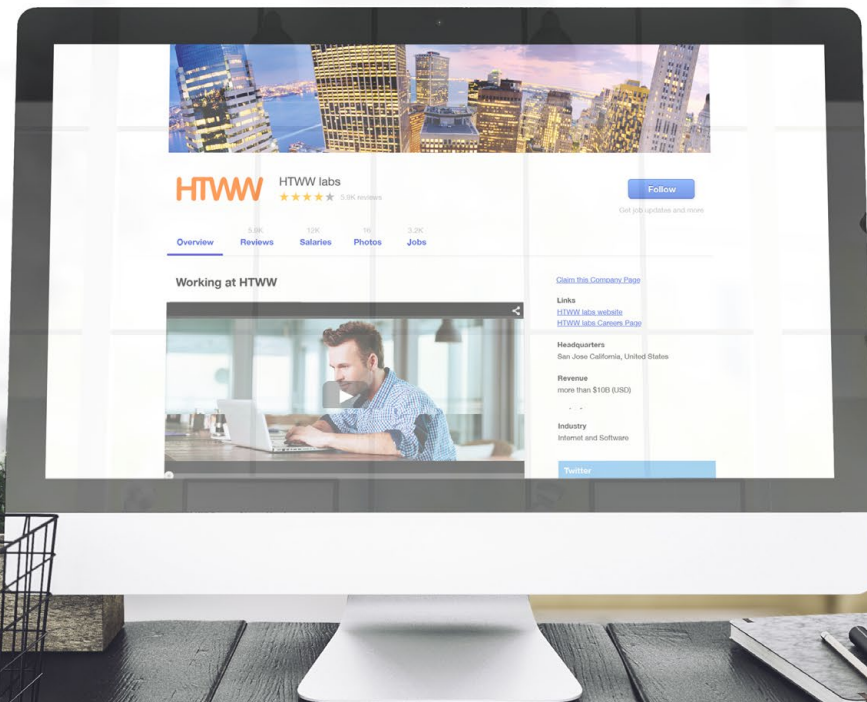


# How to Build an Inbound Recruiting Strategy That Attracts Great Candidates



# How to Build an Inbound Recruiting Strategy That Attracts Great Candidates

In a world where candidates have become consumers, talent acquisition teams have to go beyond a single source or method to find great talent. That's why the most successful talent attraction teams exercise a strong command over both inbound and outbound sources of candidates.

Recruiting via inbound channels has dramatically changed—and improved—how employers find, connect with and engage prospective candidates. And talent teams that do inbound recruiting well are continually optimizing their strategies to attract more of the right candidates faster.

**While every talent acquisition team approaches recruiting with the tactics that best suit their needs, the leading ones all leverage the following inbound recruiting practices:**

## **Captivating job content**

Content creation is the core of any inbound recruiting strategy. It is the information that attracts potential candidates to your company.

## **Smart SEO and SEM strategies**

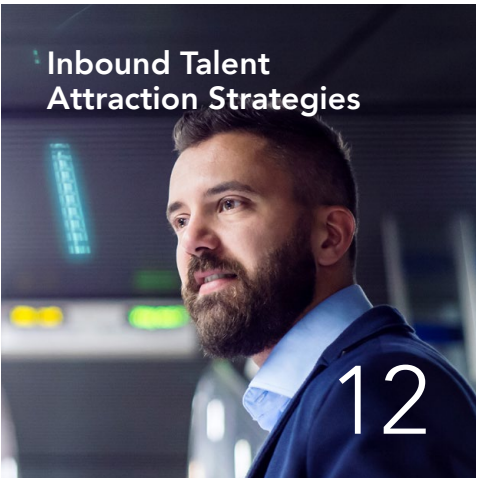
Search engine optimization (SEO) and search engine marketing (SEM) make it easier for people to find your job content. It is the practice of including the right combination of keywords with your job description and the optimal budget to maximize your ranking in job search engines, where most candidates begin their job search.

## **Great storytelling**

Your employer brand extends beyond your job descriptions and career page. It's embedded in every engagement a potential candidate has with your company.

**Read on to explore how the latest trends in job search have transformed inbound recruiting practices, and how effective inbound recruiting combined with sophisticated outbound tactics leads to a competitive advantage.**

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A man with short brown hair and a light beard, wearing a blue and white checkered button-down shirt, is focused on his work. He is sitting at a desk, typing on a laptop. A professional microphone on a boom arm is positioned in front of him. The background is a blurred office environment with warm, bokeh-style lighting from other desks or lamps.

# Why Successful Recruiting Starts With Inbound

There have never been more ways to recruit talent, from staffing firms and talent marketplaces to employee referrals and job sites. All of these tactics fall into two basic approaches—they are either designed to help you recruit inbound (active) candidates or outbound (passive) candidates.

## Inbound

The candidate applies first

### Inbound Recruiting

Attracting candidates who are actively engaged with your brand, searching for jobs or open to new opportunities, even though they may not be ready to apply.

**Examples:** People find you in job search, referrals who apply, career fairs, applications from social recruiting, visitors to your career site.

## Outbound

You contact the candidate first

### Outbound Recruiting

Proactively searching for candidates who are not looking for job opportunities.

**Examples:** Contacting people through resume databases or professional networking sites, calling referrals.

For years, conventional wisdom has held that targeting passive candidates with outbound tactics provides the best shot at finding great hires, but technology has changed how people manage their careers and look for jobs. Today's easy, ubiquitous job search technology helps people keep in constant touch with great opportunities, providing talent leaders with ample opportunity to attract inbound candidates more effectively.

But research also shows why outbound alone isn't the best way to nab top talent:

**Nearly everyone is active in their job search today.**

People no longer wait for the right jobs to fall into their laps; modern candidates constantly keep an eye out for new opportunities. 91% of people in the labor force are either actively looking or are open to a new job, with 76% looking for jobs at least monthly.<sup>1</sup>

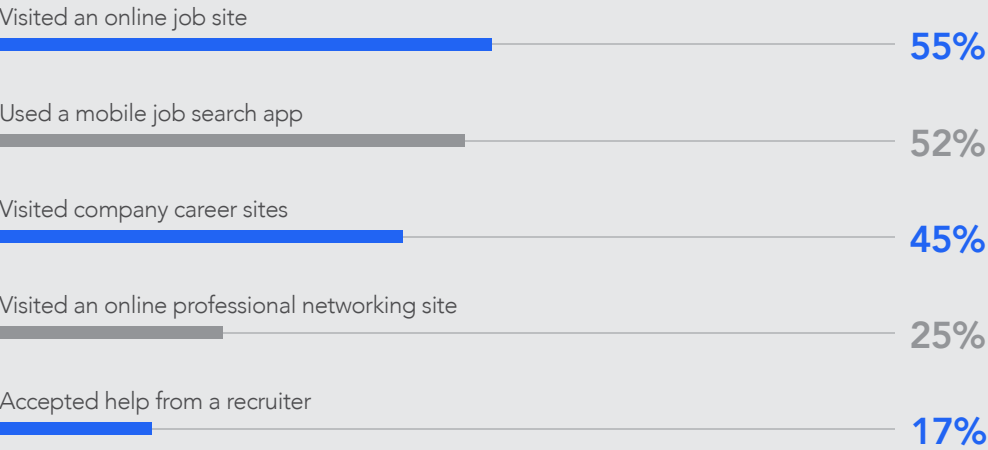
**Inbound tactics engage active and accessible groups of talent.**

95% of adults hired in the past year took an action to find a job within the six months prior to being hired.<sup>2</sup> Only 5% didn't actively look for a job in the preceding six months. Also, inbound channels were the key drivers of engagement among the 95% who were hired. Relying solely on outbound tactics means targeting a narrow segment of the workforce, and it's the segment that's least likely to change jobs.

**Job seekers prefer to direct their own job search to find companies and opportunities that truly engage them.**

When it comes to major purchases, people are more confident in the research they do themselves prior to making the purchase, as opposed to a purchase that results from a sales call. We see the same trend with job seekers: 60% think they would be more successful in a job they found on their own versus one they got from a recruiter or company that contacted them.<sup>3</sup>

**95%** of employed adults hired within the past year took an action to find a job 6 months prior to being hired



1. Decipher/FocusVision on behalf of Indeed ( N = 4,000 )  
2. Decipher/FocusVision on behalf of Indeed ( N = 684 )  
3. Decipher/FocusVision on behalf of Indeed ( N = 4,000 )

## Talent Leader Spotlight

It's also critical for your talent attraction strategy to increase qualified inbound candidates so you can minimize resource-intensive outbound efforts. Your outbound sourcing needs to be targeted and deliberate: know who your target audience is and source them with an engagement-driven approach backed by your brand and great content. It's still possible to attract good candidates through outbound, but it costs more.

Jonathan Turner, corporate director of human resources at B/E Aerospace, found this to be true after taking a closer look at hiring data and tracking the performance of active and passive hires. After surveying hiring managers, the company determined

active candidates who found and applied to the company's jobs, rather than applying to jobs presented by a recruiter, were significantly cheaper and faster to recruit and hire.

Henry Casanova, VP of talent acquisition at Macy's, also leverages inbound to staff executive positions for 800 stores nationwide.

"Our typical recruiting consists of a mix of inbound and outbound recruiting, but last year we hired 96,000 people over a three-month period," says Casanova.

"For the holiday season, we try to focus on optimizing our inbound tactics to get higher-quality candidates and figure out how to target and specialize our efforts for our most essential roles."

“

**Passive candidates, by contrast, are more difficult to find, engage with, and motivate to make major life changes, which leads to longer times to fill.**

”

**Jonathan Turner**  
Corporate Director of Human Resources  
B/E Aerospace<sup>4</sup>

4. The Wall Street Journal

Use inbound to engage active candidates so they are naturally willing to apply to your jobs. Outbound is for engaging people who aren't as likely to find you. This means

talent attraction today must encompass both inbound and outbound tactics, using different strategies to drive conversions throughout the candidate experience.

## Understanding the Attraction Funnel

### Inbound

**Phase 1: Attract**

Candidates find your jobs.

**Phase 2: Engage**

Candidates click on the jobs and engage with your company content online.

**Phase 3: Convert**

Candidates complete the application process. You identify the best ones.

**Phase 4: Analyze**

Measure which sources are generating the most applicants and hires. Tie to a quality of hire metric and source score.

### Outbound

**Phase 1: Prospect**

You identify candidates and contact them.

**Phase 2: Convince**

Candidates respond, engage with and consider the opportunity with close help from the recruiter.

**Phase 3: Convert**

These candidates may need more convincing or time to apply because they weren't looking.

**Phase 4: Analyze**

Measure how many profiles screened, response rates and sources delivering top outbound candidates. Tie to a quality of hire metric and source score.



## Phase 1: Filling your pipeline with new candidates

### Inbound

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**Attract:** Attracting active candidates who are already engaged with your brand and jobs. You choose and optimize the sources that attract qualified candidates to apply.

### Outbound

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**Prospect:** Reaching out to, most likely, passive candidates to get them to engage with your company. You sort through various sources to find a suitable list of candidates to reach out to.

## Phase 2: Driving the right candidates to click on your jobs or respond to your outreach

### Inbound

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**Engage:** Your job title and description must be compelling enough for great candidates to apply. Many people will likely apply, and not all will be the right fit. But at the end of the day, inbound channels do the sourcing for you by delivering a group of qualified candidates.

### Outbound

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**Convince:** The candidates who respond to your outreach may become interested in your opportunity, but they may begin to pursue others too. 72% agree that if a recruiter or friend proactively contacted them about a position, they would consider other available jobs as well (rather than only that specific position).<sup>5</sup>

## Phase 3: Creating an experience that converts the best candidates to go through your hiring process

### Inbound and Outbound

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**Convert:** Your apply process must be simple enough for great candidates to go through it, both inbound and outbound. Eliminate unnecessary steps and keep candidates engaged every step of the way, from the moment they apply throughout the interview process.

## Phase 4: Consistently evaluating your process to understand what's working

### Inbound and Outbound

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**Analyze:** Analytics are the only way to know which parts of your process are working and which ones can be improved. Often, the entire recruitment (and hiring) funnel is serviced by multiple technology vendors that don't talk to each other, making it hard to track metrics. You just need a method for tracking the source of your hires so you can determine which channels and investments are producing results.

5. Decipher/FocusVision on behalf of Indeed ( N = 4,000 )



## Should You Start With Inbound, Outbound or Both?

### Talent Leader Spotlight

The answer heavily depends on your organization, who you need to hire and the resources you have to do so. But the same holds true for nearly every talent acquisition team—the channels you use should be used deliberately to maximize efficiency and minimize waste.

This “waste” in recruiting can be attributed to various things, from over-investing in sub-par sources to moving unqualified candidates through the funnel. We want to be incredibly deliberate in our sourcing strategy at the top of the funnel so we have a very targeted group of qualified talent to move through the funnel. This starts with having an in-depth understanding of the channel—the reach, the audience and how effectively that channel produces quality hires.

The goal should be that you are always increasing the number of quality candidates who apply while leveraging outbound activities and targeting passive candidates at the same time. Inbound channels will bring you candidates who are active, eager to pursue your opportunity and more likely to move quickly through the funnel. An aspiration should be for all companies that an exceptional inbound recruiting strategy will supply a significant percentage of the candidates needed to fill your funnel.

Outbound channels may be part of your strategy, but the rate at which you're going to need to go outbound and the effort you'll need to apply is going to vary by the role and marketplace demands. Your outbound efforts will have a less desirable ROI against the desired conversion, but it is important to consider the long-term investment in your outbound activities. Your efforts will eventually pay off when those candidates are ready to make a move.

Delivering content that will resonate with the end user is incredibly important. Not only for the job ad but to also drive brand awareness before the job seeker becomes a candidate focused on delivering the value proposition of your product (employer brand). With the best possible content at both the macrolevel (your employer brand) and microlevel (a specific job you need to fill), you can maximize the ROI of inbound channels—driving qualified candidates to your company while still engaging outbound candidates.

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#### Lori Russo

Head of Global Talent Acquisition  
and Employer Brand



# Sequencing Inbound and Outbound to Maximize Quality and Minimize Cost

If you open a position and receive a sufficient flow of inbound candidates from organic traffic, your aim should be to fill as many positions as you can with that free traffic. By optimizing your employer brand and job content, and placing your job postings on the more effective inbound channels, you're able to generate a consistent flow of candidates for every role.

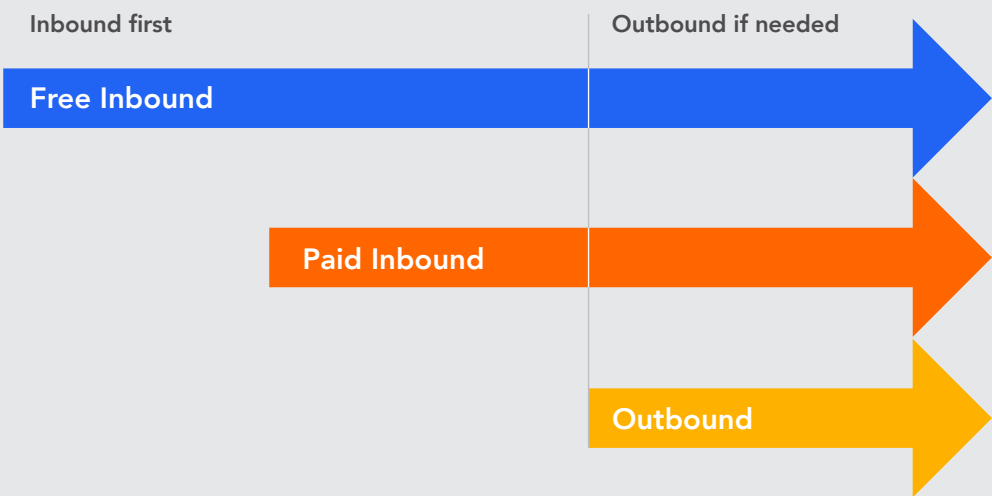
If you're getting the right applicants and just need more candidates, then invest in paid traffic. You can set a budget based on your conversion rates and the number of candidates you need to fill a significant

portion of your positions at the lowest possible cost per hire.

Inevitably, there will also be a set of hard-to-fill roles that may make up 10–20% of your positions. If there's an insufficient pipeline of candidates after free and paid inbound recruiting, that's the time to consider outbound recruiting.

For most people, we recommend focusing outbound efforts on the jobs that are likely to be chronically unfilled, or open for at least three months.

**Inbound is the engine that's always working for you, which is why the most successful companies focus on optimizing inbound recruiting strategies first before using outbound.**



# Inbound Talent Attraction Strategies

A man with a beard and short dark hair is shown in profile, looking towards the left. He is wearing a light blue collared shirt under a dark blue jacket. The background is a blurred city scene at night with various lights and structures, creating a bokeh effect.

Thanks to the Internet, recruiting has evolved tremendously. The web has empowered people to explore new companies and job opportunities anytime. It's given them alternative methods for finding jobs and researching employers, all before they apply to your jobs or engage with your recruiters.

Inbound recruiting focuses on earning a person's attention, which is done through search engine optimization and engaging employer content through job descriptions, blogs, social media posts and career sites. This content is interesting, informative and adds value, creating a positive connection in the eyes of the candidate, thus making candidates more likely to engage your brand and apply.

Inbound is naturally positioned to help you attract the right candidates. To do so effectively, optimize three key conversion points:



Amplifying your positions and employer brand so the right job seekers **find your jobs**.



Optimizing your job content so the right candidates **click on your job**.



Using great storytelling and candidate experience to ensure the best candidates **apply to your job**.

The following inbound strategies and tactics will help you attract job seekers naturally through search engines, performance-based advertising and recruitment content marketing.

## Search Engine Optimization (SEO) for Inbound Recruiting

SEO is a marketing discipline focused on growing visibility in organic (non-paid or free) search engine results. SEO encompasses both the technical and creative elements required to improve rankings, drive traffic and increase awareness in search engines. Web pages that are optimized for search engines can improve rankings in search engine results, driving more traffic to those pages for free.

Investing in organic SEO is more important for online marketing now than ever before. It remains one of the single most important components of any organization’s branding efforts and online presence.

The same strategy applies to your online job descriptions. Keyword-optimized job titles and descriptions help your job content appear more often in search engine results. When a candidate searches for a specific set

### Elements of a Perfectly Search Engine Optimized Web Page

- Page URL
- Page description
- Page content
- User reviews
- Page title
- Internal links

All elements should include relevant keywords that relate to what the page is about.

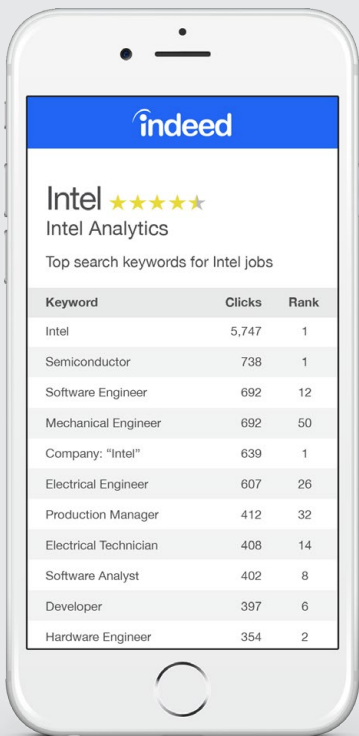
of job-related keywords (like a job title and location) on Google or job search engines like Indeed, the most relevant job listings related to the keywords entered will appear.

There are many aspects to SEO for recruitment marketing, from the words on your page to the technical setup of your career site. Here are four tried and true SEO tactics to apply to your job content:

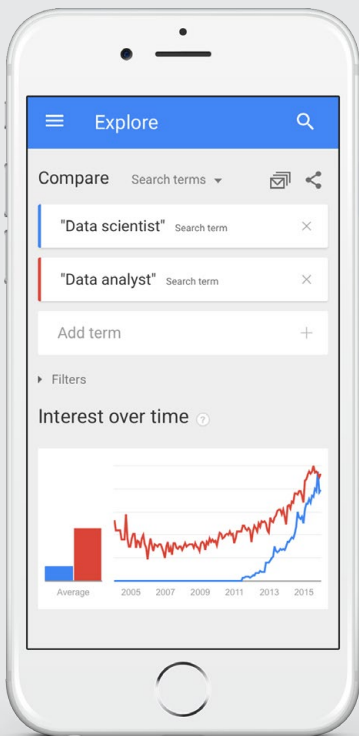


# 1. Conduct Keyword Research Regularly

Keyword analysis is the first step before you publish your job description. If you don't know which keywords your target hires are searching for, how do you expect them to find your job? Keywords also have significant impact on organic page rank in search engines; therefore keyword analysis is vital in acquiring and maintaining the attention of your audience.



Indeed offers a free tool called “Search Insights” that is visible when you log in to your account, visit your Company Page and visit the “Analytics” tab. Search Insights helps you see the top keywords that are delivering traffic to your jobs. It also shows where your company ranks for a particular keyword against your competitors.



Google Trends is another free tool you can use to compare the popularity of job titles and phrases. The graph compares “Data Scientist” with “Data Analyst” and shows that “Data Scientist” is currently the more popular job title, but not by much. Searches for “Data Analyst” have rapidly increased since 2011 and may surpass “Data Scientist” in popularity soon.

## 2. Use Targeted, Straightforward Job Titles

Generic job titles are less effective than targeted ones, so try to include phrases that describe the role. For instance, when looking for someone who manages events and sponsorships on the marketing team, using a job title such as “Events and Sponsorships Manager” is better than “Marketing Manager.”

Indeed Sponsored Jobs that have targeted job titles receive more impressions, clicks and applications. What’s more, these jobs receive higher conversion rates and a lower cost per applicant.

For the following example, we compared results for a generic job title like “Account Manager,” which could apply to sales, support or client management, to a more specific sales-related job title, “Sales Representative.”<sup>6</sup>

	Account Manager	Sales Representative	% Change
Clicks	282,850	1,176,860	316%
Applies	21,365	108,812	409%
Conversion Rate	7.55%	9.25%	22.41%
Cost Per Applicant	\$13.24	\$10.82	-18.31%

6. Indeed data

### 3. Avoid Internal Jargon and Buzzwords

In writing job titles and descriptions, think like a job seeker and ask the questions they might ask. The highest quality candidates want to know the specific responsibilities they'll have, who they'll be reporting to and what the wider working environment is really like. Make sure your job descriptions answer these questions in clear, professional

language. Avoid all caps and multiple exclamation points. If you're hiring a "Software Engineer," call it that. Not a "Software Engineering Ninja." Those quirky job titles don't include common search terms that people use, making your job hard to find. Use Google Trends and Search Insights to understand which terms people are searching for, and apply your findings to your job title and description.

#### Buzzword job titles are on the decline

In Silicon Valley and beyond, the search for employees with specialized technical expertise has been a driving force behind job title trends in recent years. Many companies sought out top-notch workers by labeling them "gurus," "ninjas" and even "wizards."

While these job titles were popular for years, it appears they are now on a downward trend. From their peak in late 2012 to the end of 2014, the share of job postings with buzzword job titles including the terms "**ninja**," "**rockstar**," "**jedi**," "**guru**" or "**wizard**" declined by nearly **40%**.<sup>7</sup>

### 4. Make Every Word Count

Sometimes removing content is as important as adding it, so try and strike a balance between providing enough detail in your job descriptions and being concise. You don't want to overwhelm job seekers with pages of content if a single page is all that's needed.

Indeed research shows there is an optimal length for job content to attract the best candidates. Job descriptions between 700 and 2,000 characters receive 30% more applications — and the ideal job title length is 80 characters or less.<sup>8</sup>

#### More employers are talking up benefits, 401ks in job ads

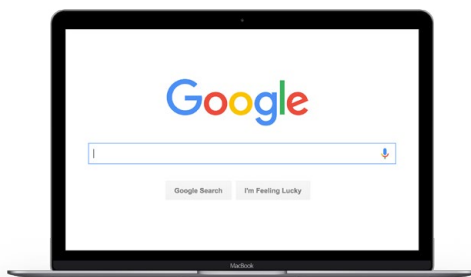
Mention of "benefits" in employment ads in the US has spiked in the last two years or so. The share of job ads that mention "bonus" has more than doubled since January 2014, from 7% to 15% in September. The portion of job postings that advertise benefits related to insurance, healthcare and health have also been on the rise.<sup>9</sup>

7. Indeed worldwide data  
8. Indeed worldwide data  
9. Indeed worldwide data

# How to Amplify Your Inbound Traffic with Search Engine Marketing

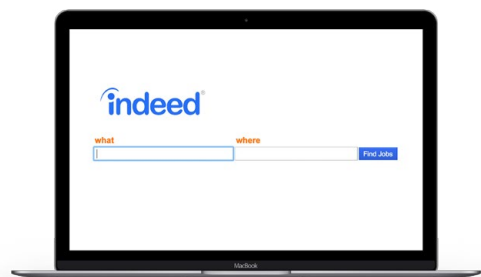
Millions of job seekers go online each day to search for jobs, which is why search engine marketing (SEM) is one of the most popular online recruitment marketing strategies used today. SEM is a performance-based online marketing tactic that promotes websites by increasing their visibility in search engine result pages

through search engine optimization and paid placement. Employers use SEM to promote their career websites or job openings by increasing their visibility to get to the top of search engine result pages. These sites range from traditional search engines (Google, Yahoo, Bing) to job search engines (Indeed, SimplyHired).



## Traditional search engines

These are sites where people are searching more “traditional” terms from auto to travel to health to sports and everything in between. Job seekers type in keywords, and relevant job ads will display in search results, driving traffic back to the company’s career site. At the same time, the job seeker may see a variety of search results served up through ads that are unrelated to the job they want.



## Job search engines

These sites may have a similar look and feel as Google, but they are search engines for jobs only, allowing job seekers to instantly find millions of jobs posted on thousands of company career sites and job boards. These types of sites are used to target active job seekers who are going directly to these sites to search for specific opportunities. Job search engines focus on delivering search results that most closely match the keywords entered.

# How Performance-Based Advertising Works

With performance-based advertising, the amount you pay for an ad is based on the results you achieve, rather than an upfront cost. This model was made popular by Google AdWords and has become the norm for leading job search engines over the years, by allowing employers to "sponsor jobs" to gain more exposure. In a job search

engine, Sponsored Jobs typically appear above free listings in search results. Unlike the traditional model used by job boards where companies pay for a single post, employers pay a fee only when a job seeker has viewed the job ad. Employers are only charged for each "click" the job receives.

## Glossary for Performance-Based Advertising



**Spend or budget:** The total amount of money you pay based on the number of clicks your job receives. Budgets are typically set monthly and organized by campaign.



**Campaign:** A single job or set of jobs you want to sponsor.



**Clicks:** The number of people who click on a link to your job from search engine results.



**Cost per click (CPC):** The cost of getting one person to click on one of your jobs. [The math: Budget for a given campaign or set of jobs you sponsor / clicks = CPC]



**Conversion rate:** The percentage of people who click on your jobs that complete an application. [The math: Applications / clicks = conversion rate (%)]



# Why Performance-Based Advertising Works

- 1. Pay only when people click.** You only pay for the traffic that you receive to your jobs.
- 2. You set the budget.** You determine how much you're willing to spend every time someone clicks on your job. You control how much you spend, and you don't have to commit to a large contract up-front.
- 3. It's targeted.** When people search for jobs, they enter keywords and locations to the job they want. Search results display the most relevant listings and ads related to the keywords entered.
- 4. It's cost effective.** Paying only for relevant clicks and targeting your advertising can give you a strong ROI and potentially become your lowest cost per hire.
- 5. It's flexible.** Edit your job content anytime. If certain ads aren't getting desired results, you can easily change the job title, edit keywords and continue to optimize throughout the life of your budget. You are also able to turn off your paid SEM campaign any time.
- 6. It's trackable.** Ad performance can be tracked by the number of times (impressions) your ads are shown on the search results page and the number of times your ads are clicked on. Easily measure click-through and conversion rates for each ad.

## How the World's Leading Chemical Company Uses SEM to Attract Inbound Candidates

With a broad portfolio ranging from chemicals, plastics, performance products and more, BASF, the 150-year-old global chemical giant, hires lab technicians, agricultural scientists, electrical engineers and professionals of all kinds.

Using pay-for-performance recruitment advertising to amplify inbound traffic to job descriptions is one way for the company to get the desired results. Investing in Sponsored Jobs ensures the postings are seen by the most relevant candidates,

raising the visibility of those jobs from the millions of job postings that appear in candidates' search results.

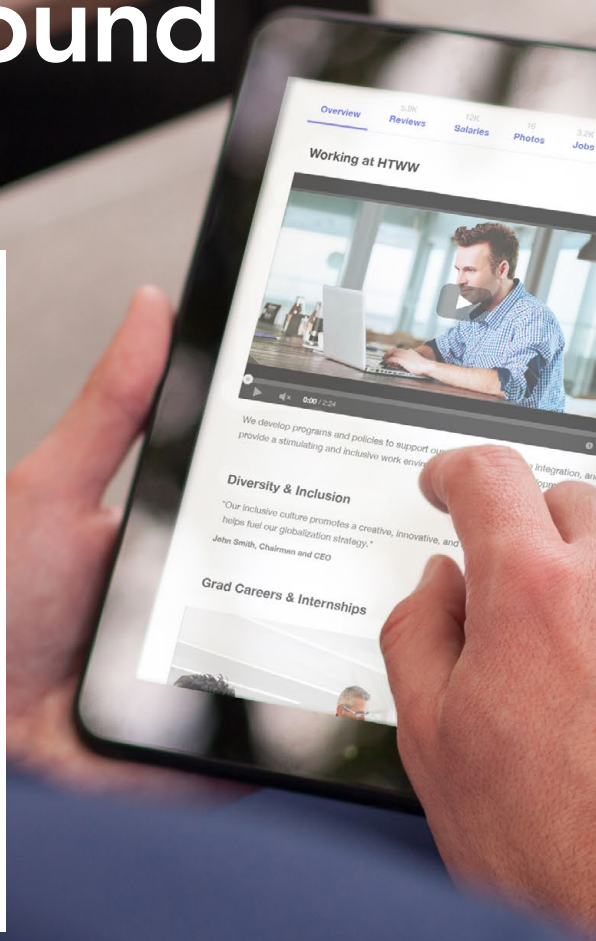
This strategy has lead to a greater return on investment than many other sourcing channels offer. The average cost per hire for BASF is \$4,500 dollars. For candidates who come from Indeed's job search engine, that cost drops to \$1,000—a 78% decrease in spend.



# Creating the Right Content to Attract Inbound Candidates

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly-defined audience.

Marketing organizations have been using content marketing in the form of blogs, websites, videos, apps and testimonials to attract and retain customers. The idea is consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behavior. It is an ongoing process that is best integrated into a company's overall marketing strategy.



# Content Marketing in Action

Content marketing helped Marcus Sheridan, a small business owner, turn his failing pool business around and into the most popular website about pools in North America. When business dropped off during the economic downturn in 2008, Marcus started writing down answers to every question anyone ever asked him about pools, from materials to installation to price. While most of his competitors wanted people to contact the company for pricing information, Sheridan shared the information freely on his blog. This gave consumers easy access to self-serve pricing information. A [single blog post](#) he wrote about pool pricing led to more than \$2 million in sales.

By writing down helpful information and sharing it online, Sheridan empowered homeowners to learn more about pools and get their questions answered before reaching out to Sheridan for a sales call. This meant sales calls were much more productive because the consumer was already informed, and it led to higher conversion rates because consumers were much closer to being ready to purchase before the initial call.

Today's consumer wants self-serve information they can access online. The same can be said for job seekers who want to learn more about your company, the opportunities you have to offer and what it's like to work there. Content marketing gives talent acquisition teams a platform to provide candidates with self-serve information they can use to get familiar with your employer brand and learn more about your company before applying.

## 4 Components of Recruitment Content Marketing

# The Message

Anyone can produce content, but to succeed it has to tell a story that begins with your company's employer brand. But how you communicate your employer brand starts with the audience you are trying to reach and identifying the motivations they have for engaging with your company.

When determining what your core messages should be for the audience you're trying to attract, consider which motivators you'll speak to. Your message may emphasize how you provide opportunities to be surrounded by smart people you can learn from. You provide technological challenges that make employees feel like they're accomplishing something great.

Evaluating these motivators will help you create the most compelling message that you disseminate across various content and channels to reach your target audience.

According to Bryan Chaney, Talent Attraction and Branding Strategist at Indeed, candidate motivators typically fit into four buckets:



### **Advancement**

How is this opportunity going to impact my career?



### **Money**

How am I getting compensated for this?



### **People**

Who am I going to work with?



### **Technology**

What type of innovation is this going to drive?

# The Stories

Prospective hires want to know why working for your company is meaningful, interesting and aligns with their aspirations. Once you’ve developed a set of messages that align with these motivators, inject them

into various stories showcasing how your company lives up to those motivators in practice. Some of the standard pieces of content that can communicate these stories include your job descriptions, career sites or company blog. To give candidates a better sense of who they would work with at your company and the type of innovation they’d be driving, share stories through more engaging and visual media, like videos, employee reviews or photos.

## Examples of engaging stories for recruitment content marketing:



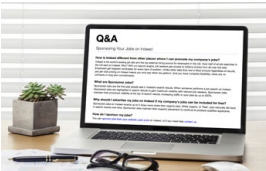
Candid day-in-the-life photos of employees at work



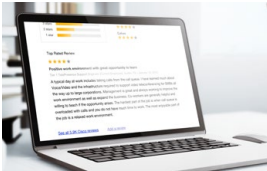
Photos from company events



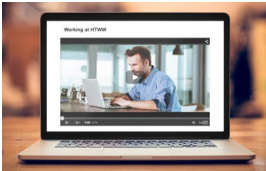
Employee spotlights on your blog



Q&A section on your career page



Employee quotes included in your job description



Short videos about employees and the type of work being done



# The Channels

The amplification of your messages is key to ensure you’re actually driving candidates to engage with your brand. The natural places to showcase your content are via inbound channels where active candidates are most likely to search for or find your company.

**Job sites:** Visiting an online job site is the #1 activity for people hired.<sup>10</sup> Include snippets or testimonials that address the key motivators of your target audience. Look for additional ways to amplify your employer brand on these sites through ad placements, sponsorships or SEO.

**Career site:** Your company career site helps you showcase your employer brand beyond just your job descriptions. Companies like Medium use career sites to give viewers a real sense of what life is like at the company and what they could anticipate if they joined.

**Employer profiles:** Your company’s profile on employer review sites gives potential candidates an inside look as to what it might be like to work for your company. Candidates are seeking authentic stories about your company and what it’s like to work there, which is why 83% of people say company reviews impact where they apply.<sup>11</sup> Ensure your profile is up-to-date with your latest content (videos, company overview and photos) to accompany the employee reviews on the page.



10. Decipher/FocusVision on behalf of Indeed ( N = 684 )  
11. Redshift Research

# The Metrics

In traditional content marketing, the success of a company's content can be measured in a few ways:

**Content consumption:** How many people consumed your content, via views, downloads or visits?

**Shares:** How often do consumers of your content share it with others?

**Leads:** How often do content consumers turn into sales leads? Which pieces of content convert them?

**Sales:** How often do content consumers turn into customers? Which pieces of content convert them?

For talent attraction and employer brand teams, metrics may vary depending on where recruitment content marketing sits within the organization. Here are three things teams can monitor to evaluate the success of recruitment content marketing at engaging inbound candidates:

**Follows:** How many people are engaged with your brand, enough to follow your company or employer profile and stay up-to-date on your content?

**Subscribers:** How many people are engaged enough to give you their contact information in exchange for regular content updates via email, or membership to your talent community?

**Applies:** How many people are driven to your job description and application page from your content? How many are willing to engage with you in a recruiting conversation?

## Recruitment content marketing in action

Insperty, a leading HR services provider, uses various forms of content marketing to engage job seekers, delivering useful information and resources about the company, workforce trends and fun company updates via multiple online channels.

To build connections with followers and drive inbound traffic to its site, Insperty shares free guides and information booklets on social networks. They also share employee-generated blog posts, behind-the-scenes photos and short videos. While the subject matter for each piece of content may vary by objective or channel, they all align with the company's message and core talent attraction goals—to keep candidates engaged, before and after they apply.

# Outbound Talent Attraction Strategies

Our recent Talent Attraction Study suggests candidates are more confident in the jobs they find themselves, rather than jobs presented by a recruiter.

Does this trend indicate candidates prefer to find and apply to jobs themselves through inbound channels, or is it also suggesting a larger mismatch between how candidates want to communicate with companies and what outbound recruiters are doing to engage them?

"People just aren't responding to outbound recruiters as much," says Steve Levy, Director of Global Sourcing at Indeed. "The data suggest people want to find their own new opportunities instead of going through a recruiter. I think that's a symptom of too many bad experiences with recruiters. It's rooted in a lack of honesty and sincerity about what the job is, why it matters and why it's the next best opportunity for the candidate."





of employed adults say they would feel more confident that a job is the right fit for them if they picked the company and applied versus if a recruiter contacted them.



say they think they would be more successful in a job they found on their own versus one they got from a recruiter or company that contacted them.



agree that if a recruiter or friend proactively contacted them about a position, they would consider other available jobs as well (rather than only that specific position).

Source: Decipher/FocusVision on behalf of Indeed ( N = 4,000 )

To develop a more candidate-centric approach to outbound recruiting, which heavily applies to inbound as well, Levy recommends three key things:



Develop performance-based job descriptions



Use research to customize and personalize your outreach



Use targeted stories and messaging to draw outbound candidates in

# Performance-Based Job Descriptions

Your typical job description includes the key responsibilities and tasks associated with the role. The job description can also focus on the impact the role has on the company and the aspects that matter to the type of candidate you’re trying to hire.

Here’s an example of a job description intro for a “software developer” that emphasizes how the role contributes to the company’s mission and appeals to key motivators of its target audience:

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**Ready to change the way the world works?  
This is your chance to develop innovative new  
technology products, as well as your career,  
with the world's second largest software-maker.  
Hone your expertise alongside fellow talented  
professionals, where you'll develop some of the  
most exciting software solutions on the market.  
At IBM, we're committed to the advancement of  
open Internet standards and applications as well.**

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# Personalized Outreach

Personalization goes beyond embedding a candidate’s name at the beginning of a templated email. The foundation of personalized engagement with outbound candidates is research. Learn as much as you can about a candidate’s interests and motivations (not just the keywords and technologies in their profile) to ensure the kind of opportunities you have align with what they likely want. In summary, customize your approach to what a candidate cares about; not what you have to offer.

## Build a pitch around their interests, not skills and years of experience.

Go beyond keyword matching and review their resume or places where they publicly share interests to learn more about the type of work that appeals to them. This will help you provide a more credible introduction during your outreach.

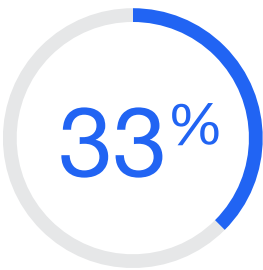
## Call out their current employer.

Learn more about the candidate's current company and what they offer. Use this insight to differentiate your company. For example, if your company is smaller and more agile, emphasize the opportunities for leadership or the ability to work on higher-impact projects.

## Look at their past career moves.

Take a look at the candidate's career history and the type of moves they made. Have they stayed with the same company for long stretches of time? Have they consistently made lateral or upward moves with each new position? Have they worked in the same city or different cities throughout their career? This analysis can give you a sense of the type of moves the candidate may be willing to consider for your company.

Messages to candidates on Indeed Resume that are 21 to 31 words long have a response rate of 14.16%, compared to the average response rate of 12.42%.



Best-in-class companies that adhere to contacting best practices receive over a 33% response rate on Indeed Resume.

Source : Indeed worldwide data

# Using Inbound Content to Drive Outbound Engagement

While the content you create to showcase your employer brand is one of the primary drivers for inbound recruiting, the content should be leveraged throughout the outbound engagement process as well. The same stories, messages, videos and other types of content that engage inbound candidate when they are searching online can be shared with outbound candidates.

Additionally, engaged outbound candidates are likely to look for these types of content via employer review sites, your career site and the job description—further engaging them with your company and opportunities.



# Solutions for Inbound & Outbound Recruiting

Indeed is a trusted partner for thousands of employers. With solutions for both inbound and outbound recruiting, Indeed helps talent acquisition teams find the right fit and hire efficiently around the world.

# Inbound Recruiting Solutions



## Organic Job Postings

Indeed includes millions of jobs aggregated from thousands of job boards, career sites, staffing agencies and small businesses. These jobs appear for free on Indeed, where 200 million inbound candidates search for jobs every month.<sup>12</sup>



## Sponsored Jobs

Over 480,000 employers sponsor jobs on Indeed to make their job listings more prominent in search results and attract up to 5X more clicks to their jobs. With Indeed's performance-based pricing model, you only pay when people click on your jobs, up to the amount you set for your budget for your job ad.



## Featured Employer

This is the most prominent branding opportunity for your company on Indeed. The Featured Employer ad unit appears next to search results and includes a company logo, description and job opportunities. Your ad appears when people search for your company or when your Sponsored Jobs appear.



## Company Pages

Give job seekers a closer look at your company to attract the best candidates. Showcase your jobs, company information and employer brand to millions of potential candidates—all for free.<sup>13</sup> Claim your Company Page to unlock free employer-only features. Customize your page with photos, videos, logos, social media accounts and more.

# Outbound Recruiting Solutions



## Indeed Resume

Indeed's talent database includes more than 90 million resumes from candidates across every industry and location. Search resumes for free and pay only \$1 per contact.<sup>14</sup>



## Indeed Prime

Indeed's talent marketplace connects tech candidates with new opportunities, delivering the highest quality candidates to employers with hard-to-fill positions. Prime provides employers with a select group of responsive candidates so you can spend less time on sourcing and find the talent you need for less than the cost of a recruiting agency.

Indeed can help you find the right fit. Contact us at [indeed.com/hire/contact](https://indeed.com/hire/contact) to explore our inbound and outbound recruiting solutions.

<sup>12</sup>. Google Analytics, unique visitors, September 2016

<sup>13</sup>. Terms, conditions, quality standards and usage limits apply

<sup>14</sup>. Standard (or local) rates apply for contacts made outside of the United States



# Your next hire is here.

## About Indeed

More people find jobs on Indeed than anywhere else. Indeed is the #1 job site in the world<sup>15</sup> and allows job seekers to search millions of jobs on the web or mobile in over 60 countries and 28 languages. 200 million unique visitors each month search for jobs, post resumes and research companies on Indeed,<sup>16</sup> and Indeed is the #1 source of external hires for thousands of companies.<sup>17</sup>

See how Indeed can help you hire  
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## Questions

Contact us at  
[indeed.com/hire/contact](https://indeed.com/hire/contact)

15. comScore, unique visitors, February 2017

16. Google Analytics, unique visitors, September 2016

17. SilkRoad & iCIMS

## Related Indeed Resources

Talent Attraction Study: What Matters to the Modern Candidate - [indeedhi.re/attractionreport](https://indeedhi.re/attractionreport)

The Science of Talent Attraction: What Makes Candidates Click - [indeedhi.re/SOTA](https://indeedhi.re/SOTA)

9 Employer Insights on Talent Attraction - [indeedhi.re/1meutdv](https://indeedhi.re/1meutdv)