



4/24

TOP OF THE FUNNEL FOR RECRUITMENT

THE NEXT FRONTIER

BUILDING AWARENESS OF YOUR JOBS & BRAND

Much of the work we do in Recruitment Marketing and Advertising is focused down-funnel. We need to create a more balanced approach to win passive talent's attention.

Executive Summary

Recruitment marketing and advertising takes most of its cues from consumer marketing and advertising. This has always been the truth. Where consumer marketing goes, we go too. From the repurposing of the consumer marketing funnel for recruitment to the Amazon-like “application experience,” we take inspiration from our peers in the consumer space.

In this digital day and age, it’s important to reflect on the trends in consumer marketing and advertising from time to time, so we can learn or see where we are going next. This white paper is designed to review consumer marketing and advertising trends to make our own recruitment advertising and marketing stronger, more advanced, more mature, and more modern.

Here we will review not only the full funnel, but begin to talk about the emerging importance of implementing strategies and tactics to address the often ignored top of the funnel. Today, there are fewer and fewer candidates. Some employers have noted that they will run out of new names in their own neighborhoods to attract to work. The reality is awareness is a key component of any recruitment marketing and advertising strategy and should be robust to ensure we are top of mind when that elusive purple squirrel has a bad day.

Story time

Job advertising has taken its cues from consumer marketing since the newspaper days. We placed job ads alongside all the other ads for services, real estate, etc. With the advent of the Internet, we took those newspaper ads and put them online on job boards. We developed career sites. As search took off, we got involved in SEO and SEM. Then social media changed a lot of the ways consumer marketing worked, as it did for us. We stood up social pages, and developed content strategies. Email marketing was adopted by recruiting and the CRM marketplace exploded in Talent Acquisition. Outdoor, direct mail, nearly all of the tactics we leverage in Recruitment Marketing came from our peers in consumer marketing.

Comparing the funnels

The marketing funnel essentially looks at the process someone experiences when purchasing a product or finding a new job. While the funnels are similar, you can see that there are a few key differences.

We need to focus on drawing in more people in the top of the funnel, as job seekers and consumers opt out of the funnel at any time.



The reality is that much of our advertising focus is on the middle of the funnel, where people are already aware of you and/or your jobs and/or your brand. They may be following you on social or using job boards to search for jobs. They are not unaware of you or your jobs if they are in the middle of the funnel because they are past awareness.

While the middle of the funnel drives the conversions our leaders are looking for in terms of applicants, you can't get applications from people who have no idea who you are or that you are hiring. This is where awareness tactics come in, and why they are key to filling the funnel with new names, new visitors, and new candidates for your talent community.

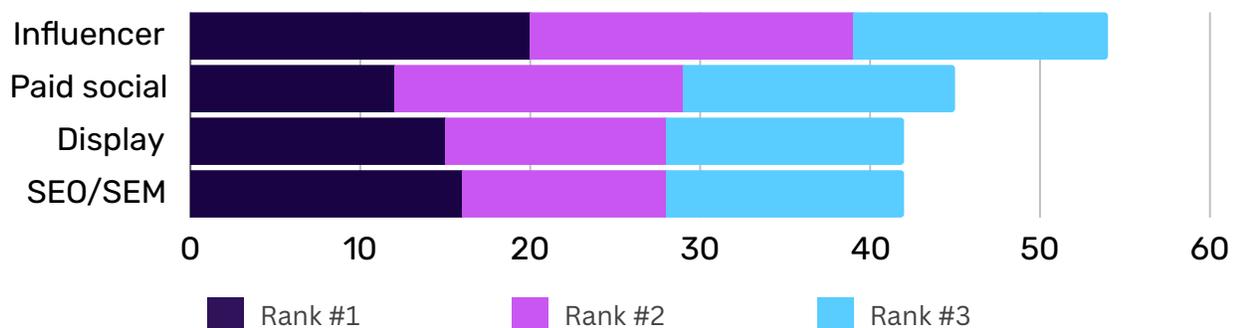
Top of Funnel Breakdown

Consumer

Here are some of the most common top of the funnel activities in consumer marketing. You will see that many of these are also available to us in recruitment marketing and advertising.

Influencer/ Affiliate	Individuals sharing product information and links to their network to drive traffic and sales.
Paid Social	Ads on social media that are targeted to your customers' behavior.
Display	Paid online ads using images, videos, or gifs shown to users on websites or apps.
SEO/SEM	Getting your brand to index on common consumer searches that relate to your product or service.
Outdoor	Billboards, signage, or other print materials that introduce your brand to people as they go through their lives.
Webinars	Showing people how your product works or how to get the most of the products in your category can raise awareness and position you as an expert and trusted resource.
Content Marketing	Creating information to help people make buying decisions not only helps in search, but positions you as an expert and trusted resource.
Events	Industry events or trade shows to get the word out about your brand to a targeted audience.

According to a recent research report, here are the top 4 tactics in consumer marketing ranked on how important they are in terms of customer acquisition



Top of Funnel Breakdown

Recruitment

Below are the most common tactics for recruitment marketing. You can see there are a number of subtle differences between our tactics and those of consumer marketing. In addition, there is wide open space here for under-utilized tactics our teams can use to really fill that top of the funnel.

Paid Social

While this activity is similar to consumer marketing, we are unable to target as precisely or build “look-alike” audiences because “jobs” falls into a special category for Meta.

SEO/SEM

While this activity is the same as our consumer peers, our challenge is that our job board sources take up all the space on our “product,” the job. Also, if someone is searching for our brand specifically, they are already aware of us. Search is a complicated awareness channel in our space.

Sourcing

Scouring the internet for people and direct messaging them to generate interest.

Display

Paid online ads using images, videos, or gifs shown to users on websites or apps.

Outdoor

Billboards, signage, etc. that introduce your brand to people as they go through their lives. These are great tools for our space as a “Now Hiring” sign outside your facility can raise awareness in passing.

Events

Hiring events, industry conferences, and campus recruitment events are a powerful tool in the recruitment advertising arsenal when it comes to awareness.

Content Marketing (under-utilized)

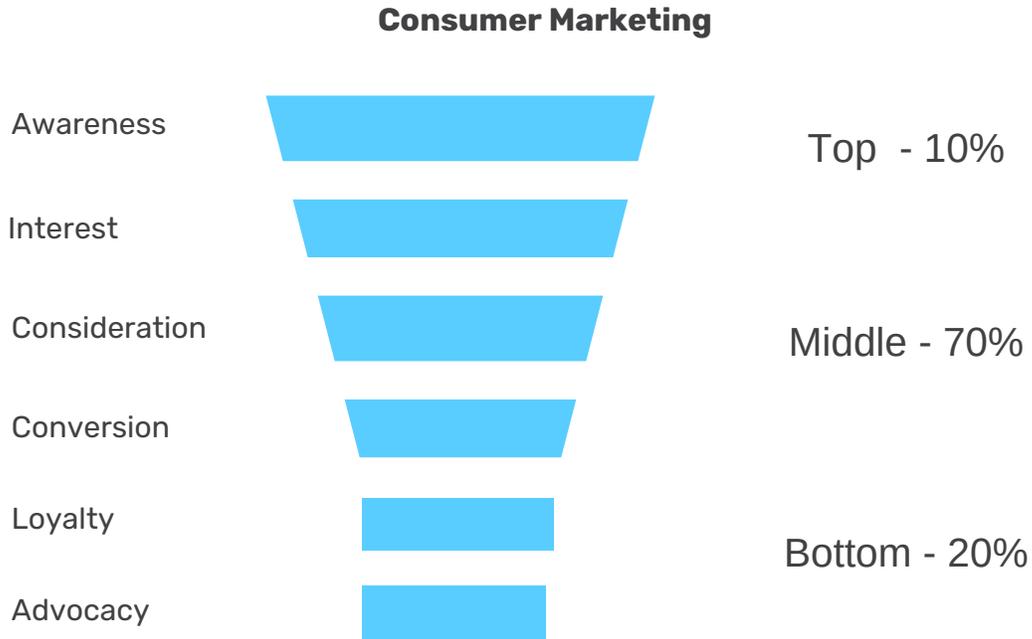
Creating information to help people make buying decisions not only helps in search, but positions you as an expert and trusted resource. We could be creating a LOT more career-focused content for our job seekers. Tips and tricks are amazing for indexing for your candidates. When they see you and your content, they trust you. PLUS, there are a lot of people creating this content right now that have no idea how things really work. This is a huge opportunity for all of us in the space to build credibility, dispel myths, and build awareness of our orgs as employers!

Influencer/ Affiliate (emerging)

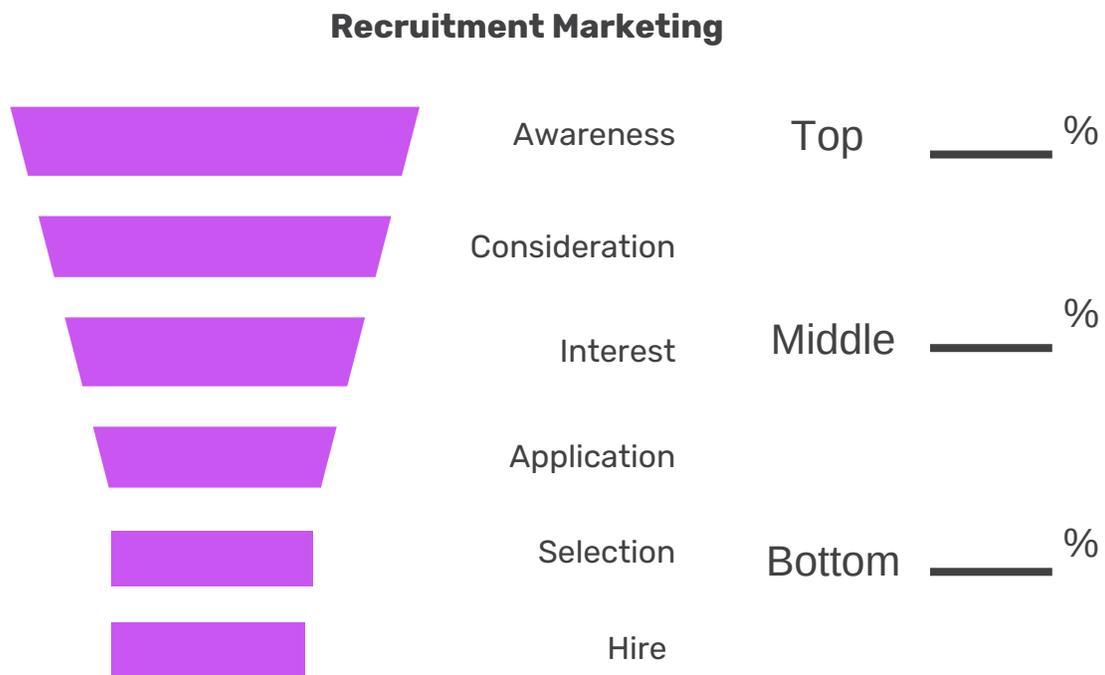
Referral programs are not new to recruitment, but influencer marketing takes the concept to a new level. Leveraging micro-influencers to promote your jobs or brand is an emerging opportunity to gain awareness.

Budgeting your Funnel

In talking to our counterparts in consumer marketing and advertising, they break down their budget in the following ways:



What is your current breakdown?



What to expect with more awareness

By shifting our budget, focus, and tactics to drive awareness, we can do more than just fill the top of our funnel. We can educate people on what it means to work with us, so they'll know more about us when they're ready to look for something new. We can reach more candidates than ever before. They may not apply the first time they see one of our jobs, but it's about casting the widest net possible because at the end of the day, those perfect candidates are out there – and it's our job to attract them any way we can.

For as many tactics as we have adapted from our consumer counterparts, there is one that stands out as both tantalizingly promising and as-yet-untapped: influencer marketing. As noted earlier in this report, it's consumer marketing's #1 channel right now. Its status as an effective awareness tactic has led to a \$21 billion industry built around it.

The question we asked at Flockity is: if influencer marketing is driving awareness and results at scale for them, will it do the same for recruitment marketing? So far, the answer is a resounding YES.

Story time

A major luxury retailer once shared a story: while they are a brand that is everywhere and widely admired, they struggled to hire because people don't think of them as a place to work.

True story.

Your funnel with MORE passive talent

Let's take a look at how harnessing the power of influencer has gone for one of our early adopters. Flockity customers experience a huge influx of net-new traffic to the career site. With more and more people being exposed to your brand and your jobs, your funnel has more and more opportunities to close new passive talent into your open roles.

Flockity fuels your top of funnel strategy in a trackable way. We're also seeing a 4% application rate on Flockity clicks, which is 4x what most see in their more mid-funnel focused tactics like programmatic solutions.

Why? It's the same reason influencer marketing has been so effective on the consumer side: people believe people before they believe a brand.



98%

*Net new traffic delivered to
Flockity customers*



INFLUENCER MARKETING MEETS RECRUITMENT MARKETING



Flockity is accepting the next wave of brands looking to disrupt the status quo, and leverage the network effect to distribute their jobs.

Traffic

Our network has more than 600,000 followers, and will have nearly 300,000 more with a flip of a switch.

Awareness

We've driven more net new site visitors to our beta customers than any other channel.

Diversity

Our influencers are 74% women and 49% diverse. We have the network you need to hit your diversity goals.

Get Started

Share your feed

Flockity will ingest your jobs



Purchase your credits

You can pay via credit card

(\$2/click)



Get passive talent

Affiliates share your jobs to friends

