



Smart Marketing Strategies for Recruiters

By David Searns

T "The only constant is change"

This quote is attributed to the Greek philosopher Heraclitus, and it comes from around 500 B.C. More than two millennia later, it still rings true...especially if you work in marketing or recruiting!

We recently asked our team at Haley Marketing to look at the big trends going on in the marketing world and share a few insights about what they mean for recruiting and staffing companies. Our experts came up with too many to share here, but you can download the entire Idea Club article, "[Smart Marketing – Trends to Watch in 2018](#)" here!

Below are some of the hottest trends and ideas for you to contemplate:

Website Trends

Mobile – more important than ever.

Earlier this year, our clients' web traffic crossed a big milestone – 51 percent was on mobile. If your website is not fully responsive...and specifically optimized for mobile job seekers, you're losing candidates.

Kill the long application (or at least move it to step two).

In October 2017, one of our clients contacted us about the lack of applications they were receiving from

their website. We did some analysis and found they were getting tons of web traffic. The issue was the painful application process their ATS provided. As a solution, we replaced the application form with a simple “submit your resume” form, and in the first month, this company received 8,000 resumes!

Less copy.

A visitor to your website has a 3-to-5 second attention span. Want someone to take action? Write less!

Stronger, more prominent calls-to-action.

Does every page on your website have a strong call-to-action? Do your CTAs stand out on the page? Banners, buttons, fly-ins, exit pop-ups and inline CTA images should all be part of your strategy to drive response. If possible, include a CTA “above the fold” in the top section of each page.

SEO Trends

Focus on relevance.

The most successful recruiting websites (from an SEO perspective) create content that is highly relevant to the needs of their customers. They provide blogs, videos and other long-format content centered around the questions clients and candidates ask...and the topics they search on Google. And remember, jobs are highly relevant content!

User experience matters.

How fast does your site load? How long do people stay? How many pages do they visit? Websites that are more engaging (i.e., those that get people to stay longer) will out rank those that are not.

Voice search.

“Hey Google, find me a job.” Well, we’re not quite there yet, but voice search and digital search assistants are becoming increasingly important to search results. Does your website offer content that will come up in a voice search?

Link building.

If you want to dominate Google, you need more links to your website. How? Write guest posts for blogs in your industry, provide articles to trade associations, conduct market research others can reference. More inbound links = better SEO!

Structured data.

Google wants your website to be more organized! Google looks for structured data markup to analyze and categorize web page content. This is especially critical for job data.

Content & Inbound Marketing Trends

Variety is king.

Want your content to reach a wider audience? Offer your ideas in more formats!

Think long-form content.

1,000-plus word blog posts, podcasts, webinars and other long-form content are more effective for addressing tough questions, providing deeper insights and driving qualified sales leads.

Ungated content.

In the past year, some of the world's biggest content marketers have gone to ungated content, free to download without providing any personal information. The idea is that gates reduce consumption, and ultimately, it's the content consumption that drives qualified sales leads.

Video is essential.

In the recruiting and staffing industry, we're seeing more companies use video for job ads, skill marketing and employer branding (for individual branch offices, recruiting companies, and their clients).

Social Media Trends

Facebook

The New News Feed

Facebook recently announced a radical overhaul to their news feed. Posts from friends, pictures and video will be emphasized, news and brand content will be minimized.

Facebook Jobs

So far, results have been mixed. Some recruiters find Facebook jobs to be a perfect place to source clerical, industrial and healthcare talent. But quality has been mixed and results have been scarce for higher-skilled / higher-level jobs.

This year look for FB Jobs to become increasingly important as FB and ZipRecruiter expand their partnership, and as Facebook (hopefully) begins to offer new and better ways for candidates to apply.

Download "[Smart Marketing – Trends to Watch in 2018](#)" to learn seven ways to make Facebook work harder for you.

LinkedIn

Time to double down...or maybe triple?

LinkedIn has always been a great place to build your company's brand. And a place to connect with clients, prospects and candidates. But as the volume of content has increased, standing out is tougher.

LinkedIn loves video.

No surprise, but video is now big on LinkedIn. If you're creating videos for your website or Facebook, be sure to share on LinkedIn as well.

LinkedIn everywhere.

LinkedIn is now integrated with Outlook, Word and other Microsoft products. Take advantage of these integrations to build networks and share content.

Video and Audio

Video killed the blogging star?

In the 1980s, MTV turned the music world upside down with the introduction of music video. While YouTube has been around since 2005, video is killing—or more accurately—enhancing social marketing.

Time to Podcast?

Sixty-seven million Americans listen to podcasts each month. Time to launch an inciteful show dedicated the niche market you serve?

Want more smart marketing tips for your recruiting firm?

Download the Idea Club article, "[Smart Marketing – Trends to Watch in 2018](#)" now!

About Haley Marketing Group

Haley Marketing provides website development, email and content marketing, social media marketing and strategy consulting to the recruiting and staffing industry. We provide services to more than 1,200 firms throughout the world, ranging from solo recruiters to larger staffing and recruiting organizations with regional, national and international offices. Our mission is simple: To make great marketing more affordable!



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