

# > 5 steps to effective recruitment marketing



1.



## SET CLEAR & REALISTIC GOALS

In order to meet your goals, you must first identify them. When you understand what your goals are you can then develop a clear strategy of how to reach them.

2.



## CREATING GREAT CONTENT

Writing authentic, engaging and SEO optimised job titles and descriptions will boost engagement with your posts and improve the click through rates (CTR's), increase conversion rates and ultimately lead to high quality candidates.

3.



## TEST YOUR TITLES

You could be a master at writing highly engaging job descriptions, but none of that matters if your job seeker doesn't click into the posting! Job titles are the most important piece of the advert. Test job titles, monitor the views and applications - if it's not working, change it!

4.



## CHOOSE THE RIGHT SOURCES

You won't be able to understand your ideal candidate's online job seeking behaviour if you don't first identify your ideal candidate profile. Once you have identified the skills, personality, and work habits you'll have a better understanding of where they conduct their online job searches. This will help you target the best sources to place the advert on.

5.



## TRACK, ANALYSE AND ADJUST

Digging into your recruitment marketing data can provide an insight into the effectiveness of your efforts to better understand what your budgets are producing. Analysing the data allows you to take action and make adjustments to your strategy.