



conxusNEO

Creating Your Marketing Plan for Hiring

Wednesday, Jan 24, 8:30-10 a.m.

About me

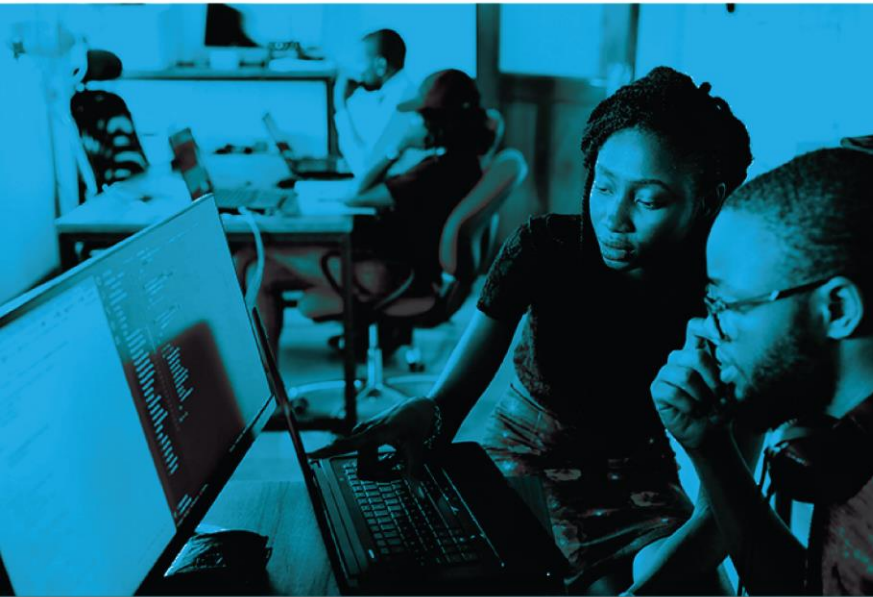


- President and lead consultant, Dot Org Solutions
- More than 30 years of experience in marketing, planning and operations
- Frequent blogger, presenter and writer on marketing and leadership
- B.S. in Journalism, Bowling Green State Univ. (OH)
- Graduate, Goldman Sachs 10KSB Program
- Data and tech nerd



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What we will cover today



Prior session – Why marketing for hiring?

- Marketing in hiring helps:
 - Attract, recruit and retain talent
- We must connect with audiences:
 - Build hiring personas
 - Treat potential hires like customers
 - Make it easy for people to apply and learn more
 - Communicate early and often

Prior sessions – branding and content

- Make your brand appeal to job seekers
 - Build a strong brand; develop clear, compelling employee value proposition; showcase employee testimonials/accomplishments
- Digital presence is key (digital ads, website content, organic/paid social)
 - Invest in strong video, photography and graphics
- Create compelling job descriptions
- Have a strong career landing page
- Include call-to-action elements in all materials

Prior session – digital platforms

- Decide what digital platform is best for you
- Facebook/Instagram - Tends to be cheap with passive or non searchers and limited targeting
- LinkedIn ads and paid jobs - Good for active searchers, better targeting, more expensive
- Google Search - Good for active searchers, keyword driven, no zip code targeting
- Over-the-top/connected TV - Passive or non-searchers, longer attention span, can be affordable
- Other social – TikTok, X (formerly known as Twitter) - Limited targeting, need specific audience

Prior sessions - storytelling

- Storytelling creates personalized connections with potential hires
- A good story:
 - Promotes what makes you unique
 - Inspires and motivates
 - Engages the audience
 - Encourages curiosity
 - Has an organized structure
 - Has relatable, memorable content
 - Shows, doesn't tell

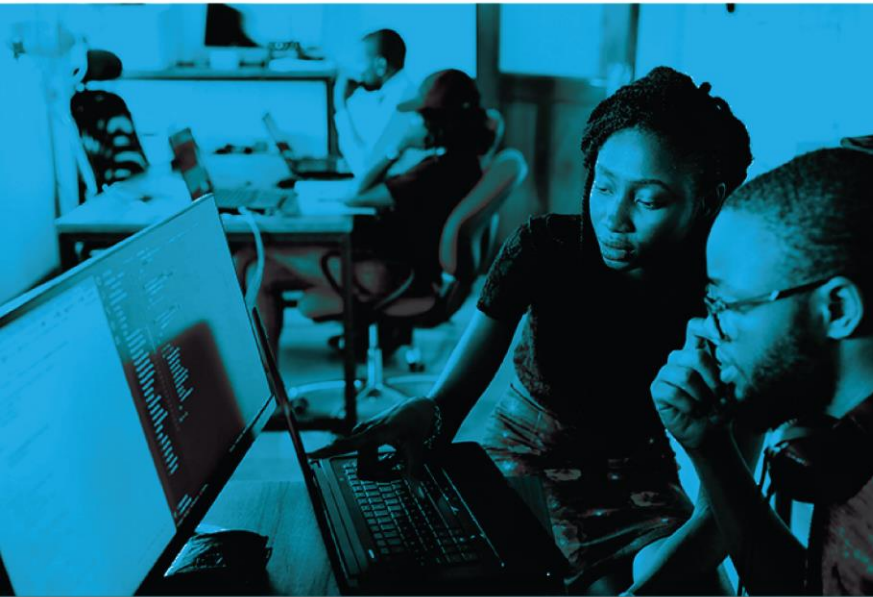
Prior session – photos and videos

- Tell stories on:
 - Your website: about page, hiring landing page, blog (if applicable)
 - Facebook and Instagram: <60 second videos and photos with captions, 15-20 second reels
 - YouTube: Longer video content
 - TikTok: 10-20 second videos
 - Recruitment materials
 - LinkedIn: Photos with captions, <60 second videos



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It's time to plan



Analyze your current situation

- Where are you now/where would you like to be?
 - Current campaign – likes/dislikes, areas for improvement
 - Current campaign challenges:
 - Lack of qualified applicants
 - No cohesive marketing strategy
 - No solid brand presence on social media
 - Lack of simple online application process on website

Define your services

- Potential hires need to know
 - What you do
 - Who you serve
 - Why your product or service matters
- Include this information on your hiring landing page and social media
 - Supports storytelling
 - Helps potential hires understand how they may fit in the company

Identify key differentiators

- Unique traits that make your company appealing and compelling
 - Highlight in your marketing campaigns
- What sets your company apart from the rest?
 - Ample opportunities for growth within the company
 - Extensive benefits and flexible scheduling
 - Opportunities for professional development

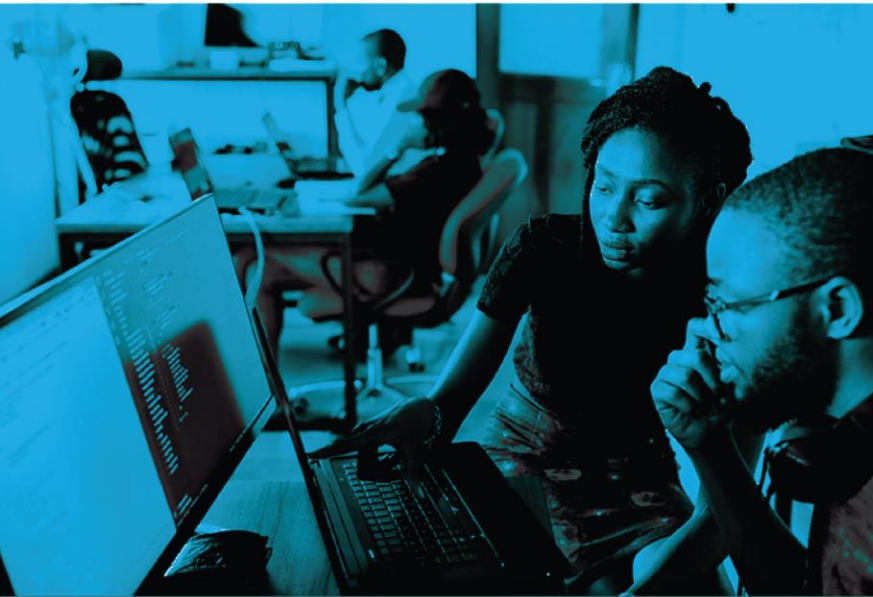
Identify competitors

- What does your company offer that the competitor does not?
- What are ways your competitors outperform you?
- How can you address these weaknesses?



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ACTIVITY: Analyze your current situation



Activity one

OUTLINE YOUR CURRENT SITUATION

Successes

Challenges

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Key differentiators

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Competitors

Strengths- What does your company offer that the competitor does not?

Weaknesses- What are ways your competitors outperform you?

Solutions- How can you address these weaknesses?



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- What is working?
- What are your challenges?
- Outline your key differentiators
- What sets your company apart from the rest?
- Outline your competitors



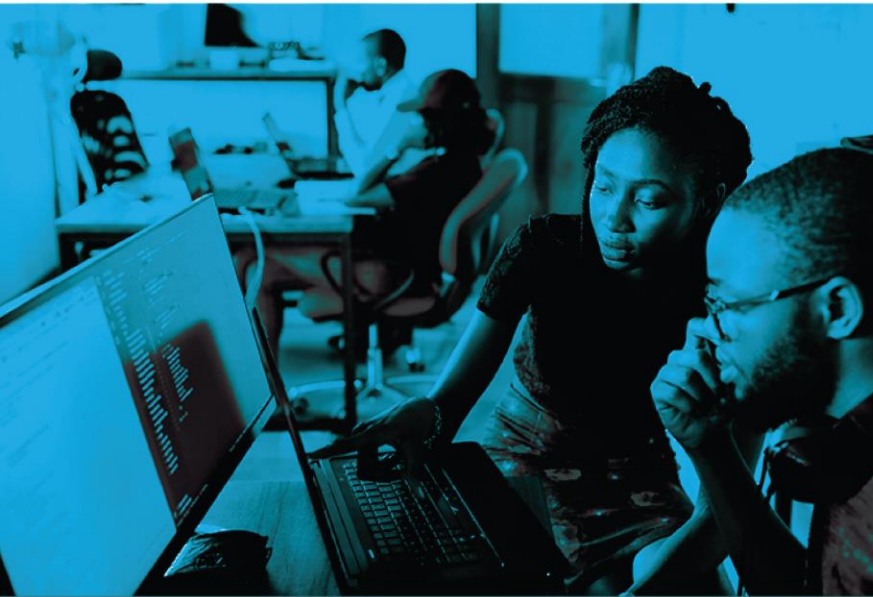
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The importance of goals and objectives



Set marketing goals

- SMART (specific, measurable, achievable, relevant, time-bound)
- What are you trying to accomplish with a hiring campaign?
- Sample goals:
 - Goal #1: Create a pipeline for open positions
 - Goal #2: Increase qualified applicants by 25%
 - Goal #3 Streamline the recruiting process.

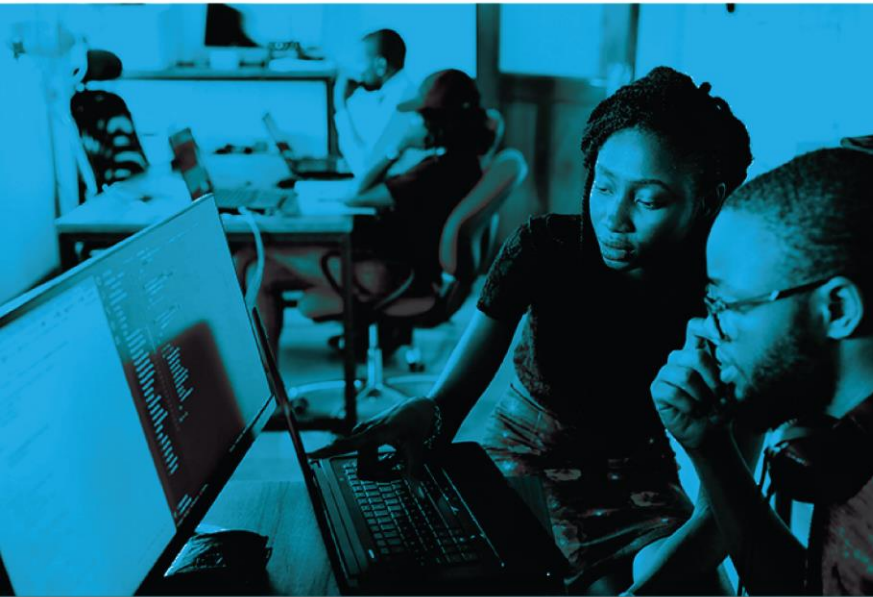
Outline areas of focus

- Break down each goal into smaller objectives
- Outline tasks needed to accomplish each goal
- Areas of focus may include:
 - Developing hiring personas
 - Creating a hiring landing page on your company website
 - Updating your brand voice and social media presence
 - Investing in Google Ads or paid social media campaigns



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ACTIVITY: Set goals and objectives



SET GOALS AND OBJECTIVES

Goal one

Focus areas/objectives

Task	Who is responsible	Due date
1.		
2.		
3.		

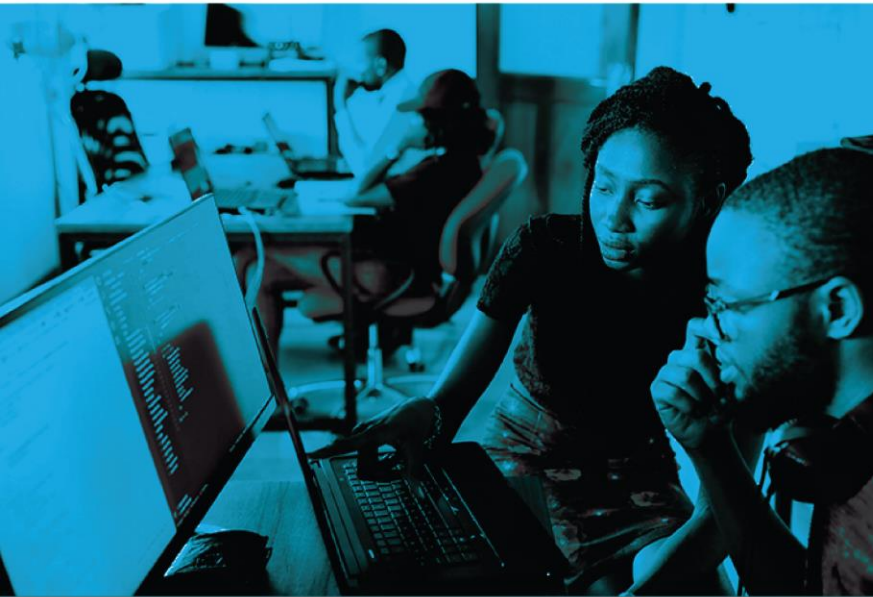
Notes

- Create SMART goals
- Develop objectives for each goal
- Sample goal:
 - Increase qualified applicants by 25%
 - Objective 1: Form cohesive hiring personas for recruiting
 - Objective 2: Develop a content strategy for paid/organic content that tells your company’s story and encourages people to apply
 - Objective 3: Create a strategy to roll out new marketing tactics



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Select your marketing channels



Advertising – paid print

Billboards, direct mail, newspaper ads, etc.

- Purpose: encouraging applicants to apply.
- Metrics to measure success: People are applying
- Sample action items:
 - Develop compelling ads with calls to action
 - Create QR codes to use on ads that send viewers to hiring landing page
 - Ensure high-quality visuals are branded and use storytelling

Advertising – paid digital

Google Ads, YouTube Ads, job website, Spotify, etc.)

- Purpose: Encouraging applicants to apply.
- Metrics to measure success: People are applying
- Sample action items:
 - Plan digital advertising campaign to align with specific openings
 - Improve search rankings through keyword research, allowable targeting and website optimization
 - Ensure high quality visuals and videos are branded and use storytelling
 - Create easy paths to apply

Social media – paid and organic

Facebook, LinkedIn, YouTube, etc. (paid/organic)

- Purpose: Build your brand and online presence; tell positive stories to engage potential hires; drive people to your hiring landing page
- Metrics to measure success: Likes, shares, follows, applications
- Sample action items:
 - Create storytelling strategy for social content
 - Post content that personalizes company and engages potential hires
 - Examples: Company outings, employee testimonials, high-quality videos and images that show office culture/achievements.

Your website

- Purpose: Google ranking and brand awareness; gain applications from hiring landing page; tell your story
- Metrics to measure success: Site visitors; applications submitted; bounce rate; exit rate; page views; conversions and time per visit
- Sample action items:
 - Create hiring landing page
 - Write compelling job descriptions
 - Make applying on page simple and easy to navigate
 - Include content that speaks to potential hires



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Activity

Choose your marketing channels



Activity three

CHOOSE YOUR MARKETING CHANNELS

Advertising – Paid print (billboards, direct mail, newspaper ads, etc.)

Advertising – Paid digital (Google search, YouTube ads, job website, Spotify, etc.)

Social media – Organic (Instagram, LinkedIn, X, Facebook)

Company website (hiring landing page, general updates, SEO, etc.)

Messaging and content needs (videos, graphics, photography, etc.)

- List action items you want to implement for the channels you wish to use
- Example: Company website
 - Actions items:
 - Update current hiring landing page with new storytelling-centric content
 - Upload a short, high-quality video on hiring page that showcases our company
 - Re-write job descriptions to be more compelling

Recap

- Having a detailed marketing plan is key for success
- Break down goals into smaller objectives
- Know what sets you apart and who your competitors are
- Know what marketing channels you want to use
- Use storytelling

Upcoming sessions

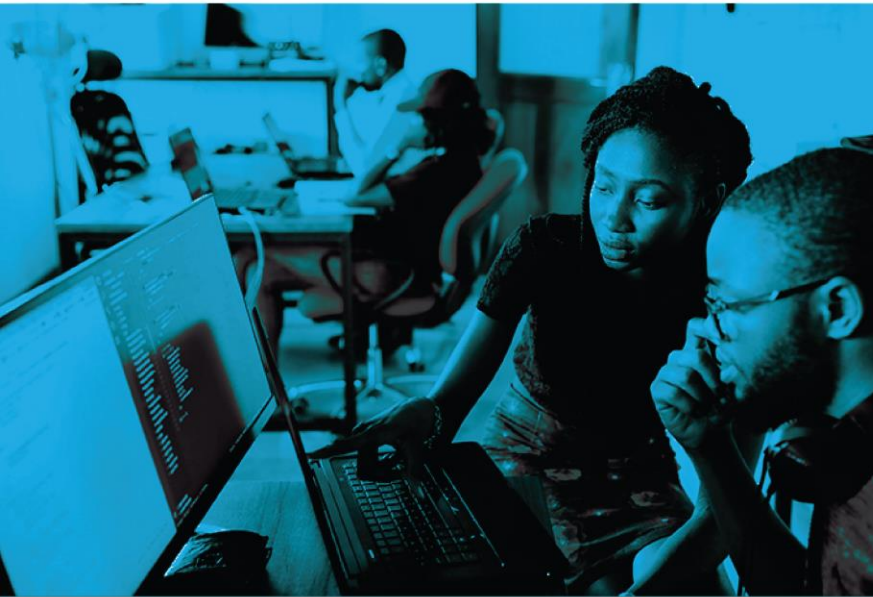
- Thursday, Feb. 22, 8:30-10 am - Measuring the Success of Your Efforts

*All events take place at Greater Akron Chamber Offices
388 S. Main St. Suite 205, Akron, 44311*



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Questions?



Contact or connect

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