

RECRUITMENT MARKETING MASTERY

How to beat the talent shortage



PRESENTED BY

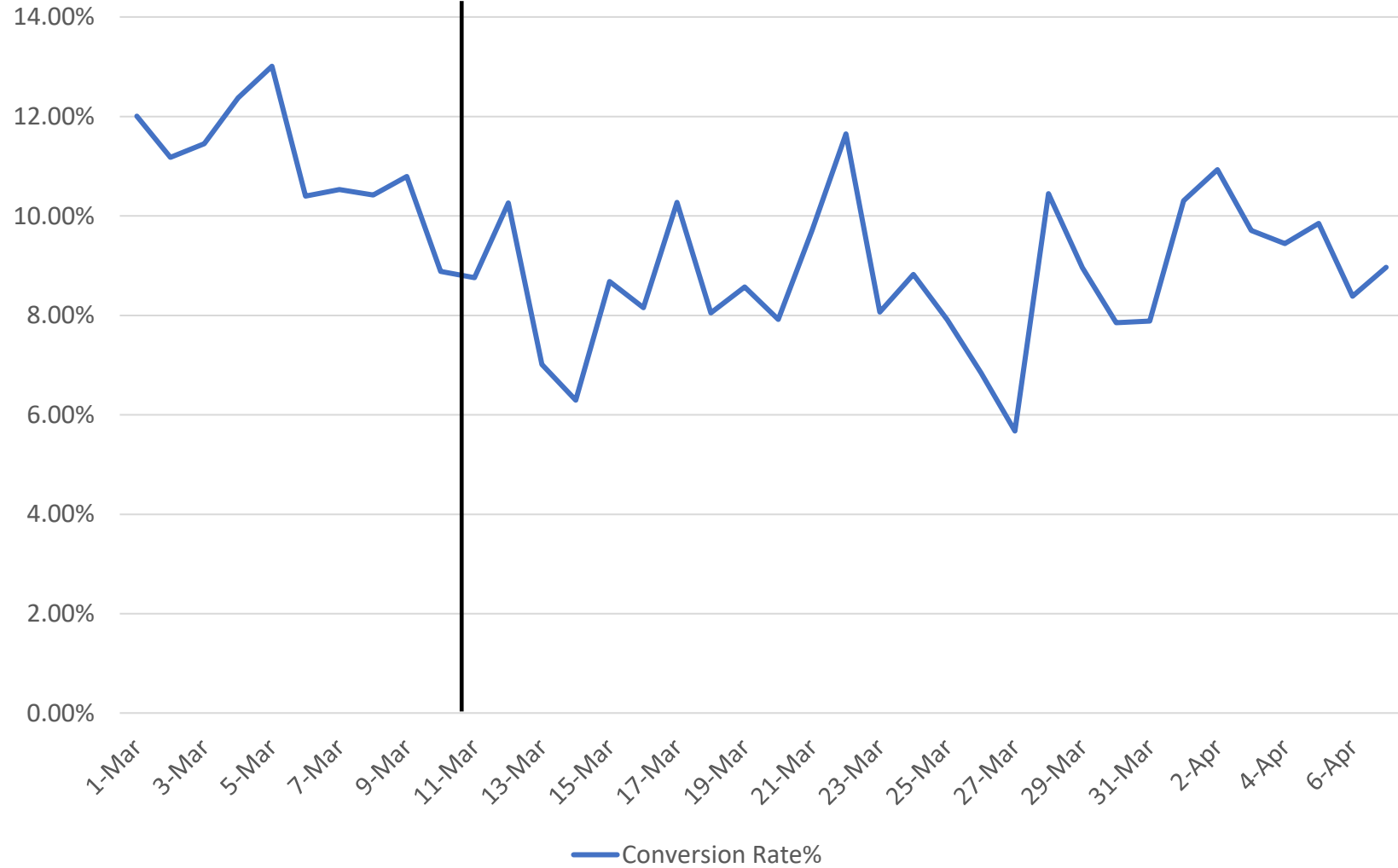
David Searns

Co-CEO

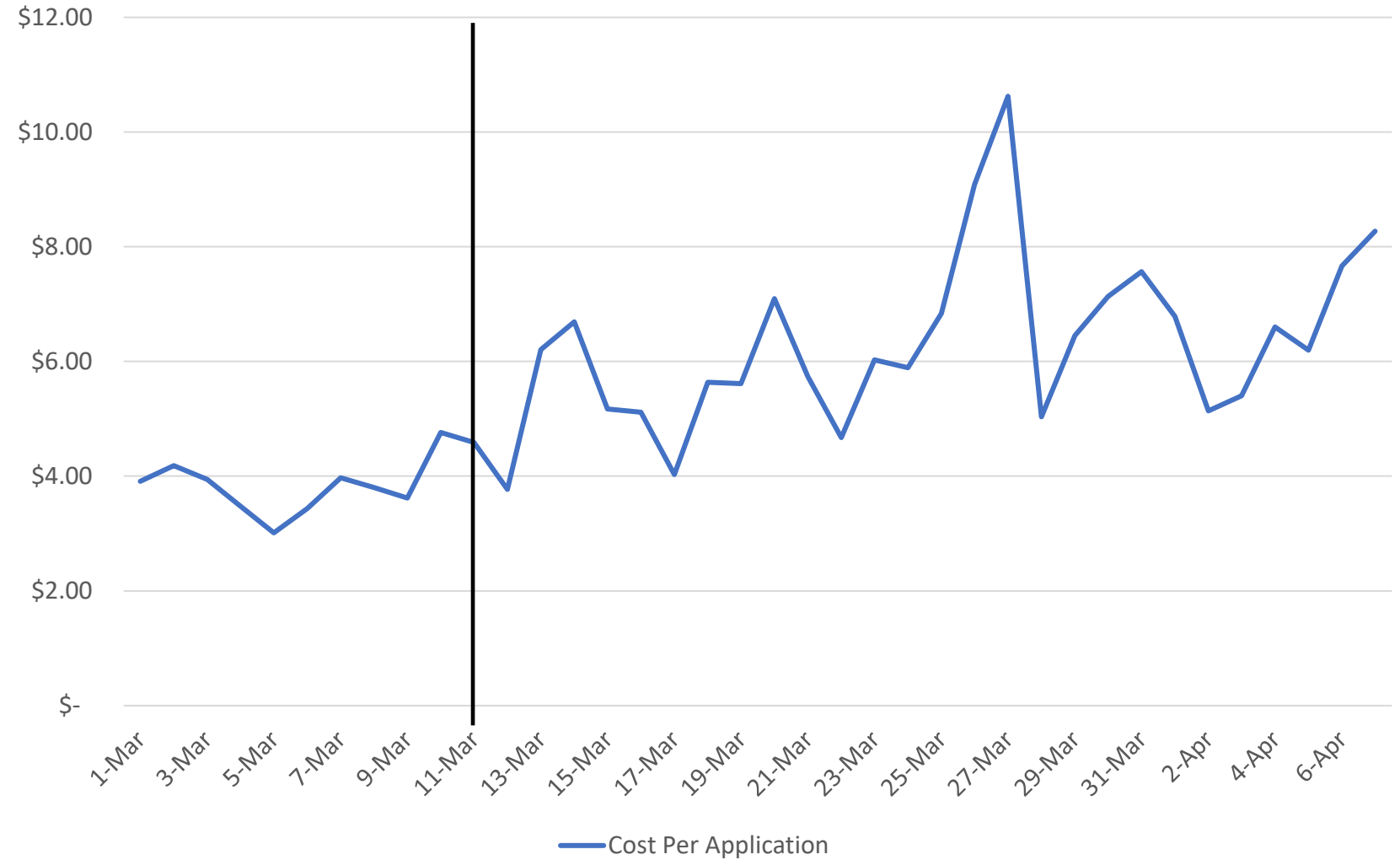


What the heck happened on
March 11?

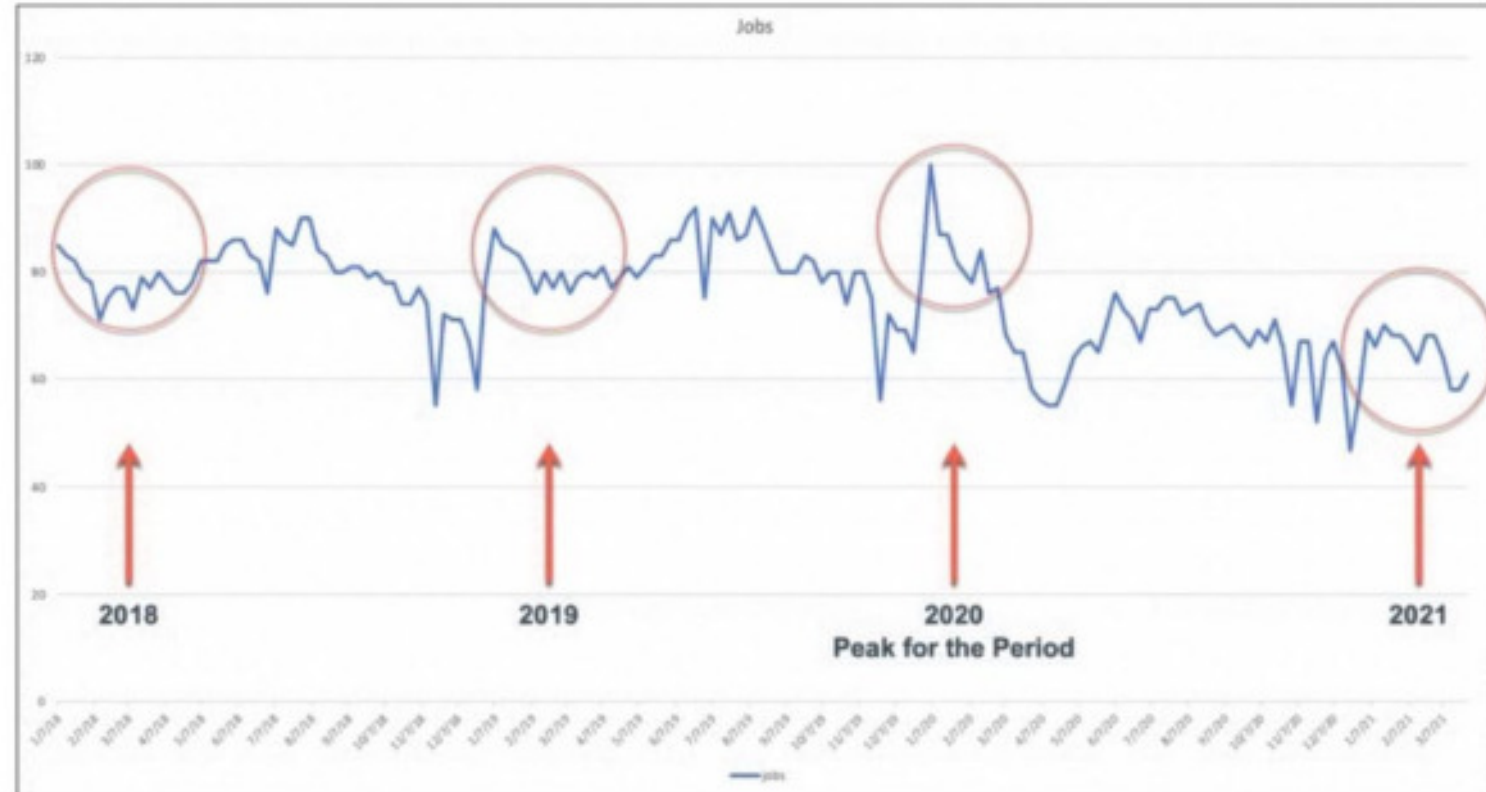
Application Conversion %



Cost Per Application

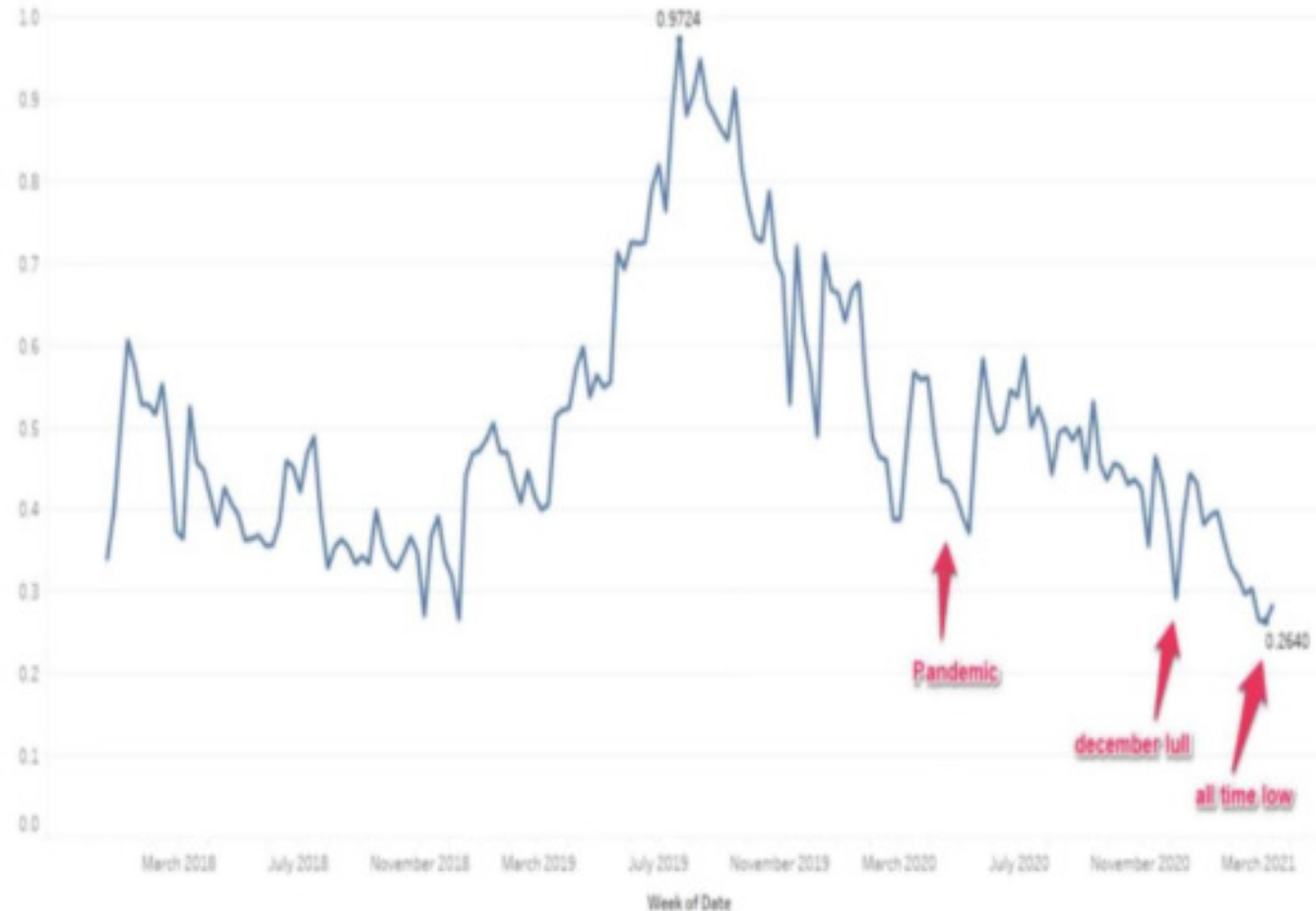


Google Job Search Traffic



<https://trends.google.com/trends/explore?date=today%205-y&geo=US&q=jobs>

Apply Rates: All Time Low!



THE IMPACT

- **71%** more production/manufacturing jobs now vs 2/20
[*Indeed Hiring Lab*](#)
- Increased incentives not to work
- Continued safety questions and childcare concerns
- 55% of workers want remote work

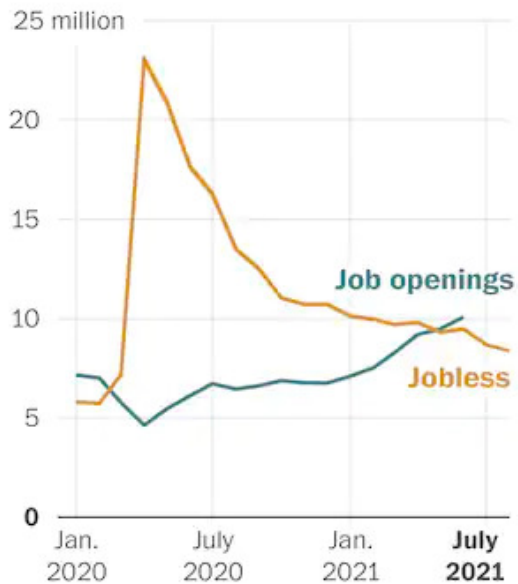
THE RESULT:
61% increase in cost per apply

But, Federal subsidies ended Aug 31,
so we're all good, right?

The Hangover Effect

- Job postings as of 32.3% as of September
- Active job search among jobless declined 3.8% in October
- 10.4 million job openings...and 8.4 million unemployed
- Wage expectations have been reset

Job openings now outnumber job seekers



Note: Seasonally adjusted
Source: Bureau of Labor Statistics
THE WASHINGTON POST



The "NEW" Minimum Wage?

| State | UI with Additional Federal | UI with Federal & Child Tax | Max UI Unemployment (No extension or federal subsidy) |
|----------------|----------------------------|-----------------------------|---|
| Arizona | \$13.50 | \$15.06 | \$6 |
| California | \$18.75 | \$20.31 | \$11.25 |
| Florida | \$14.38 | \$15.94 | \$6.88 |
| Georgia | \$16.63 | \$18.19 | \$9.13 |
| New York | \$20.10 | \$21.66 | \$12.60 |
| North Carolina | \$16.25 | \$17.81 | \$8.75 |
| Ohio | \$19.50 | \$21.06 | \$12 |
| Texas | \$20.88 | \$22.44 | \$13.38 |

BOTTOM LINE:

The cost of talent acquisition will remain higher for the foreseeable future



SO, WHAT CAN YOU DO?

1. Incentivize talent

2. Create compelling reasons to work

Incentives

- Pay rate
 - Must be at or above effective minimum wage in your market
- Bonuses
 - Sign-on, assignment completion, quality / productivity, longevity, referral
- Benefits
 - Healthcare / HSA, 401(k)
 - Training programs / compensation
- Volunteer time off

Compelling Reasons to Work (maybe)

- Mental need to work
 - sense of pride, well-being that comes from having a job
- Best pay rates are now
- Easiest to get the most desirable jobs / companies
- Avoid gaps on resume
- Get your spouse off the couch!

Strategies for Recruiting in this market

Active Job Seekers

- Advertise your best jobs, highest pay rates
- Build your employment brand and show off your culture
- Strengthen social proof through reviews, testimonials, awards
- Increase visibility (*online and in the real world*)

Your challenge is to build an
IRRESISTIBLE EMPLOYMENT BRAND!

Accelerate Your Hiring Process

- No “rounds” of interviews
- Fast track decisions
- Hire on the spot
- Loosen screening requirements (when appropriate)

Your challenge is to get that employee in the door
BEFORE YOUR COMPETITION DOES!

Improve Referral Programs

- Better incentives to submit a referral
- Make it easier to submit
 - *not just your employees but anyone can submit a referral*
- Ask more often and ask everywhere
 - Social media
 - Email
 - Texts

Your challenge is to

TURN YOUR EMPLOYEES INTO ADVOCATES!



Your Competitors' Workers

- Develop a stronger employee value proposition to win them away.
- Direct market to them
 - Online
 - Out of home advertising
- Partner with a staffing agency to direct recruit
 - It's difficult to direct recruit on your own
 - Identify a partner that you can trust and can give you guidance on current trends in the market

Your challenge is to
BE THE BEST PLACE TO WORK!



Maximize the Value of your ATS

- Re-engage and reactivate talent in your database.
- Verify contact information and job skills are up to date; check on availability.
- Nurture relationships with candidates
 - Don't just text jobs; be a resource
 - Personalized communication
 - Mix of electronic outreach (*email/text*), physical mail, phone calls
- Ask for referrals as part of reconnecting.

Your challenge is to

WORK YOUR DATABASE TO ITS MAXIMUM VALUE!



**What does your
company need to do?**

Define Your EVP

- Employee Value Proposition
- Clearly define your “Why?”
 - Why work now?
 - Why choose your company over anyone else?

Collect Data

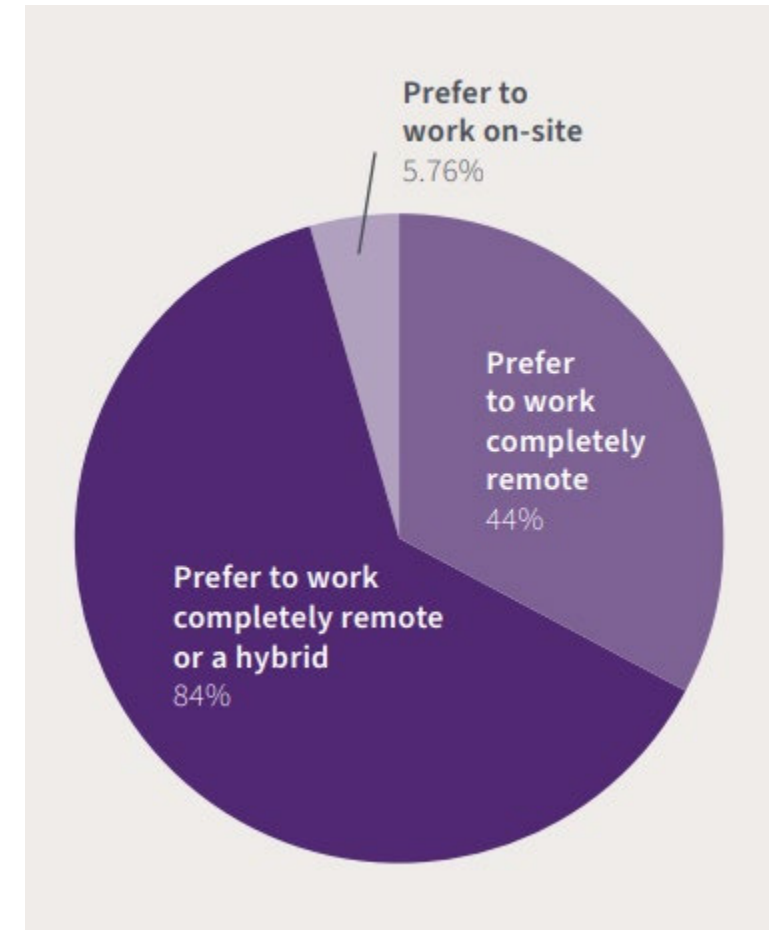
- What does it take to get people to apply?
- Client from Summer 2021:
 - **\$12-\$14/hour jobs:**
45% decrease in applies. Cost per apply increased by 62%
 - **\$15-\$16/hour jobs:**
27% decrease in applies. Cost per apply increased by 20%
 - **\$17/hour jobs:**
25% increase in applies. Cost per apply decreased by 33%

Make Jobs More Desirable

- Compensation and benefits
- Schedule flexibility
- Remote work opportunities
- Childcare
- Incentive pay
(sign-on bonus, quality, longevity, etc.)
- Training
- Accelerated opportunities for advancement

Focus on Flexibility

- 84% of workers want completely remote or hybrid
- How can you be more flexible?
 - Daycare, PTO policies, remote work options, etc.
 - Many employees do NOT want to work overtime



Train Recruiters

- How to write better job postings
- How to maximize social media
 - Build personal networks
 - Share content
 - Create a personal brand that supports the company and their careers
- How to regularly ask for referrals
- Develop strategies to expand the talent pool
 - Push harder to identify desired versus truly required skills
 - Target people with transferrable skills
 - Creative work options (split shifts, off-hours work, remote work)

Get Found

- Job advertisements
 - Increase volume (*advertise more jobs*)
 - Increase distribution to more job sites (*free and paid*)
 - Create a better strategy for building your brand on social media
- Referrals
 - Get more current and former employees to become referral sources
 - Build networks of other referrals sources (*trade schools, churches*)

Get Found

- Digital marketing
 - SEO (*continually improve website and inbound links*)
 - PPC (*Google, Bing, and social advertisements*)
 - Social media (*better content, more sharing*)
 - Online reviews
- In the real world
 - Print, media, and out-of-home advertising
 - Job fairs
 - Remote recruiting locations
 - Community service
 - Branded apparel for employees
 - Business cards for production workers

Be More Engaging

- Create and curate great content
 - Jobs (*promote best clients and top-paying jobs*)
 - Stories (*convey your culture*)
 - Provide good education (*articles, blogs, video, social graphics*)
 - Humor / entertainment (*convey personality with content shared*)
- Leverage hashtags and user tagging to get more people involved with content shared
- Use more channels of distribution (*email, mail, text, social*)
- Automate content sharing across your team (www.netsocialapp.com)

Improve Conversion

- Optimize conversion paths on the website
- Review exit pages and test changes to increase response
- Add more Calls to Action to website (*on every page!*)
- Provide different CTAs (*buttons, text, images, fly-ins, pop-ups*)
- Simplify forms
- Give people a reason to act now (*incentives, create urgency*)
- Re-engage site visitors (*retargeting ads, marketing automation*)

Re-Engage Talent

- Marketing automation (ActiveCampaign, HubSpot)
- Email and texting
- Picking up the phone and calling

Where should you get started?

Beating the Talent Shortage

- Define your needs (time for workforce planning!)
- Collect data (What's working now? What isn't?)
- Improve jobs (flexibility, compensation)
- Streamline your recruiting process (speed wins)
- Define your EVP (why work for you?)
- Build social proof (reviews)
- Increase your visibility (online and in the real world)
- Talk with your staffing partner!



Want a ROADMAP
for your marketing?

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Any questions?



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