

How to Recruit Like a Marketer

@TheMuse

@BeameryHQ

@Teamableme

#ProactiveRecruiting

the**muse** +  beamery +  teamable[®]



How to Make Your Candidate Experience Human in a Tech-Driven World

the**muse** +  beamery +  teamable?

Meet Laura Bilazarian

Former wall street investment banker turned recruiting tech entrepreneur. Some fun facts: lived and worked in Vietnam and is a 2x national rugby champion.



CEO & Chief People Officer
Teamable



About Teamable

Teamable is an employee referral and diversity hiring platform that transforms social networks into high-performance talent pools. Teamable scales and optimizes referral programs and diversity initiatives by replacing spreadsheet-based approaches with intuitive search and cloud-based, mobile-friendly referral flows.

Meet Melissa Matlins

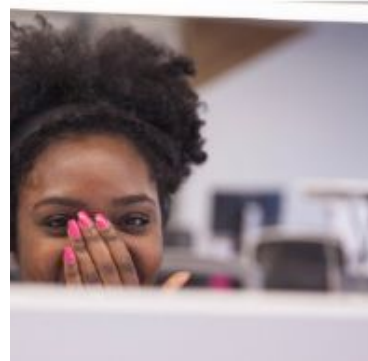
Melissa leads marketing for The Muse, based NYC. She has built marketing/sales teams and programs for high-growth technology, consulting, and design companies in San Francisco and New York.



VP of Marketing
The Muse

About The Muse

The Muse's mission is to architect the future of work based on purpose, authenticity and fit. Companies partner with The Muse to attract and engage the best emerging talent by telling a more authentic and compelling employer story.





Director of Recruitment
Beamery

Meet Alex Duell

Alex leads recruiting and talent for Beamery, based in their London HQ. Following a Masters degree in business, management & HR he joined Dropbox as an early hire in Europe and spent a few years building out landing teams in several new office locations and establishing Dropbox's Employer Brand outside of North America. More recently, Alex led recruiting and talent for online media startup, The Business of Fashion, helping them to double in size and establish their first People function.



About Beamery

Beamery enables companies to attract, source and engage world class talent by combining Recruitment CRM and Marketing software in one modern, easy-to-use interface. The platform runs modern recruitment marketing at scale and delivers your desired end-to-end candidate experience.

What We Will Cover Today

- How to hack the marketing lifecycle model for recruiting
- How to approach talent proactively and partner with teams
- Why understanding business strategy is key to success
- Where you can use stories to strengthen outreach
- Engagement program examples that work

86%
of HR
Professionals

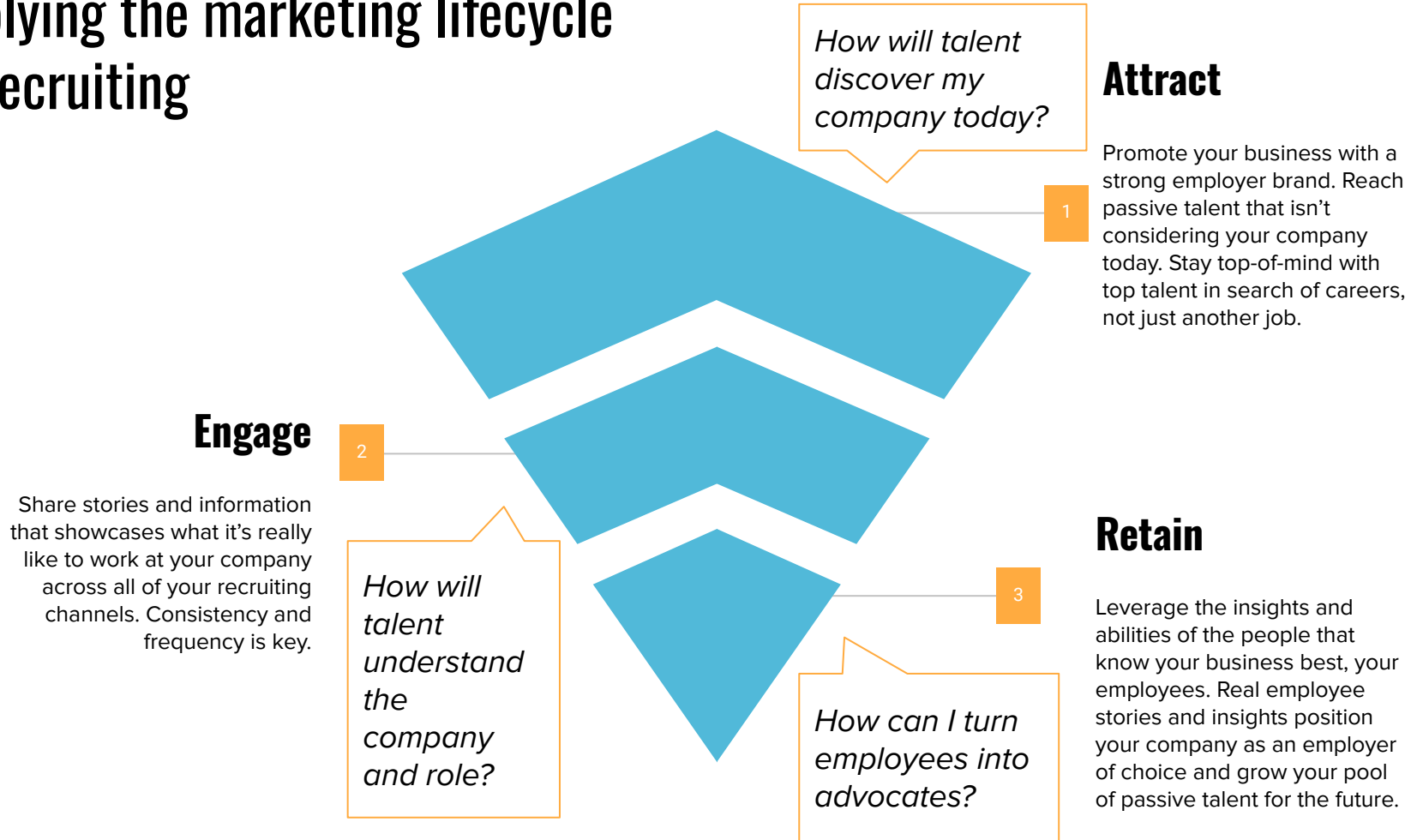
Agree that recruitment is becoming more like
marketing

What does this mean?

Mar-ke-ting: The action or business of promoting
~~products or services~~

→ *Your talent experience*

Applying the marketing lifecycle to recruiting



Leveraging marketing techniques to transform
your talent team into a *credible business partner*

Recruitment Marketing Tactic #1

Get proactive

Get proactive, but be smart

- It's all about community, community, community
- Don't be blinded by immediate goals (however pressurizing they may seem) - always be planning for the longer term
- Proactively learn about the community you're building
- Understand your base level, know where you can improve, and be able to show it
- Spread the word: make sure your key business partners understand what you're trying to do (and why you're trying to do it)

The ROI of adopting a Proactive Recruiting mindset

Beamery + Balfour Beatty

Balfour Beatty is a leading international infrastructure group. With 30,000 employees, they provide innovative and efficient infrastructure that underpins daily lives, supports communities and enables economic growth. Balfour Beatty finance, develop, build and maintain complex infrastructure such as transportation, power and utility systems, social and commercial buildings.

BEAMERY BY THE NUMBERS

29%

REDUCTION IN AGENCY
USE

£150,000+

SAVED SINCE ROLLOUT

33%

INCREASE IN COMMERCIAL
APPLICATIONS

Balfour Beatty

EMPLOYEES

30,000+

HEADQUARTERS

United Kingdom

INDUSTRY

Construction

WEBSITE

balfourbeatty.com

Recruitment Marketing Tactic #2

Hiring for company goals

Talent is a critical foundation for corporate goal achievement

BUSINESS GOALS	TALENT REQUIREMENTS
Release next generation of our software platform by next quarter to effectively compete in the market	Continue to hire/backfill across the engineering team with a particular focus on <u>full-stack</u> , pilot <u>outsourcing</u> model
Increase new business bookings by 16% QoQ in North America	Add additional <u>independent</u> sales rep headcount beyond our regional offices to cover new geographies
Support partnership program with the new reseller network, grow sell-through business by 32% before EOY	Add additional marketing headcount with <u>sales enablement</u> and <u>partnership experience</u> to support new revenue stream

Candidate Personas: Questions to ask your team...

Topic	Sample Question
Interests	What part of your role do you enjoy the most?
Motivations	Why did you apply to this company?
Culture	What do you like about your culture?
'Watering Holes'	Where do you spend your time online?
Skills	What skills do you think help you succeed?
Goals	What are your major goals and targets?

Persona Checklist

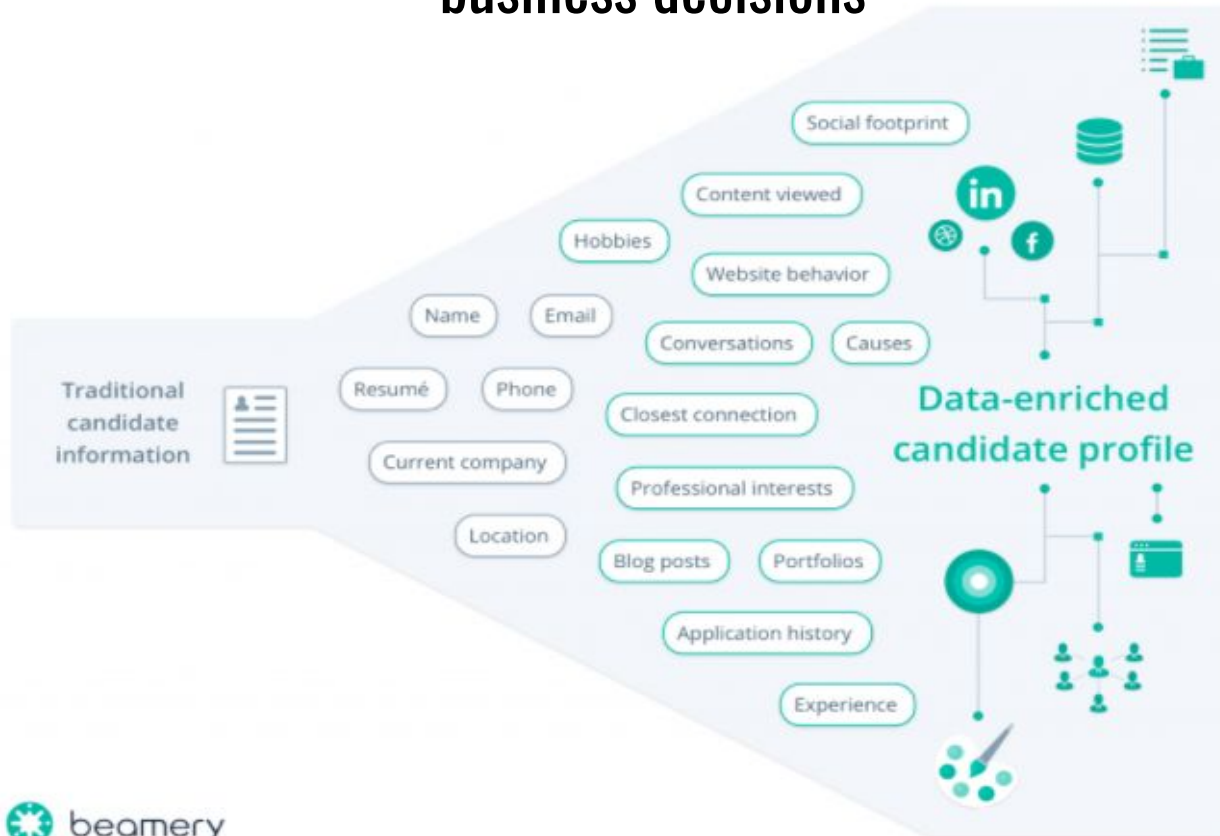
- What job title should you look for?
- Where do they work?
- What do they do/skills?
- What is their level of experience?
- What personality traits?
- What are their typical goals?
- How can you interact with them?

AT MY BEST, I'M...

- **Radiating joie de vivre**
 - "Excited about life, reminds me to be playful"
 - "Consistently full of love, and always happy"
- **Open & growing**
 - "Open to acceptance, open to saying yes, trying something new"
 - "This photo represents challenges but also the community and relationships I built"
 - "'For fortune favors the brave' reminds me to be in my essence. When you come from a place of love instead of fear you realize how much more of you is possible, unfettered."
- **Freely expressing**
 - "Makes me feel free and keeps me on my toes. Its how I express creativity."
- **Learning & striving**
 - "Learning about other people and hearing other perspectives. Its liberating"
 - "I found my passion and my calling, seeking wellness."
- **Winning (Being recognized for achievements)**
 - "I sacrificed and gave so much of myself to work and people recognized that in me."



Use Data to help you learn more about your Targeted Personas & to inform business decisions



Recruitment Marketing Tactic #3
Become a Storyteller
(It's easier than you think)

Advocate for Authenticity

Why a career at Taco Bell?

Ever wonder about our culture?



Thomson Reuters 14 hrs · 🌐 Like Page ⋮

#repost from @emparraaa_ "Thomson Reuters' Christmas Party with Visayan Forum Foundation. Thank you so much to all these lovely volunteers who spent their rest day with the girls at Center of Hope. Thank you for a year of supporting our advocacy and for bringing happiness and love to the girls. Thank you for your generous donations. And lastly, thank you so much for being part of our family & for continuously supporting Visayan Forum!" ❤️❤️❤️ #workingatrr #VisayanForum #EndHumanTrafficking #StopSlavery

A group of about ten people, including men and women of various ethnicities, are gathered around a long table covered with a green tablecloth. The table is laden with various dishes, including what appears to be a large chocolate cake with colorful decorations. The setting is an indoor space, possibly a kitchen or a community room, with large windows in the background.

Four men are standing in a kitchen, all wearing matching black aprons with a white logo. They are smiling and looking towards the camera. The man on the far right is holding a large red-handled knife. The background shows kitchen equipment and other people working.

Top Five: Preferred content for candidates

- | | |
|--|-----|
| 1. Values | 42% |
| 2. Employee testimonials | 36% |
| 3. Product/services info | 35% |
| 4. Answers to “why” people want to work here | 30% |
| 5. Answers to “why” people stay here | 24% |

Duo Security focused on developing & sharing a compelling employer brand with employee stories.



Recruitment Marketing Tactic #4

Plan for Distribution

Testing personal details can get you a much better response from candidates or by using candidates' behavior on your website to trigger a targeted action.

To: [Persona: Graduate in Software Engineering]

Hi [Name],

Thank you for registering to [Company Name]'s Graduate Meet and Greet! We're excited about meeting all the [University/College Name] graduates in our upcoming [City] campus event.

Specific to the candidate's school and location

To: [Persona: Senior Engineer- Passive Candidate]

Hi [Name],

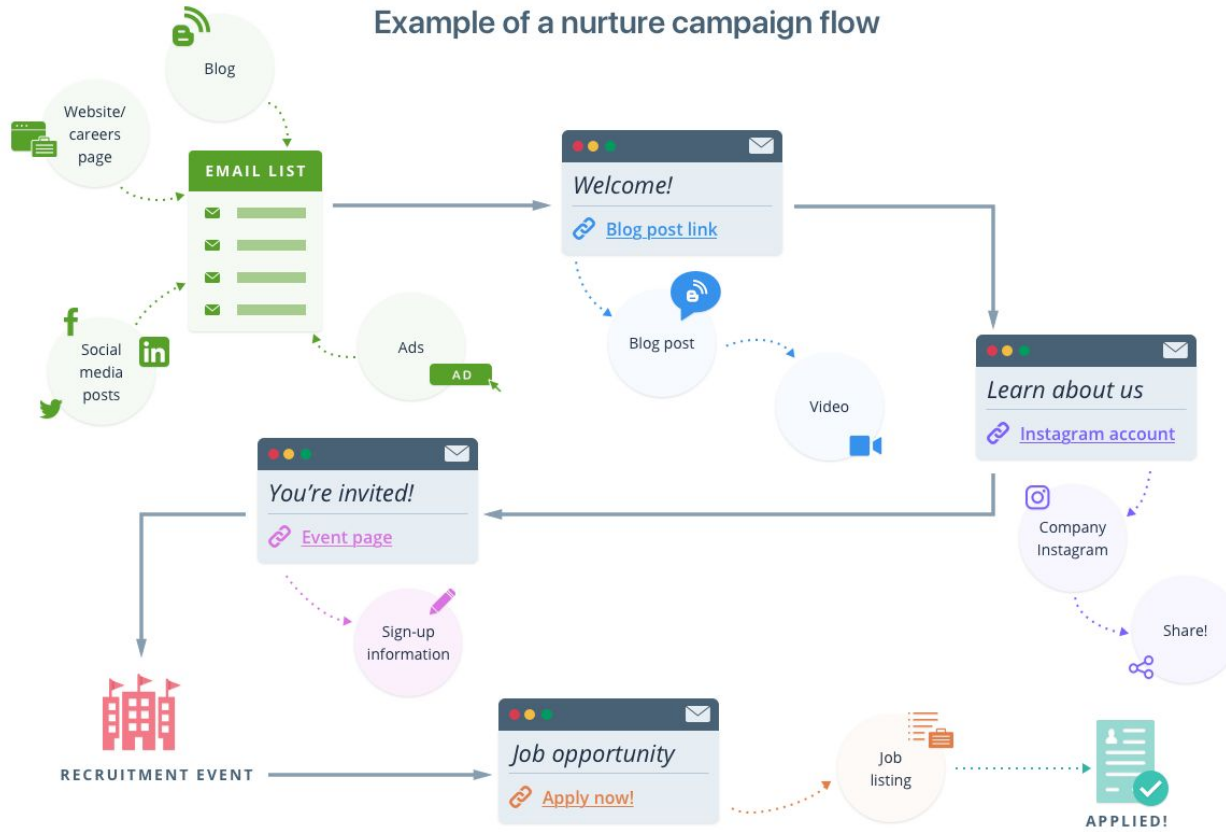
I hope you enjoyed reading [Latest Downloaded Report]. Research is an important part of the daily work of our engineers, and they publish new reports every month on [our website](#).

Specific to the candidate's behavior

Please reach out to me with questions about any of the content - I'd be happy to put you in touch with the team. They love discussing their work with like- minded professionals.

Specific to the fact that the candidate is an experienced engineer

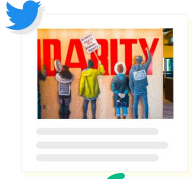
Example of a nurture campaign flow



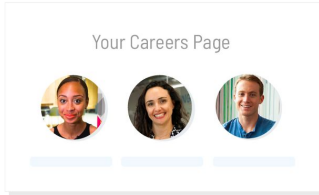
Recruitment Marketing Tactic #5

Deliver the Right Content at the Right Time

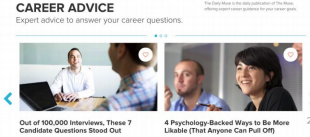
Social Networks



Your careers page + company profiles



Video and blogs



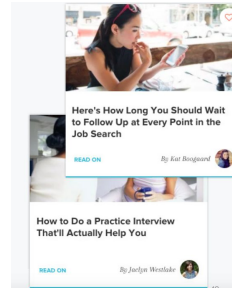
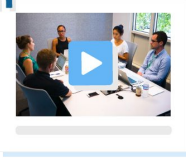
Career advice + communities



Employee testimonials



Recruiting Channels



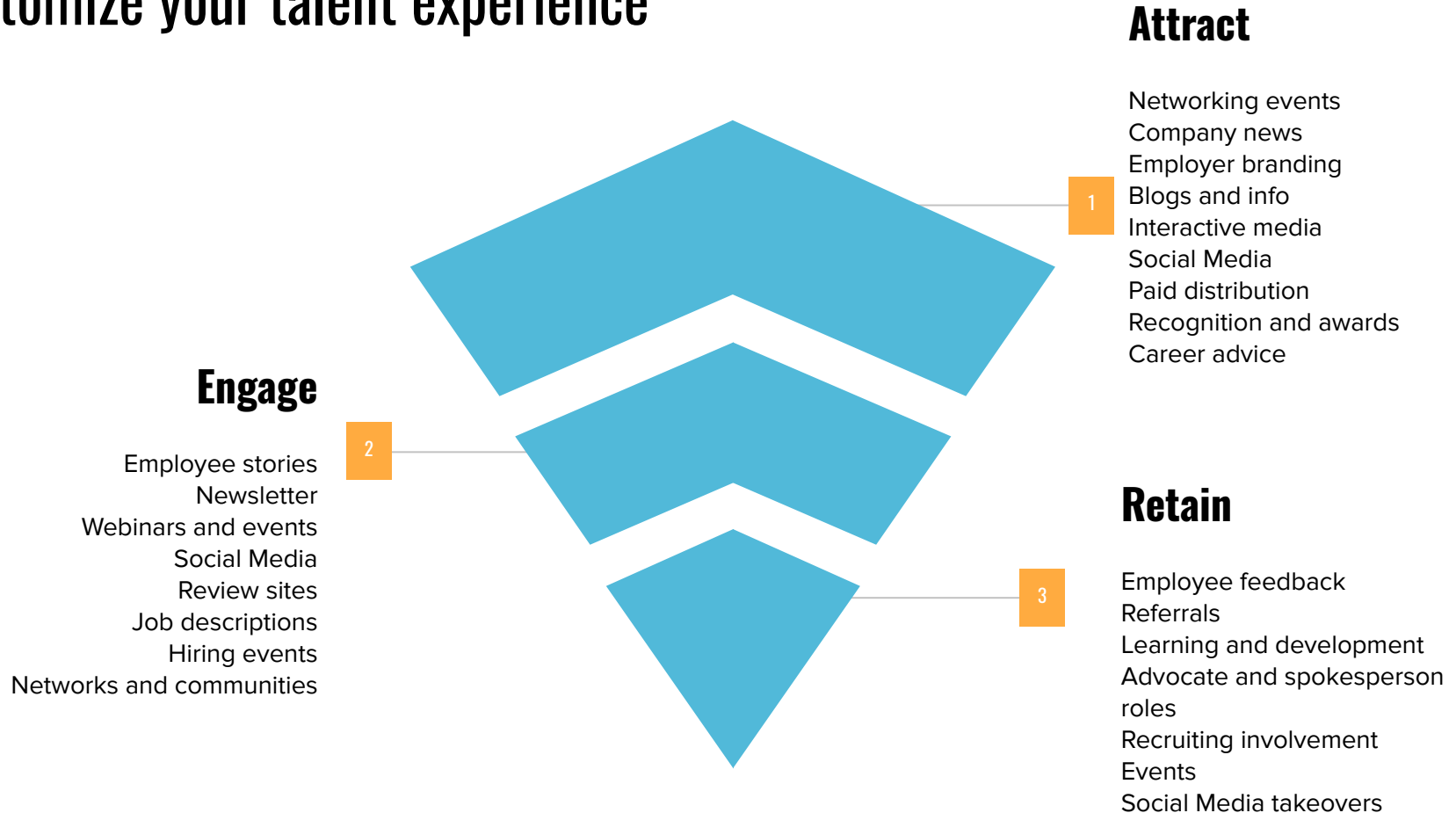
Email



Events

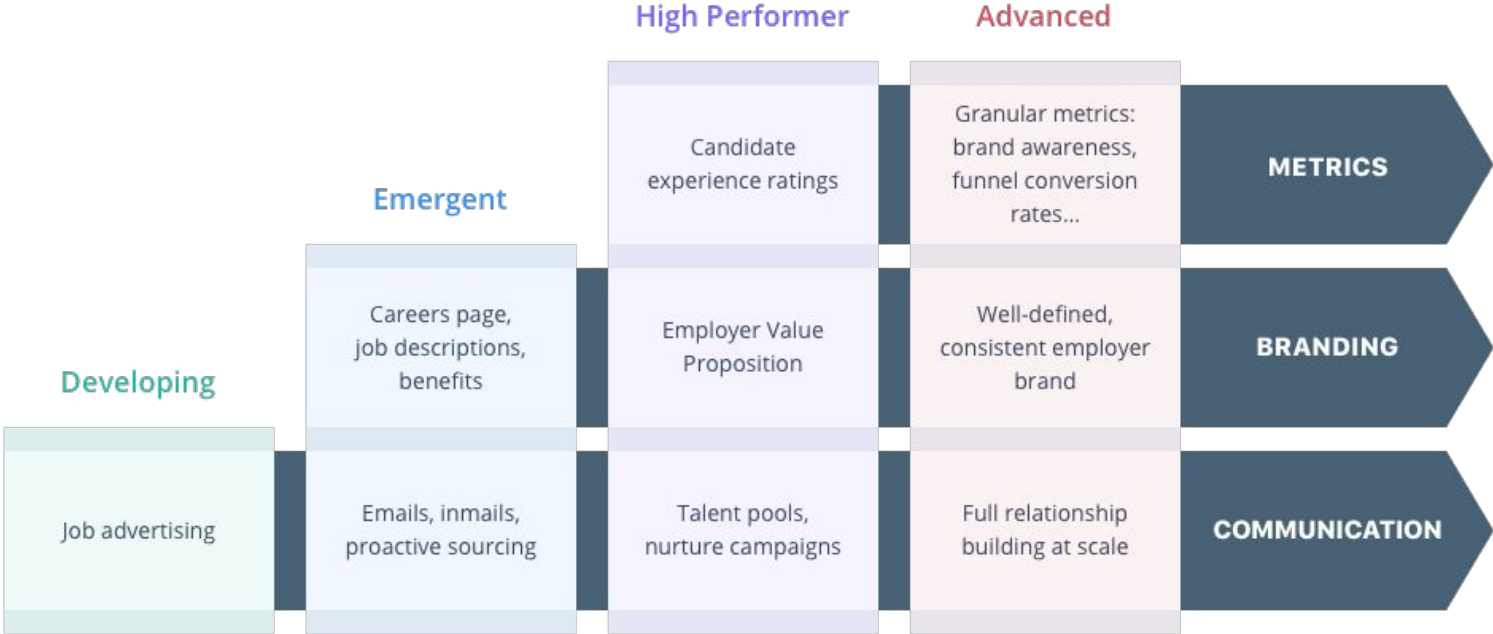


Customize your talent experience



What Now?


Recruitment marketing maturity levels





Key Takeaways

1. Map your talent experience from attraction to retention
2. Get to know your talent “personas”
3. Use stories to superpower engagement
4. Then, informed by your new strategy, build engagement programs across your entire lifecycle like a marketing pro!



Q&A
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