

BEYOND THE JOB POSTING

Holistic marketing tips for recruiting

SIX LIFE-CHANGING JOBS, \$100,000 PACKAGE*

THE BEST JOBS IN THE WORLD

THERE'S NOTHING
LIKE AUSTRALIA



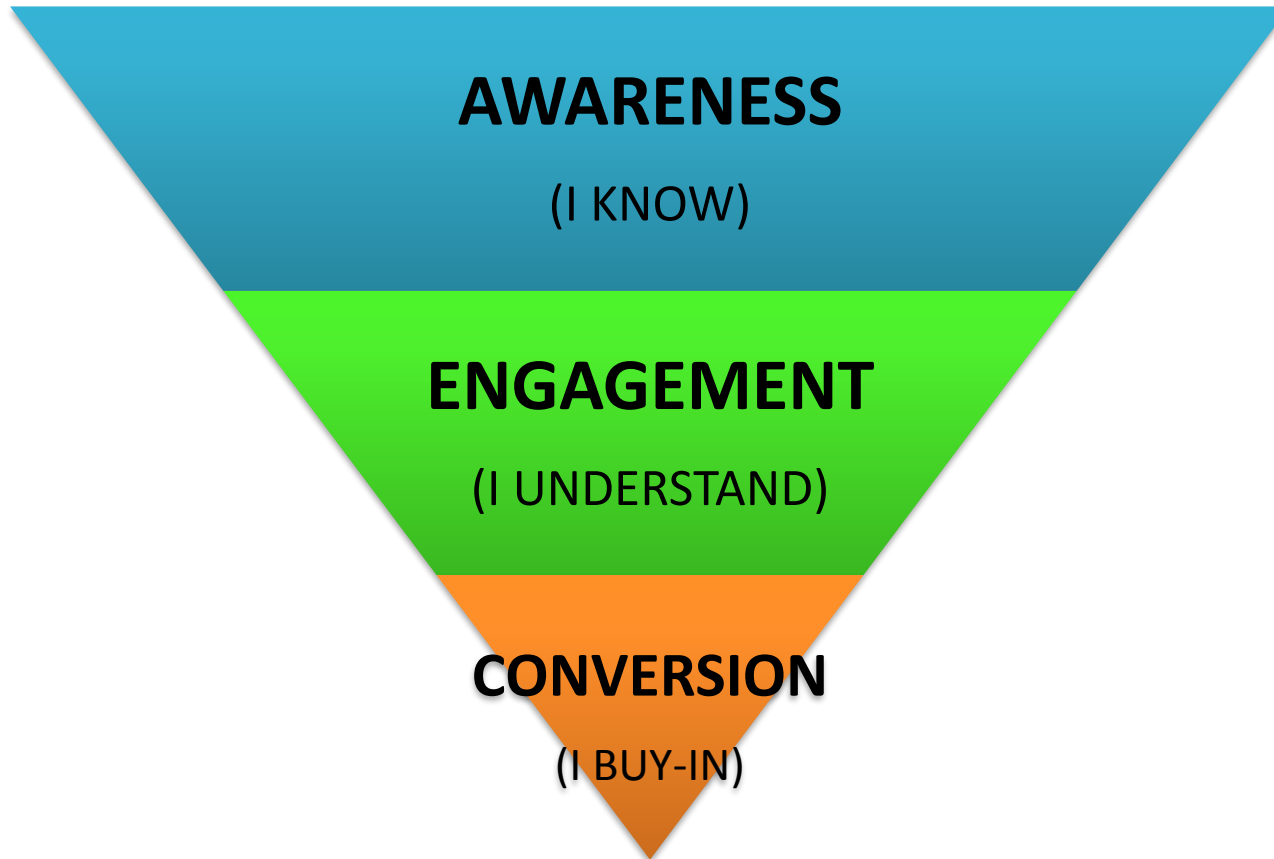
APPLY AT

AUSTRALIA.COM/BESTJOBS

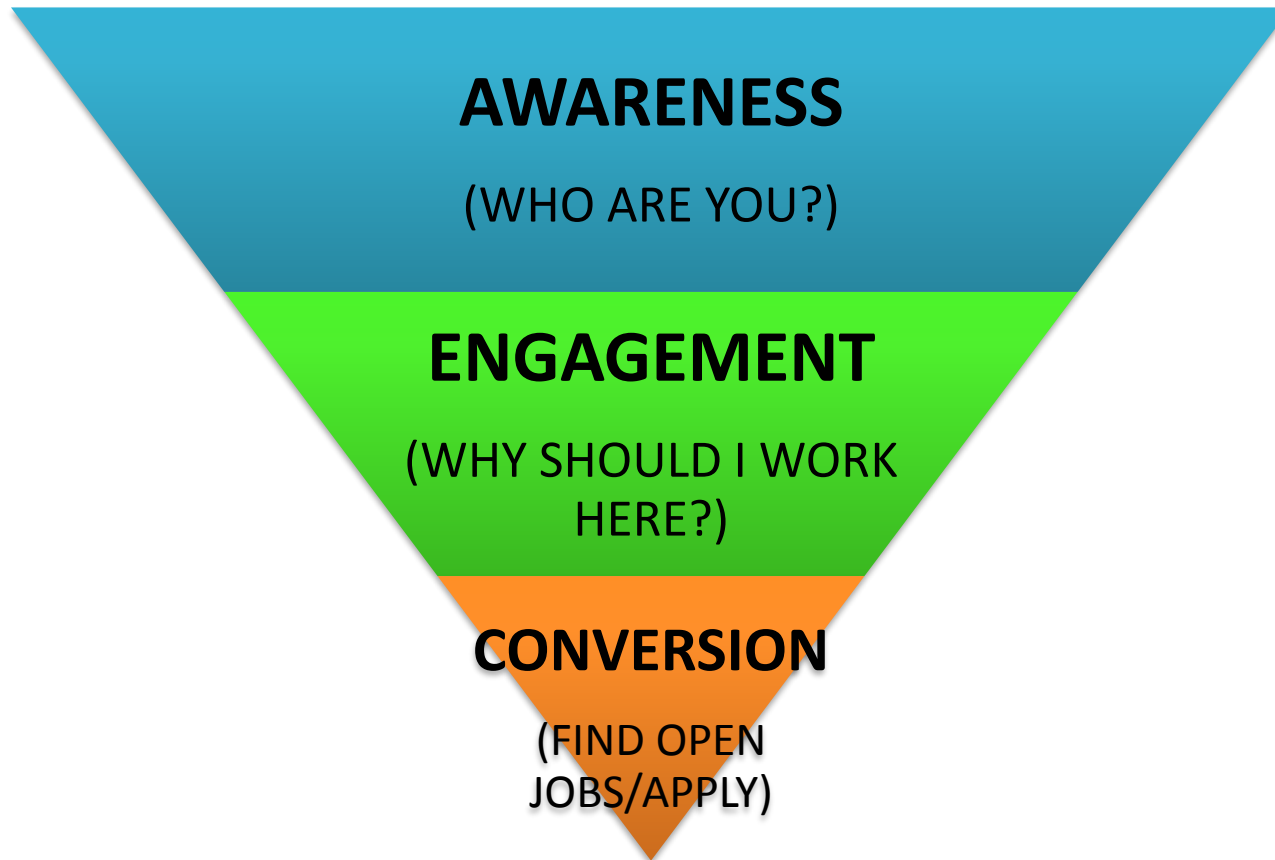
* A\$50,000 SALARY, A\$50,000 LIVING EXPENSES, 6-MONTH CONTRACT.
TERMS AND CONDITIONS APPLY. SEE WEBSITE FOR DETAILS.

Our simple thesis:
RECRUITING = ADVERTISING

The Marketing Funnel.



The Recruiting Funnel.



Awareness

Where your brand becomes ubiquitous. (The best ones **are.**)



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Microsoft

Engagement

Where your recruits **understand** what makes you different.

Why *you*?

Forbes' Learning & Co. Case Study

- Creative Agency
- Need: more efficient hiring
- Strategy: Share case studies (from the point of view of the creators)

Learnings:

1. *People who disagreed with our core values or quirky behavior self-selected out.*
2. *People shared the articles with their friends.*
3. *Candidates came more prepared, which resulted in better interviews.*

Source: Hall, J. and Meyer, T. "How To Use Content Marketing To Attract The Right Employees." Forbes.com July 17, 2013.

Why does this matter?

In a word: **conversion**. It's a numbers game.

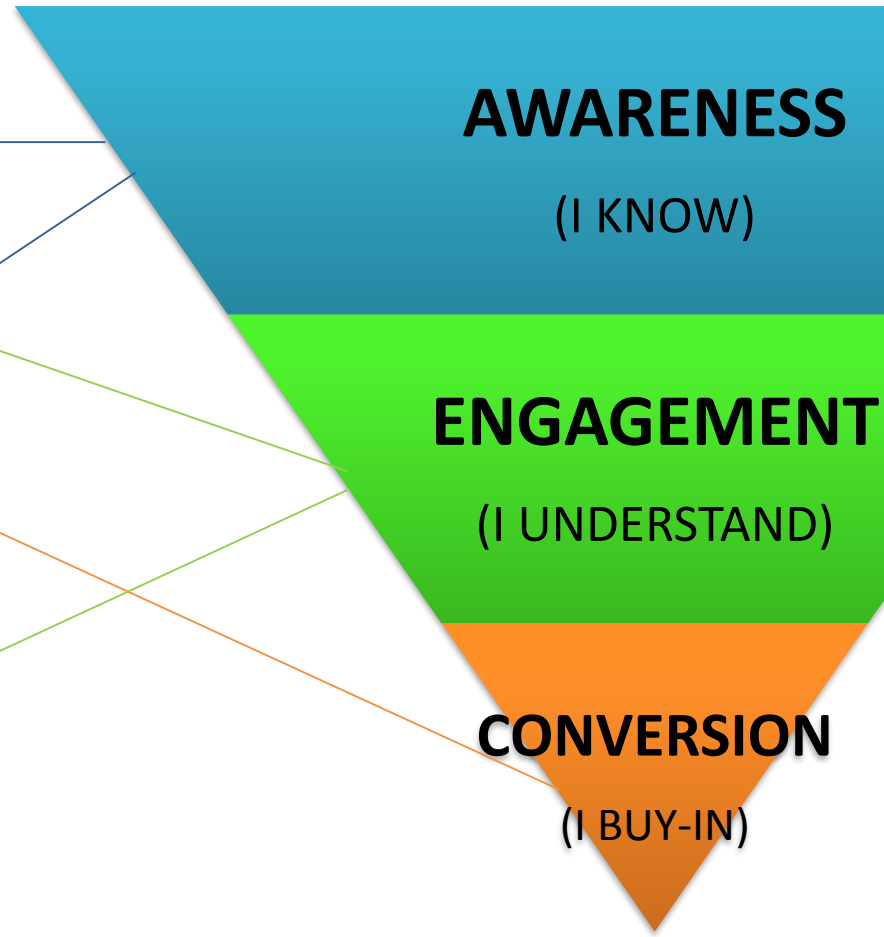
Example:

We know our own sales metrics:

- 50% of our cold-calls reach a human;
- 15% of our human-reaching cold-calls lead to a meeting;
- 40% of our meetings lead to a conversion;

Social Tools

Never been easier!



Best Practices

- Effective awareness is generated with great creative
- Be prepared to measure success correctly – identify your KPIs
- Be known as a thought leader. Publish those thoughts where your recruitment funnel spends their time.
- Focus your content on what makes you unique.
- Share and be shareable.
- Build an alliance with your marketing department.
- Use your current talent as resources for information & content.

Richard Bennett
rbennett@postmedia.com
613-410-6817