

THE MAIN TALENT MARKETING STRATEGIES

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TALENT
MARKETING SCHOOL

YOUR MAIN OPTIONS FOR A TALENT MARKETING STRATEGY

1. Recruitment marketing (& communication) strategy
2. Employer awareness strategy
3. Employer branding strategy

RECRUITMENT MARKETING STRATEGY

Ideal for companies who are very active in talent acquisition and have many vacancies open all the time.

Opt for this strategy when your resources are directed to hiring and success is measured in getting enough applications to the selection process.



PRIMARY TARGET AUDIENCE: Active job seekers



TACKLES ISSUES LIKE: Getting attention to your vacancies, clarifying what success means in each role, and calling active job seekers to consider applying for your positions.



WHAT SUCCESS LOOKS LIKE: Consistently increased traffic to your career site & open jobs. Returning visitors to your job posts. An increasing number of clicks to your Apply now -call to action. And if there are no barriers to apply, increasing the number of applicants to your selection processes.

RECRUITMENT COMMUNICATION STRATEGY

Ideal for companies who struggle with keeping applicants committed to their hiring processes.

Opt for this strategy if your selection processes are long and you keep losing applicants half-way through your processes.



PRIMARY TARGET AUDIENCE: Applicants in the process



TACKLES ISSUES LIKE: Helping applicants to give their best effort to your process, improve candidate experiences, and increase applicant commitment to your process.



WHAT SUCCESS LOOKS LIKE: Better quality candidates to your selection processes, improved candidate experiences impacting your employer image in a positive way, less top candidate exits from your processes due to lack of communication during long processes.

EMPLOYER AWARENESS STRATEGY

Ideal for companies who are not known in their relevant talent markets or their employer image is not correct.

Opt for this strategy when your business is expanding to new talent markets or when you are going through a significant business transformation. This strategy is what you need to opt for also when you need to build an internal employer image.



PRIMARY TARGET AUDIENCE: Relevant external talent audience / current employees



TACKLES ISSUES LIKE: Relevant talent audiences not knowing your company even exists or changing wrong or outdated perceptions about your company.



WHAT SUCCESS LOOKS LIKE: Winning attention and gaining a growing relevant talent audience, having a correct and desired employer image in relevant talent markets, being known and remembered by relevant talent audiences, increasing employee awareness about new business direction, strategy, culture etc.

EMPLOYER BRANDING STRATEGY

Ideal for companies who operate in highly competitive talent markets and struggle in the war for their top talents.

Opt for this strategy when it is elementary to your business to continuously attract and win in a highly competitive talent market.



PRIMARY TARGET AUDIENCE: Passive job seekers within a relevant talent audiences who are already aware about your company and curious to learn more.



TACKLES ISSUES LIKE: Getting TOP of mind in the relevant target audiences and becoming your ideal talent's most preferred choice. Reducing the need and costs of headhunting to sign top talents.



WHAT SUCCESS LOOKS LIKE: Earning a dedicated and committed talent audience in the passive job seeker - audience, increasing employee commitment and engagement, becoming a preferred employer, growing a tribe of brand advocates, cutting hiring costs and time-to-hire significantly due to a regular stream of inbound talent leads to your recruitment funnel.