

6 Recruitment Marketing Tactics to Capture More Job Applicants

Explore Proven Best Practices for Optimizing Your Recruitment Lifecycle.

Making smart hires and building a diverse, passionate team with the skills your business needs can be challenging — but recruitment marketing can help.

Recruitment marketing is the creation of a recruitment lifecycle that attracts, engages, and nurtures quality candidates. The strategy informs talented people about your brand, notifies them about your job openings, and inspires them to apply to your positions.

Ready to fill your talent funnel with quality applicants? We’ve identified six tactics to help drive applicant flow from awareness and attraction to consideration and application.



Tactic 1: Employer Branding + Positioning

Building a positive reputation as a good company to work for is essential – especially in today’s candidate-driven market. Applicants like to know which measures you’re taking to create the best possible employee environment. Do you have formal diversity and inclusion programs or policies? Do you offer training programs and opportunities for advancement? Flexible work schedules? These are all things that are top-of-mind for today’s applicants – particularly within the service industry.

Weave these details into your career site, job postings, and social media channels. Take it a step further and get creative with your postings and campaigns – try using videos to inform applicants of your brand, including details about any initiatives you’re focusing on that set you apart as an employer of choice.

Companies with a strong employer brand reduce turnover and recruitment costs by 50%.¹

76% of job seekers consider diversity to be a critical factor when deciding where to apply.²



Tactic 2: Build and Nurture Your Talent Community

You need to expand and nurture your talent pool and database of potential applicants. Building a robust talent community will help your company conquer the applicant flow challenges that arise when there are more job openings than job seekers. To do so, it’s critical to keep candidates interested and updated on new policies, procedures, and your latest successes – whether those are your diversity programs, flexible scheduling, or recent process enhancements. You can use email, text, and mobile experiences to send job updates and make it a breeze for people to apply.

Research shows that 88% of the hourly workforce prefers texting, and while 98% of texts are read, only 20% of emails get opened.³



Tactic 3: Broadening Your Reach

Be sure to expand the reach of your job openings and brand messaging to all of the channels where your applicants are spending the most time, including:

- General job boards such as Facebook Jobs, Indeed, and Google Jobs
- Specialty job boards such as diversity sites and state and local job boards
- Online using Search Engine Optimization (SEO): If you’re among the first employers to appear in a Google search, or if your job postings rise to the top, you’re more likely to net an increased amount of applications

73% of millennials found their last position through a social media site.⁴



Tactic 4: Leverage Data + Analytics

Keep track of where quality applicants are coming from. For some organizations, this may be on the local level, while others may find more success with national job boards. Knowing where you’re getting the most return on your investment will allow you to double down your efforts with the channel that’s performing best. Innovative talent management systems can track where you’re spending the most and where you’re getting the best results.



Tactic 5: Employ Content + Candidate Relationship Management Tech

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68% of recruiting professionals say that the best way to improve recruiting performance over the next 5 years is by investing in new recruiting technology.⁵



Tactic 6: Make Applications Easy

Having a great recruitment marketing system to get applicants into your funnel is only effective if you provide a positive application experience. For example, your application process must be mobile-friendly. If your mobile experience isn’t responsive, you could be getting 53% fewer applications – and your application process will likely take 80% longer to complete than it normally would on a computer.

Making your application process extremely quick and easy for candidates will make or break your talent acquisition strategy.

According to CareerBuilder and SilkRoad, 20% of candidates won’t finish an application that takes them 10 minutes or more to complete.⁶

See how Mitratesch’s innovative, scalable talent management platform can help you increase applicant flow and decrease time-to-hire by 43%.

Schedule a Demo

¹ Todorov, Georgi. 1 November, 2022. "Top Recruitment Stats and Trends 2022." <https://thrivemyway.com/recruitment-stats/>

² Ibid.

³ Kowalick, Claire. 10 April 2020. "Study: With telecommuting on the rise, phone calls make younger Americans anxious." <https://www.timesrecordnews.com/story/news/local/2020/04/10/t-mobile-telecommuting-phone-calls-millennials-anxious-high-speed-internet/5131313002/>

⁴ 4. January 2022. "Surprising Social Media Recruiting Statistics (2022)." <https://www.apollotechical.com/social-media-recruiting-statistics/#:~:text=Set%20up%20drip%20campaigns%268%#Oon,last%20job%20through%20social%20media.>

⁵ Korn Ferry. "How RPO technology boosts hiring agility." <https://www.kornferry.com/insights/featured-topics/talent-recruitment/how-rpo-technology-boosts-hiring-agility>. Accessed 12/11/2022

⁶ Galli, Elena. 12 December 2019. "The 7 Steps of the Candidate Journey and How to Ace Them." <https://www.smartrecruiters.com/blog/7-steps-candidate-journey/>