

3 reasons why recruitment marketing is essential for the future of your recruitment



Introduction

Traditional recruitment sites have been the go-to place to post our job adverts for the past decade until social media came around and gave recruitment marketing a whole new meaning. Now, it's crucial to define our Employer brand strategy on social media if we want to efficiently conduct our recruitment process and - social recruiting campaigns happen to be one of the sharpest tools in the box. How can we make the best of this cultural shift that is happening? Let us give you 3 reasons why social campaigns should be on your to-do list in 2020.

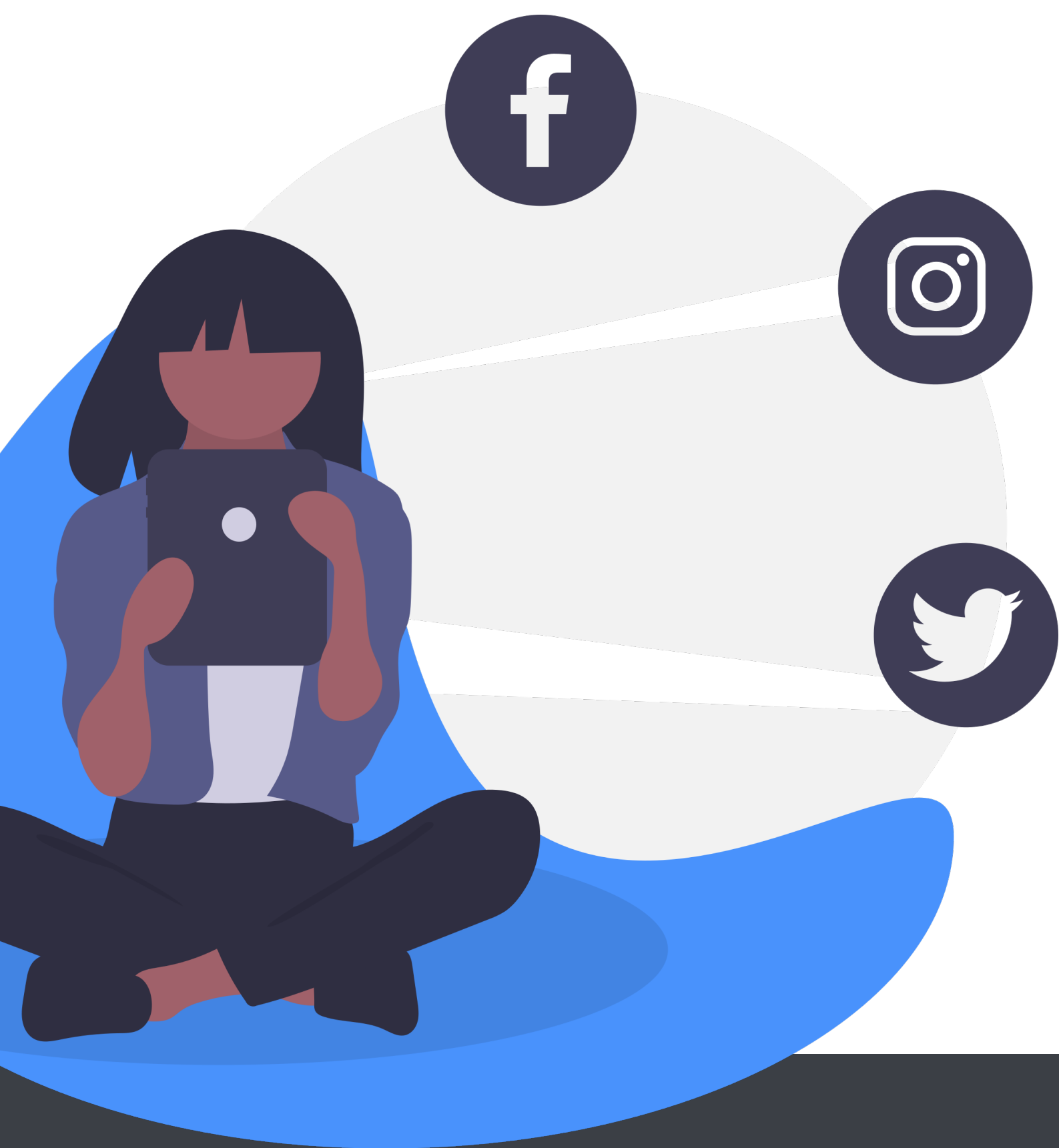
1. It's about time to treat our candidates like prospects

It takes more than posting a job and blindly waiting for the right person to come along. We need to process our potential candidates just like when we process leads before we convert them as customers and long-term partners. And, when we nurture a lead, we can't expect them to skip the information seeking and decision-making processes and purchase immediately.

Social recruiting campaigns enable us to create intentional content that aligns with our EVP (Employer Value Proposition) and effectively build awareness for people who've already shown interest in us. It's an ongoing process where we consistently need to show up and remind them of the great benefits of working for us until your dream candidate hits the apply button. However, we also collect valuable data regarding our candidates in the recruiting funnel and their behaviors - something that is necessary for us when we're nurturing our candidate leads.



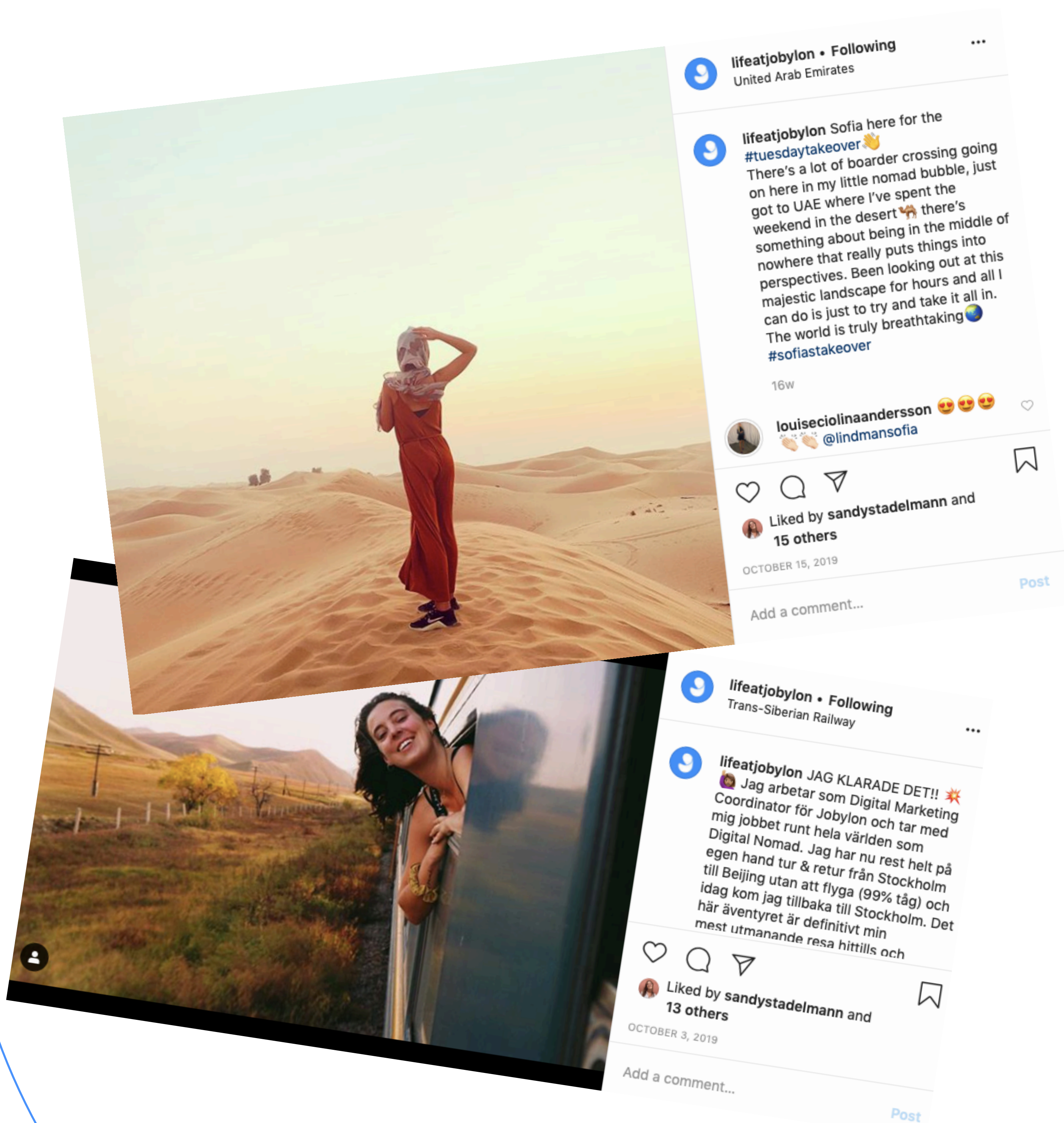
2. Candidates are already sneaking a peak at your social media accounts



According to [Randstad's report](#) 2019, 62% of candidates research potential future employers on social media before applying. If they're already actively interacting with your employer brand, this only underlines the importance of your social media presence.

Thanks to algorithms, we can target our social campaigns to the candidates who've already shown interest in us (personalization is key this year when it comes to recruitment marketing!) and start building trust and relevancy immediately. Make your message clear so that you don't push out scroll-stopping content without reasoning.

Tips: We appear far more trustworthy if we're letting our employees speak for themselves. There's nothing more convincing than using employee advocacy and letting them speak about what made them join the team. Something that we adapt here at Jobylon with our #weeklytakeovers by our digital nomads Sofia and Sandy.



3. It's the ultimate conversation starter

Using social recruiting campaigns to realize your recruitment marketing initiatives aren't just beneficial for the reasons we've mentioned above. It also allows you to cultivate relationships with potential candidates, something you can't do today in traditional recruitment channels.

For candidates, they have the opportunity to ask questions and to get a sense of what your culture is like before taking action - without any strings attached. For you, this means that you can interact with potential candidates in a casual setting before taking it a step further and actually getting to know your audience. Conversation means better understanding. Because once you have a clear understanding of how your dream candidate behaves online - you have a much bigger chance of actually converting them into a hired employee.





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