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# Improve Your Hiring Through Marketing.

Sept. 20, 2023

# 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

# What we will cover today

- Learn more about the habits of today's job seekers
- Understand the role of marketing in hiring
- Discover why building hiring personas is the key to reaching the desired audiences
- Participate in a persona-development exercise
- Be introduced to various marketing tactics for hiring success



# Understanding today's job seeker

- In control
- Connected
- Influenced
- Distracted
- Impatient
- Overwhelmed with options





# The role of marketing in hiring

- Attracting talent
  - Strong employer brand, image and culture – demonstrating value
- Recruiting talent
  - Campaign planning, content development, measurement/insights
- Retaining talent
  - Training, engagement opportunities, communication, culture





# The impact of over-connectedness on hiring

- Information overload
- Filter bubbles
- Digital divide
- Paradox of choice
  - Too many options – anxiety, dissatisfaction, decision paralysis
  - Overwhelmed by fear of making the wrong decision – and FOMO
- Decision fatigue
  - Too many options over a long period of time
  - Requires effort
  - Declining ability to make decisions

# The need to develop a marketing mindset

- Think of hiring in terms of campaigns
  - Goals, plans, schedules, media planning
  - Strong creative and storytelling
  - Themes
- Get in front of the right people
  - Know the target markets for your hiring efforts
  - Understand your hires' habits
  - Develop buyer/hire personas



## Fabricator Frank

**Age:** 28

**Location:** lives by Akron plant

**Current income:** \$30,000 - \$35,000

**Education:** High school and specialty training certification



# Build Your Hiring Persona

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### What are they looking for in a job?

- Stability
- Opportunities for advancement
- Good pay and benefits
- Active work environment

### What are their challenges?

- Thinks applying for a new job will be difficult
- Doesn't have experience
- Doesn't have a professional-looking resume
- Needs work schedule to fit around his child's schedule

### What do they need to succeed at your company?

- Easy application process
- Well-organized onboarding process
- Stable schedule

### How do they communicate?

- Prefers texting over phone calls
- Active on Instagram
- Uses email occasionally
- Doesn't use traditional mail often

### Where do they get their information?

- Uses Google for most information searches
- Will also go to his friends/family for information

### How do you meet them?

- He notices an ad for your company on Instagram
- Applies online

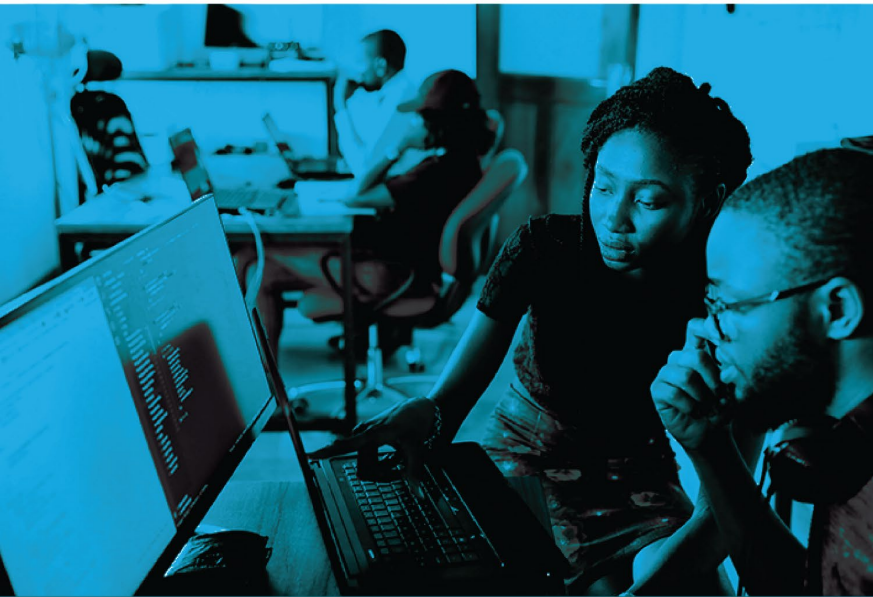


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# ACTIVITY: Building a hiring persona



# Build Your Hiring Persona

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What are they looking for in a job?

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How do they communicate?

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What are their challenges?

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Where do they get their information?

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How do you meet them?

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What do they need to succeed at your company?

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Age:

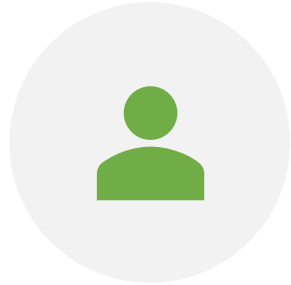
Location:

Current income:

Education:



# Connect with audiences



Use your personas to know where prospects get information



Treat potential hires like customers



Make it easy for people to learn about your company and apply



Communicate early and often

# Make your brand appeal to job seekers

<b>Build</b>	Build a strong employer brand
<b>Develop/ define</b>	Develop/define a clear and compelling employee value proposition
<b>Showcase</b>	Showcase company culture, values and diversity
<b>Share</b>	Share employee testimonials and accomplishments
<b>Highlight</b>	Highlight the “fun” things you do as a team

# Tell your hiring story

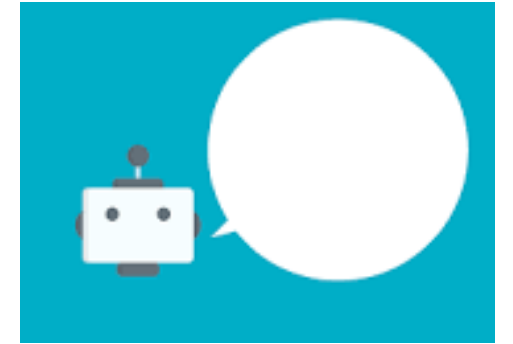
- Leverage relevant digital marketing channels
- Use social media platforms for employer branding and recruitment
- Create engaging and shareable content – video, photos, etc.
  - show your brand personality
- Make job seeking easy to do on your website home page
- Develop in-person experiences



# Ramp up job descriptions

- Make them interesting
- Put the important stuff up front
- Be transparent
  - Set clear expectations and requirements
- Be inclusive
- If you offer training, let people know
- Let people “see” how they would fit

Consider  
nontraditional  
approaches



# Measure and evaluate

- Measure what matters
- Use data to make informed decisions
- Continuously iterate and improve



# Case Studies -

- Progressive Insurance: LinkedIn  
<https://www.linkedin.com/company/progressive-insurance/posts/?feedView=all>
- Stonybrook Senior Living: Landing page  
<https://sinceriseniorliving.com/stoneybrook/>
- Various companies: Sample posts and ads  
<https://www.smartdreamers.com/blog/best-recruitment-ads-youve-ever-seen>

# Recap

- Today's job seeker has control, but is distracted, influenced and impatient
- Hiring teams must adopt a marketing mindset
- Solid personas are essential to hiring
- Your brand and personality help connect with potential hires
- Make it easy
- Measure, evaluate and iterate

# Upcoming sessions

- Thursday, Oct. 19, 8:30-10 am - Using Digital Advertising to Target Job Candidates
- Friday, Nov. 17, 8:30-10 am - The Importance of Storytelling in Hiring
- Wednesday, Jan. 24, 8:30-10 am - Creating Your Marketing Plan for Hiring
- 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

Amy Wong

[amy@dotorgsolutions.com](mailto:amy@dotorgsolutions.com)

330.247.2180 x 101

[linkedin.com/in/amycwong](https://www.linkedin.com/in/amycwong)

[DotOrgSolutions.com](http://DotOrgSolutions.com)

