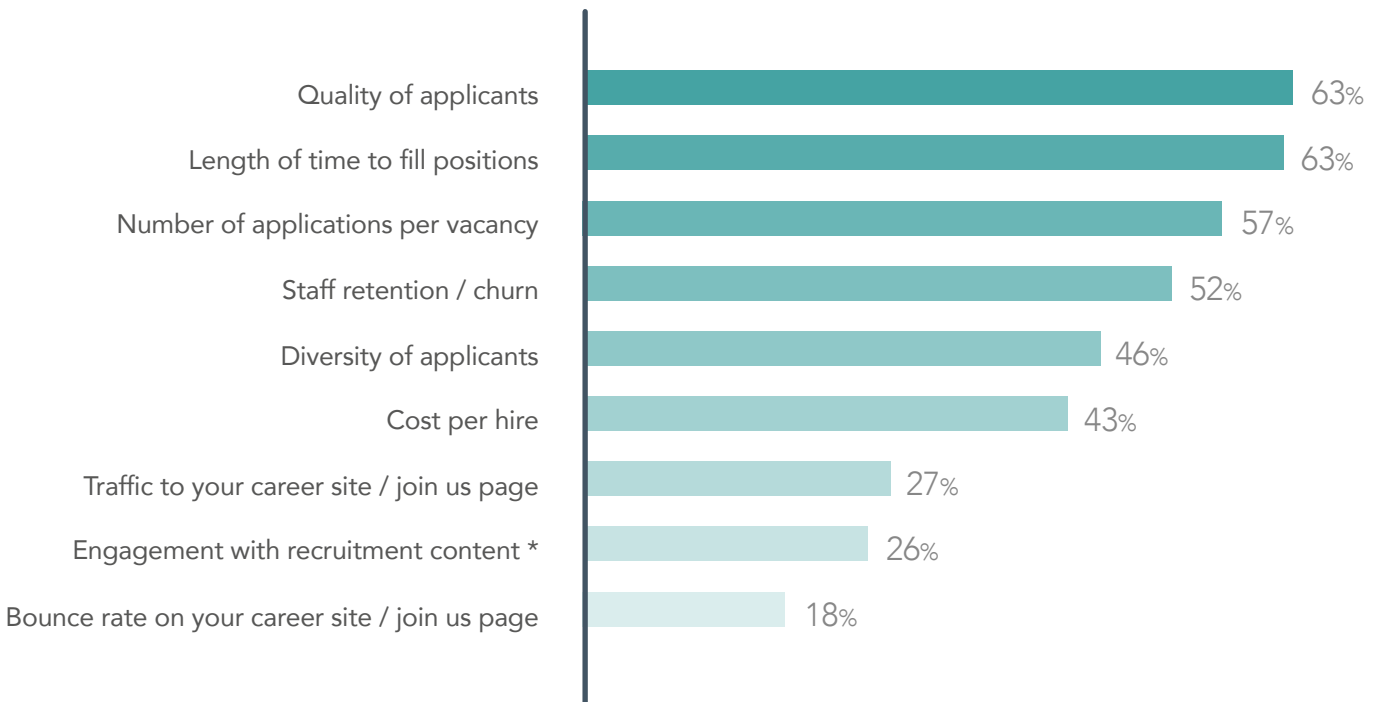


# MEASURING RECRUITMENT MARKETING

*HR professionals agree that measurement is important – but it can be challenging to get the right data*



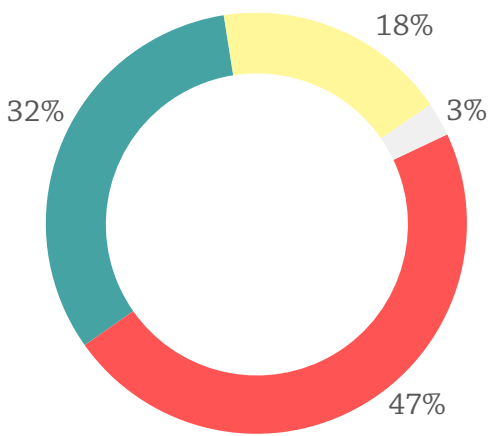
If you do measure the success of your recruitment activity, what do you measure?



\* shares, likes, retweets, etc.

# MEASURING RECRUITMENT MARKETING

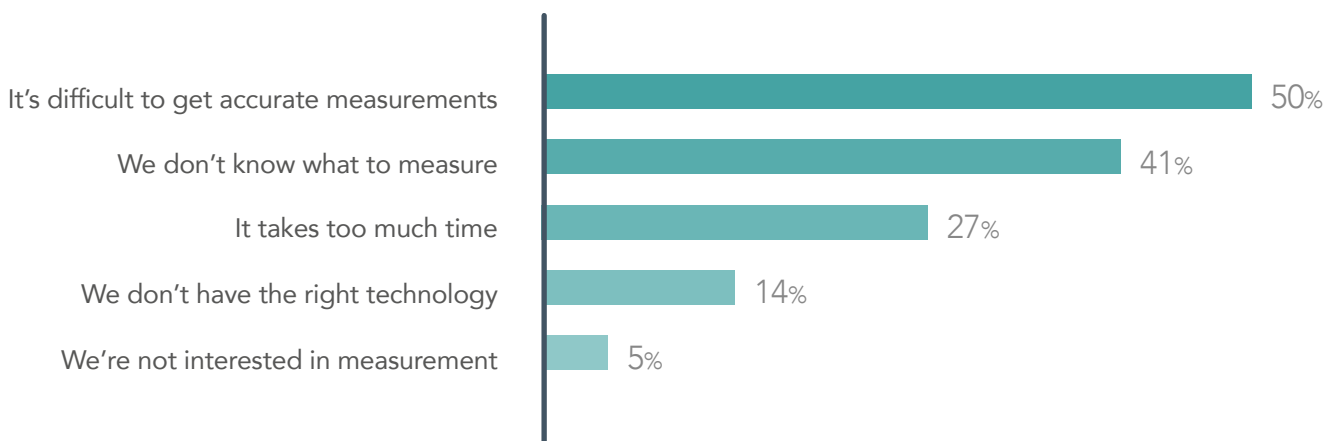
*HR professionals agree on the importance of measurement.*



How do you typically measure the success of your recruitment content?

- Web traffic / Google Analytics
- Content tagging system / tracking system
- Social media listening tools
- Other

If you don't measure the success of your recruitment activity, why not?

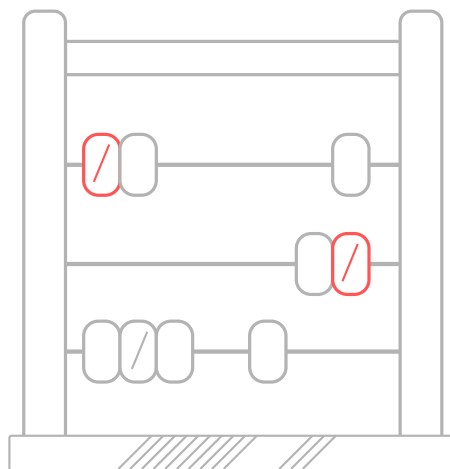




88%

## ARE MEASURING SUCCESS.

Of these, 47% rely on Google Analytics, 32% use sophisticated content tagging and tracking systems and a further 18% make use of social media listening tools. If you are not measuring your recruitment marketing activity, this should be the year to start.



# KEY TAKE AWAYS

## 1. INTRODUCE A CAREERS SITE OR 'JOIN US' PAGE

Approximately 63% of our respondents have a careers microsite and 44% have a 'join us' page. Both were voted as two of the three most effective types of recruitment content, with the third being employee interviews and job profiles. If you do not yet have a careers site or 'join us' page, or if your version of this content is stale, unloved and out of date, this could be low hanging fruit to start generating more traffic from quality candidates.

## 2. EXPERIMENT WITH RECRUITMENT CONTENT AND FIND OUT WHAT WORKS FOR YOU

The majority of HR professionals are experimenting with other forms of content – from career blogs and Slideshare presentations to employer brand videos, podcasts and video job ads. Nearly a third are creating employer blogs which are great for showcasing your culture, creating employee advocates and enhancing your SEO, enabling more candidates to find you via organic search. Similarly, newsletters are a highly effective way to keep in touch with passive and active candidates, which explains why almost half (42%) of our respondents currently produce them as part of their recruitment strategy. We suggest setting aside budget to experiment with two or three 'new' types of content and see what really engages your ideal candidates.

## 3. INVOLVE YOUR EMPLOYEES

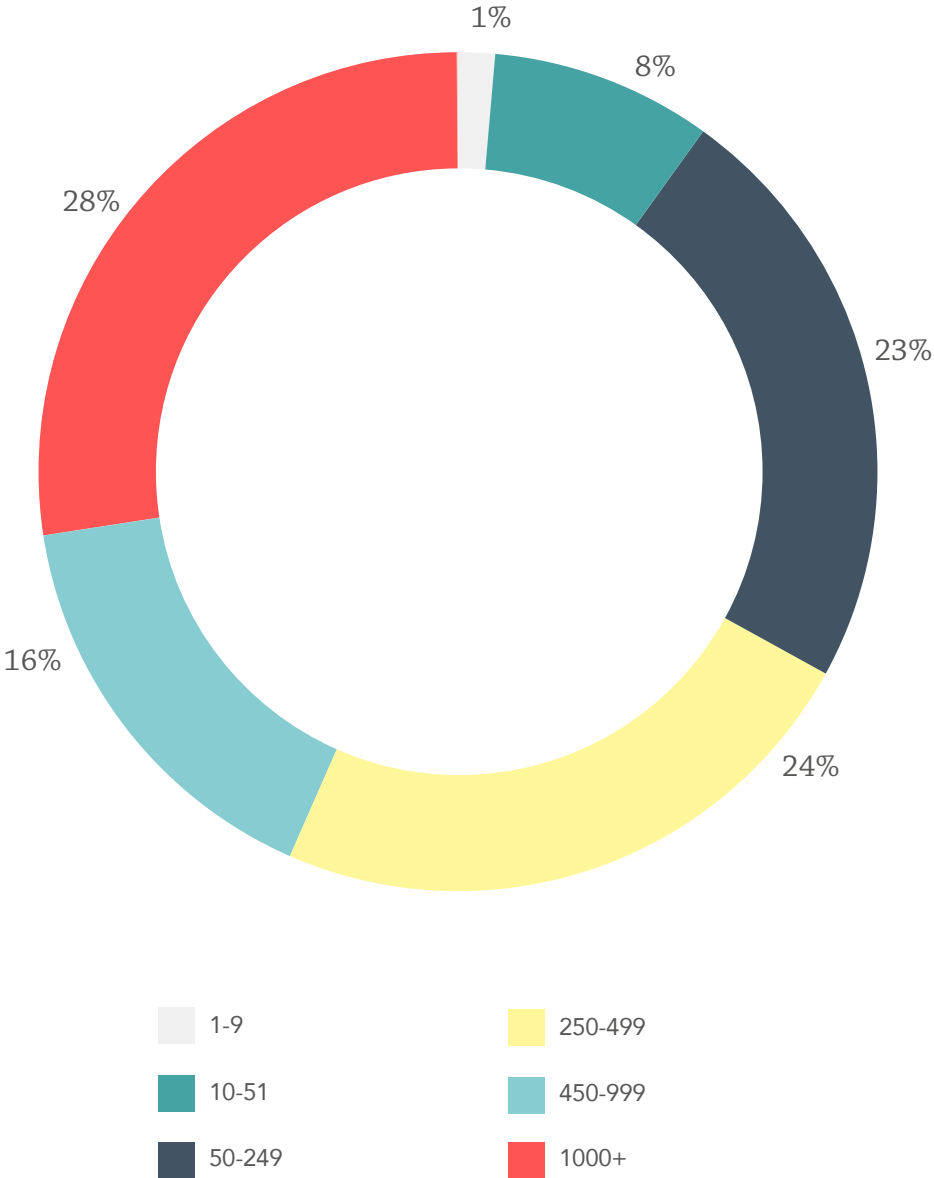
Our respondents were divided about asking employees to share recruitment messages – 65% said they are doing so and 9% said they plan to, but a quarter said they would not do this now or in the future. Employee advocacy can be extremely powerful – happy, motivated employees who've found the right working environment are your best advocates and candidates will be interested in hearing their views. If you are wary of asking your employees to get involved in your recruitment activity then you should ask yourself two questions: is your employee engagement as good as it could be and, if it isn't, what will your staff retention look like next year?

# ABOUT THIS RESEARCH



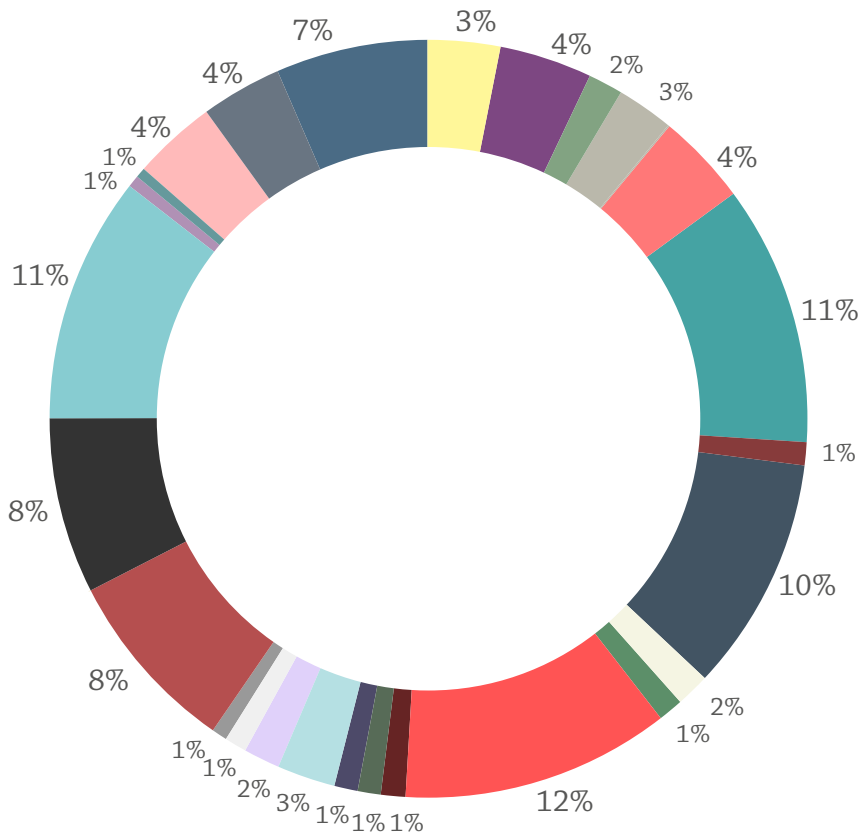
*This research was undertaken by HR managers in a range of companies across the UK.*

Number of employees in company



# ABOUT THIS RESEARCH

Sector breakdown



- Accountancy, banking and finance
- Business, consulting and management
- Charity and voluntary work
- Creative arts and design
- Energy and utilities
- Engineering and manufacturing
- Hospitality and events management
- Insurance and pensions
- Information research and analysis
- Information technology
- Law
- Law enforcement and security
- Leisure, sport and tourism
- Marketing, advertising and PR
- Media and internet
- Property and construction
- Public services and administration
- Recruitment and HR
- Retail
- Sales
- Teaching and education
- Transport and logistics
- Science and pharmaceuticals
- Other sector

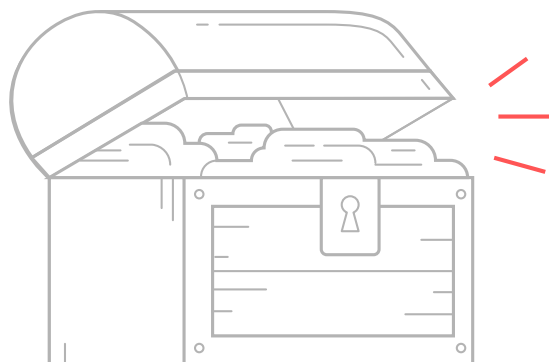
# OUR LAST WORD

## MARKETING AND EMPLOYER BRAND MATTER

Our respondents report that recruitment marketing techniques help them improve everything from the volume (40%) and diversity (31%) of candidates to their brand recognition (23%) and employee retention (18%).

Taking this approach also makes it easier for your ideal candidates to find and recognise your company as the place they'd like to work.

It's worth putting in time, effort and budget to master these techniques and make them even more effective in your business.



**OUR RESEARCH WAS PRODUCED IN  
COLLABORATION WITH HR TRANSFORMATION  
CONSULTANCY VERAN PERFORMANCE**

The research was conducted by OnePoll among  
200 HR managers in a range of companies  
across the UK.

If you have further questions about this study,  
contact us at [info@hellosoutherly.com](mailto:info@hellosoutherly.com).



## ABOUT SOUTHERLY



**WE LIVE IN A WORLD OF EXCITING, INTERESTING CONTENT. WE EXPECT TO BE INFORMED AND ENTERTAINED AT EVERY TURN, AND WE EXPECT COMPANIES TO EXPLAIN WHAT THEY OFFER AND WHY THEY'RE DIFFERENT THROUGH THEIR MARKETING.**

The same is true when it comes to recruitment. The modern candidate is knowledgeable, savvy and looking for the right opportunity in an environment that supports their personal goals and ambitions. They're discerning and will actively seek information that supports their career changes and choices.

Recruitment marketing is a powerful way to demonstrate why and how you can provide those opportunities. The right content can highlight your company culture, leverage employee engagement and create a positive impression among both active and passive candidates. If you're new to recruitment marketing then we can show you how to make the most of this direct and effective channel. If you're already sold on the power of content for recruitment then we can help to evolve your strategy and produce material that brings candidates through the door.

Our recruitment marketing services:

- Strategy development
- Creating candidate personas
- Content production – copywriting, videos, podcasts, illustration and design
- Content distribution and amplification
- Training to help your team to manage activity in-house
- Tracking and reporting

# Southerly

THE CREATIVE CONTENT AGENCY

## GET IN TOUCH:

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