

Digital Marketing For Hiring

Campaign target start date ____ / ____ / ____

Campaign target end date ____ / ____ / ____

Budget \$ _____

Target audiences/personas (key characteristics of your job candidates)

**Paid
campaign
platforms**

Social media

- Facebook
- Instagram
- LinkedIn
- TikTok
- X
- Other _____

OTT

- YouTube
- Pandora
- Spotify
- Hulu
- Netflix
- Other _____

PPC

- Bing Search
- Bing Display
- Google Search
- Google Display
- Other _____

CTV

- Hulu
- Netflix
- Other _____

**Organic
campaign
needs**

Social media

- Facebook
- Instagram
- LinkedIn
- TikTok
- X
- Other _____

Employee Advocacy

- Testimonials
- Stories
- Social posts

SEO/Website

- Meta descriptions
- Landing page
- CTAs

Content needs (video, social posts, photography, graphics)

Job Listing updates