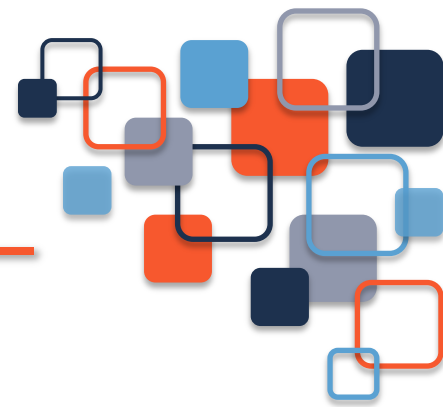


Today's Recruiter Must Think Like a Marketer



Today's Moderator



Randi Kenney

Online Content & Community Manager
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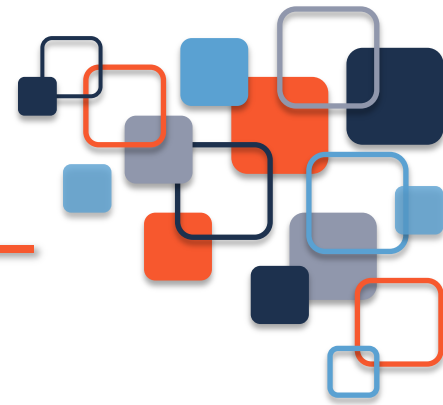
2015 Talent Acquisition Innovation Forum

November 4–5, 2015 | Los Angeles, CA

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COMMUNITY: HR STRATEGY & ANALYTICS

HCI #HCIwebcast

Today's Moderator

Andrew Bateman

Underwriter

HUMAN CAPITAL INSTITUTE

So What IS Gamification?

You have 1 response remaining

Option 1

Option 2

Option 3

You're logged in as HCI Webcasts. Logout

Presenters

ANDREW BATEMAN

Digital Media Analyst,
Organizational Development
and Leadership
Human Capital Institute (HCI)

10:17 andrewbateman: Welcome to the #HCIwebcast

Audience

This is an example of our new webcast platform. It is the greatest webcast platform in the entire world. All other webcasts fall short of this one. We're so glad that you are here to experience it in all its technological glory. As a part of this webcast platform we've included the ability to chat transparently to all other attendees. Also you should see a polling application to the right of the player. This is the method you may use to weigh in on Human Capital issues that arise throughout the presentation. Please take a moment to test this application by entering your name in the space provided.

Tags: hr design

For a PDF copy of the slides used during this webcast





Today's Featured Speakers



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Today's Recruiter Must Think Like a Marketer



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Goals

- ❑ **General understanding of B2B marketing**
- ❑ **Make marketing practical for recruiters**





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B2B Marketing Primer

- ▼ **Editorial Calendar**
- ▼ **Direct Mail**
- ▼ Guided Voicemail
- ▼ Lead Nurturing Campaigns
- ▼ **Incomplete Offers**
- ▼ Marketing Mix
- ▼ **Readership Surveys**
- ▼ Segmentation
- ▼ **Testing**
- ▼ **Win / Loss Surveys**





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Editorial Calendar

- ▼ Finding an intersection between:
 - ▼ Resources
 - ▼ What the market cares about
 - ▼ Your company's position
- ▼ Determine your goals and objectives
- ▼ Choose topics for the upcoming six months
- ▼ Choose your topics wisely
- ▼ Map it out
- ▼ What does your target audience see?
 - ▼ Frequency
 - ▼ Themes
 - ▼ Types of communication





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Direct Mail

- ❖ Dimensional vs. nondimensional mailers
- ❖ Direct Mail Guidelines
 - ❖ There MUST be an offer included
 - ❖ People like people
 - ❖ Letters can be exciting
 - ❖ Postcards can be useful
- ❖ Most companies tend to use email for marketing communications
- ❖ Email's downfall is it's risk factor
- ❖ It gives its recipients a sense of belonging to the community





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Guided Voicemail

- ✔ An application where prerecorded voicemail are guided by live callers or an automated calling system.
- ✔ Voicemail marketing is a cost effective means of direct marketing that accomplishes business-to-business promotion, formerly reserved for telemarketers
- ✔ Voicemail clutter remains low so your message will stick out
- ✔ Most people listen to their voicemail
- ✔ Easy to reach even the hard-to-reach
- ✔ Live attendant vs. automated
- ✔ Messages = 30 seconds





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Lead Nurturing Campaigns

- ❖ Consists of a series of messages
- ❖ Delivered to contact list based on common qualities
- ❖ Put the right message in front of the right person at the right time
- ❖ Two types:
 - ❖ Warming
 - ❖ Pre-defined conditional logic times communications and selects messages based on users actions
 - ❖ Omnipresent
 - ❖ Chance for the company to always be on the mind of a potential client





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Incomplete Offers

- ❖ Consist of a promotion in which a portion of an incentive is given up front in order to get some kind of commitment from them
- ❖ Remainder of incentive is presented to prospect when they fulfill a desired commitment
- ❖ Incomplete offers act more as a catalyst than a pure incentive
- ❖ Need to be targeted towards an extremely focused market





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Marketing Mix

- ❖ Combination of marketing programs
 - ❖ Appropriate for your business goals and maturity
- ❖ Every company has its own marketing mix
 - ❖ There is no “right” marketing mix
- ❖ Your marketing mix should be changing with your company
- ❖ A business needs to make sure the foundations of its marketing activities are sound before venturing on to riskier marketing and promotional activities





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Readership Surveys

- ❖ A research survey focused on habits, frequency and topics of a target audience
- ❖ Get a true feel for what list members are interested in
- ❖ Find out the list members' ideal frequency
 - ❖ How often do they receive your emails?
 - ❖ How often do they want to receive emails?
- ❖ Find out what the best time for them to receive emails
- ❖ Ask readers what their preferred form of communication





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Segmentation

- ❖ Segmentation breaks down your house or alternative prospects list into smaller groups based on predetermined similarities
- ❖ The more data you know about the people you want to target, the more relevant your marketing communications will be
- ❖ The more relevant the email is to the target, the greater the response rate will be
- ❖ Examples - Industries, Department, Title, Age, Gender
- ❖ Psychographics
 - ❖ Attitudes, Beliefs, Interests, Values





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Testing

- ❖ Assesses the impact campaign components have on the success of your transmission
- ❖ It is the foundation to quality marketing communications and if neglected, some of your audience may not be able to read your e-mail
- ❖ Variables - Three elements - List, offer and creative
- ❖ Split-cell testing or A/B testing
 - ❖ A test requires a control and a variable
 - ❖ Can only apply this to one element at a time
 - ❖ Testing more than one element at a time produces inconclusive results





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Win / Loss Survey

- ❖ Win / Loss Analysis is a basic tool in the competitive intelligence “toolbox” that a company can use to gain vital information. Why an account was lost or won
- ❖ Used as a feedback tool to help better understand the customer’s needs and motivations
- ❖ The goal is to provide you with insight that you can act upon to improve the sales process and therefore have better sales results
- ❖ Goes beyond pricing and should examine aspects such as the decision process, the sales team approach, professionalism, company reputation, product attributes, service issues and handling proposals.





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- ✔ B2B marketing primer over
- ✔ Abby, let's make this practical



Think about something you recently purchased...



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Conventional ways of recruiting just don't work anymore.



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- ❖ A recent study revealed HR professionals and hiring managers **were dissatisfied with their new hires and would not rehire 40% of their recent recruits.** It's a hyper-competitive world for top talent and finding the right people is harder than ever.
- ❖ **“Candidates are in the driver’s seat, not recruiters.** 83% of recruiters report that the power has shifted away from where it has been for years, the employer, and toward the candidate.” *2
- ❖ Recent data shows that 49% of **candidates** have some relationship with a company prior to applying and 1 in 5 of these **will be an existing consumer - the candidate experience impacts more than simply the recruiting process** *3

*3 Mystery Applicant, StartWire and CandEs; *2Recruiter Sentiment Study by MRI Network; *1 IBM Smarter Workforce Institute



Marketing + Talent Acquisition



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🔻 How to think like a marketer:

Technology makes you better.

Try and fail, and try again.

Make the data work for you.

Remember your audience.

Surprise and delight.



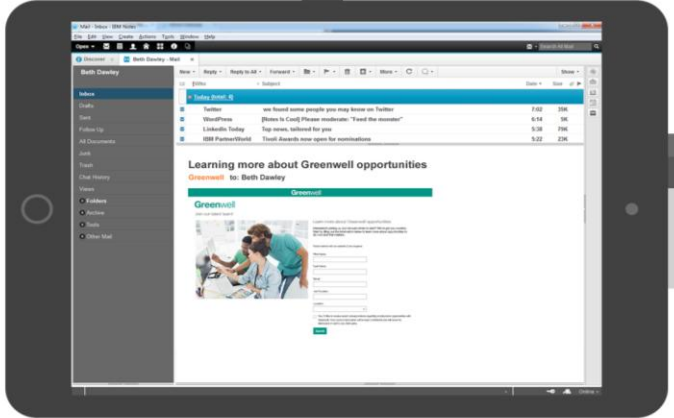
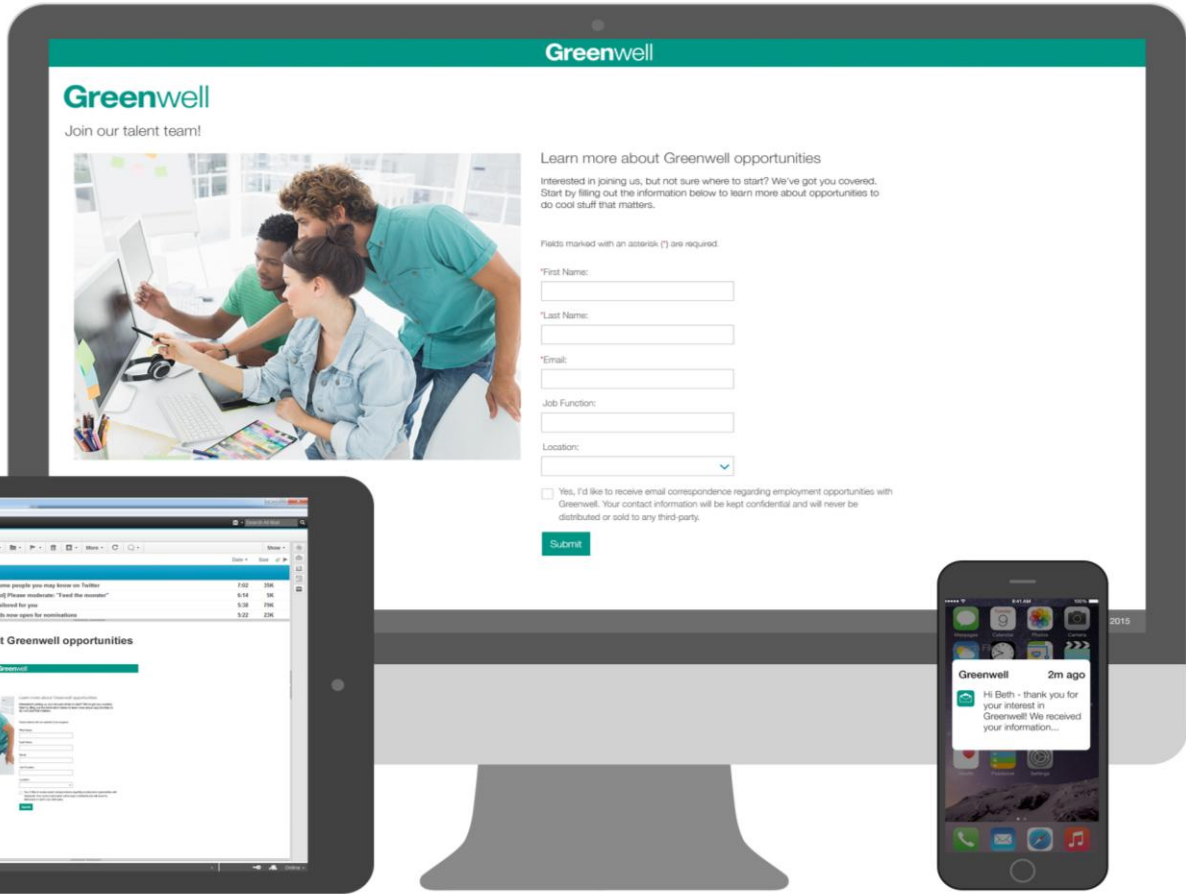


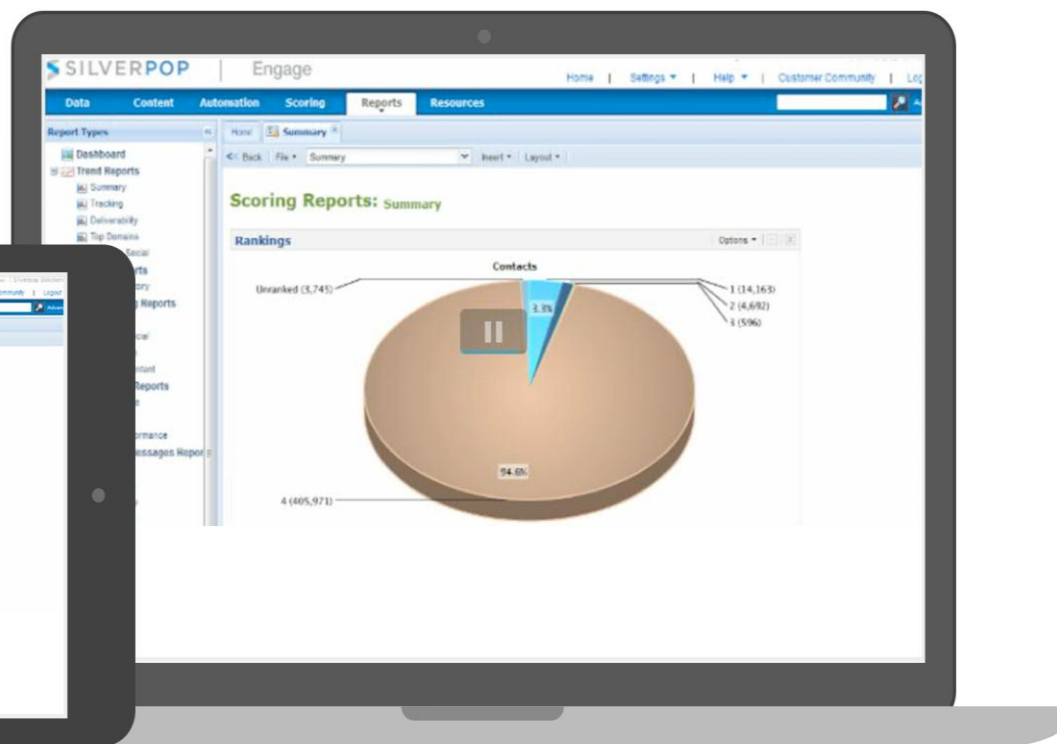
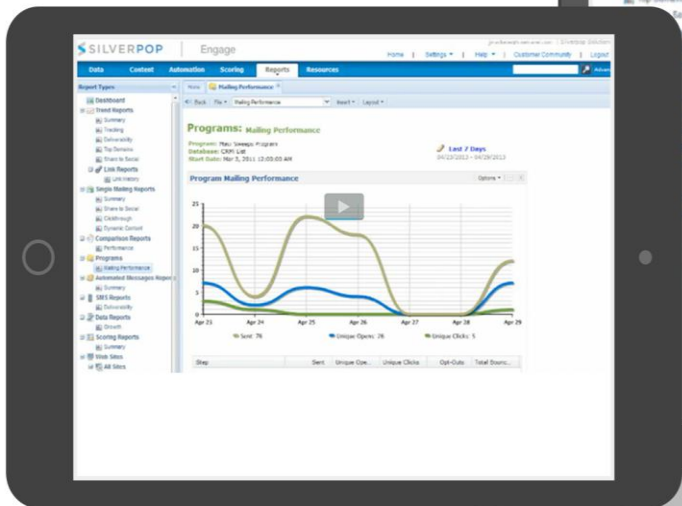
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Candidate Relationship Management







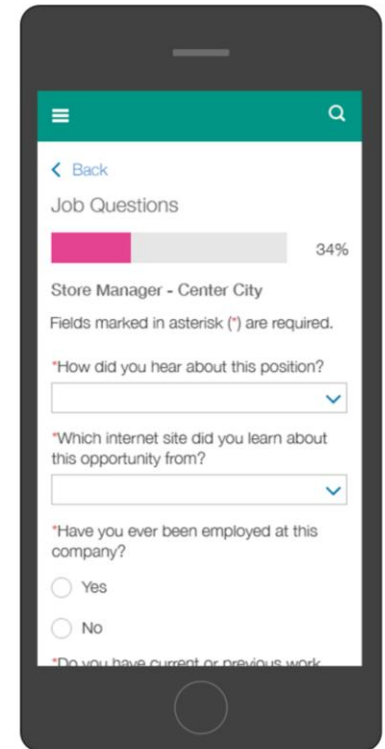
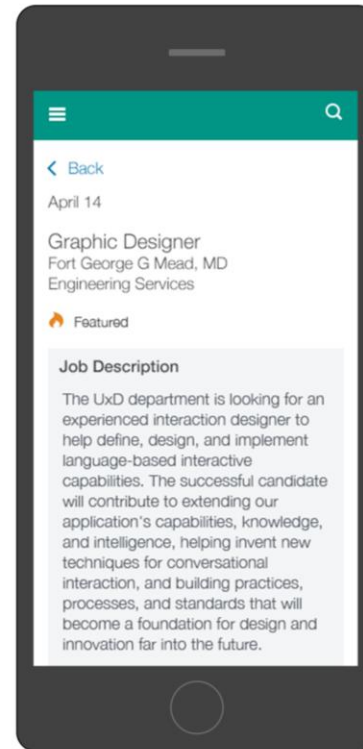
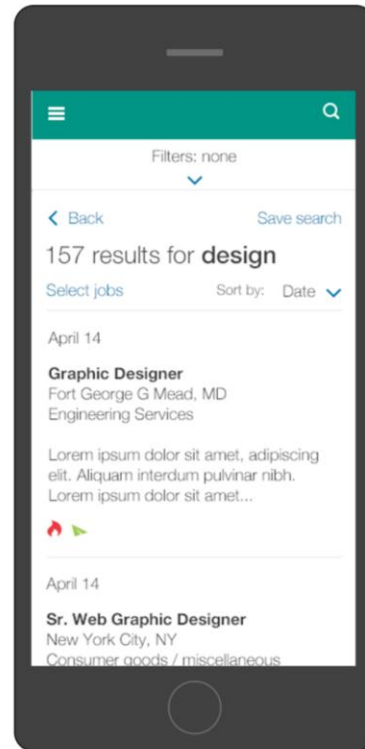
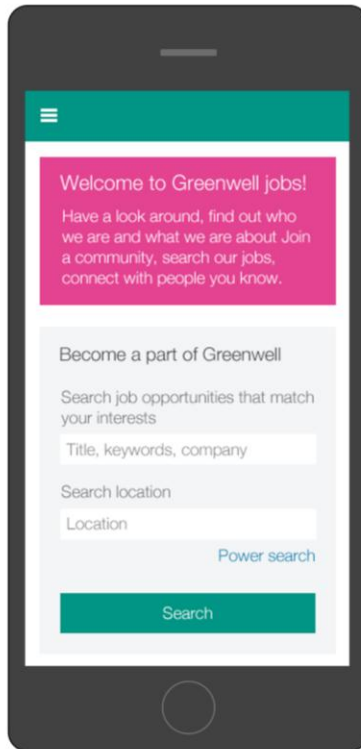
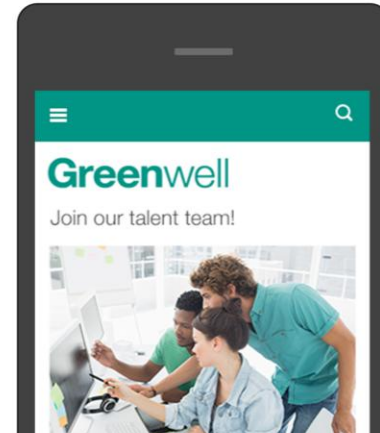
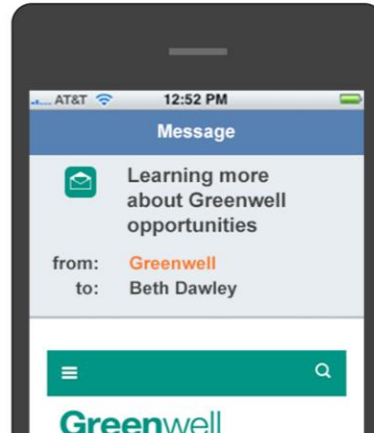
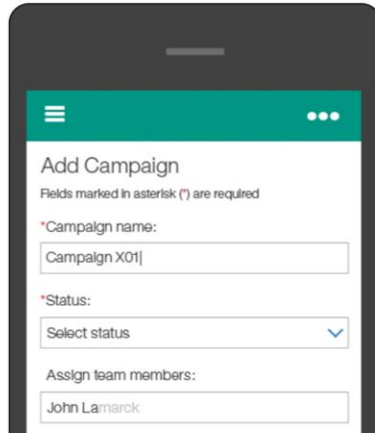
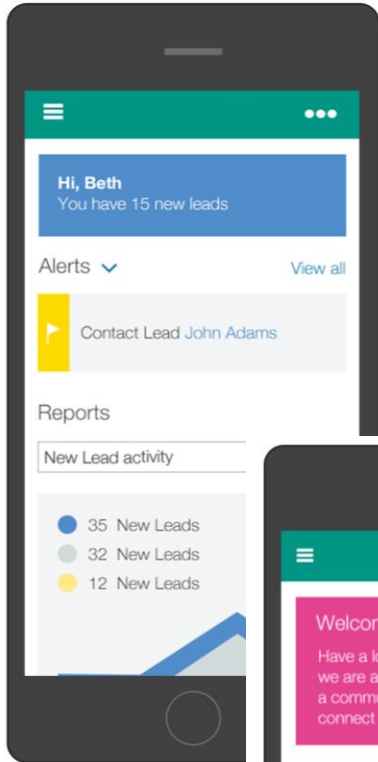


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Candidate Experience





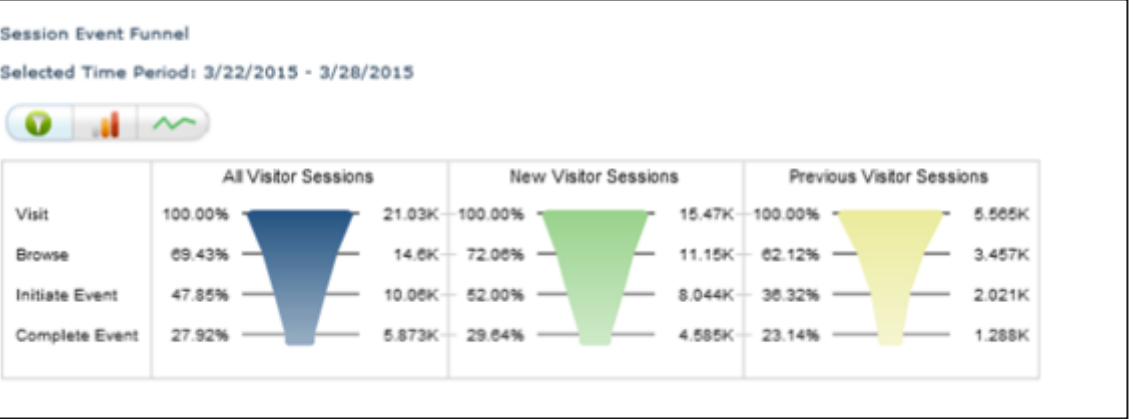
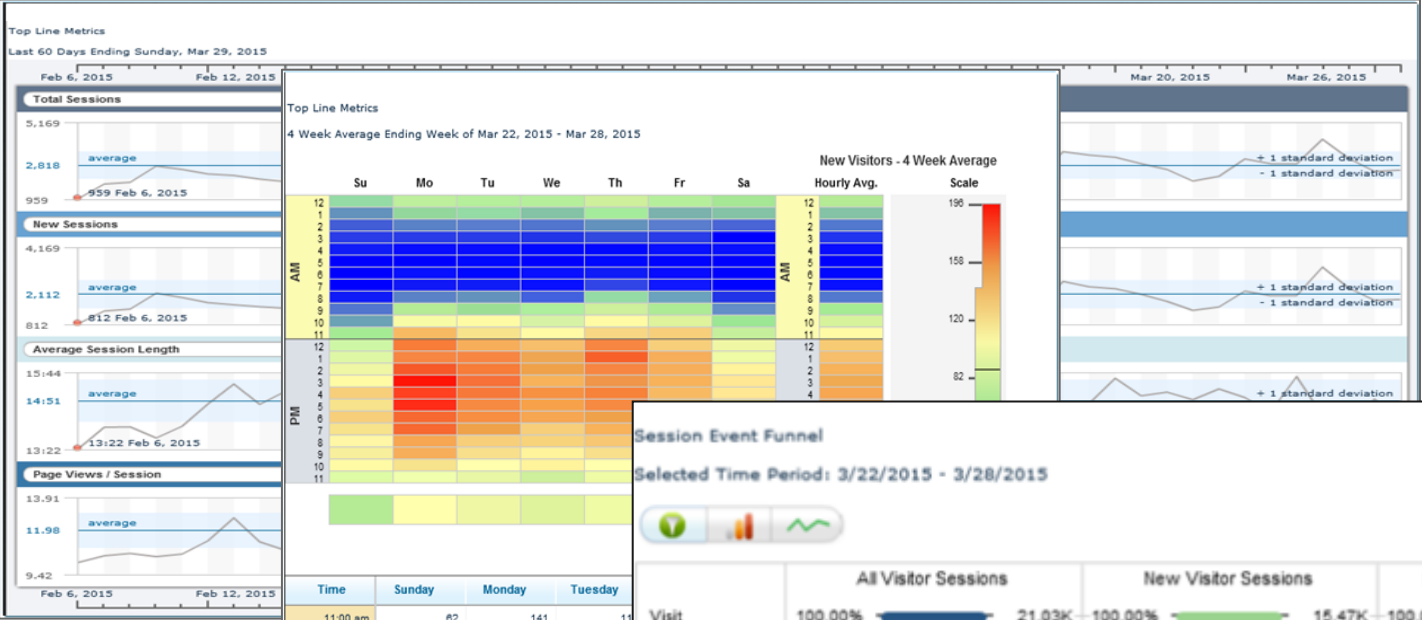


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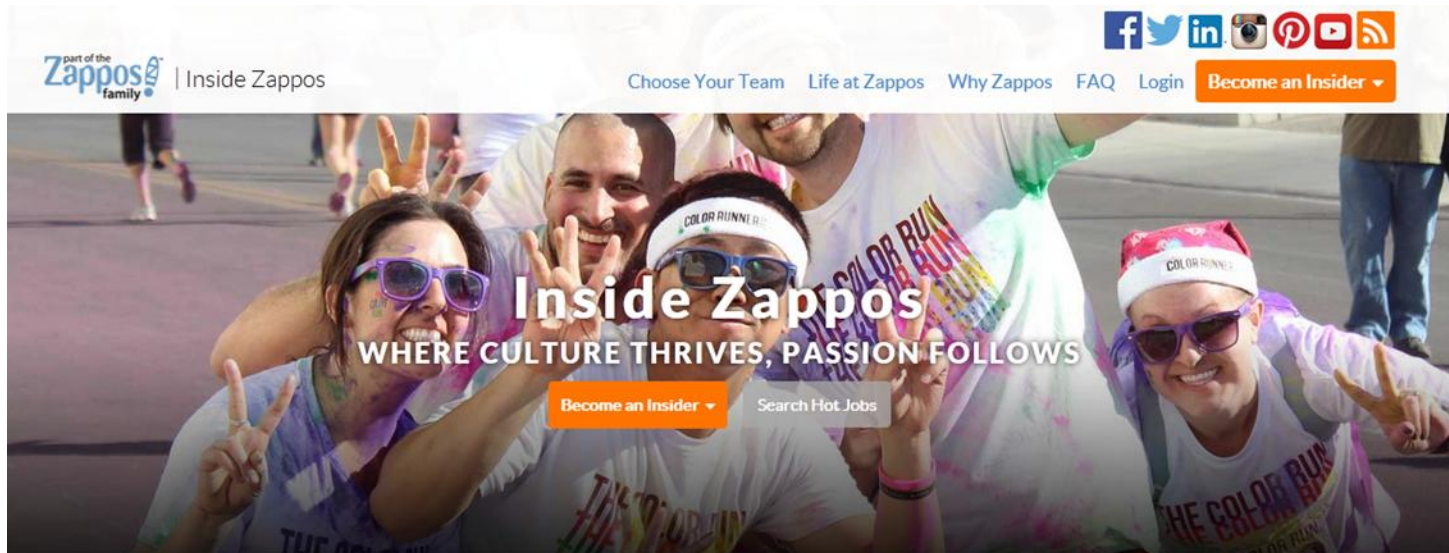
Candidate Web Traffic





Time	Sunday	Monday	Tuesday
11:00 am	62	141	111
12:00 pm	77	165	141
1:00 pm	90	164	161
2:00 pm	100	175	161
3:00 pm	108	196	161
4:00 pm	129	194	161
5:00 pm	118	190	161

No Job Boards



The image shows the top section of the Zappos website. At the top left is the Zappos logo with the tagline "part of the Zappos family". To its right is the text "Inside Zappos". On the top right, there are social media icons for Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, and RSS. Below these icons is a navigation menu with links for "Choose Your Team", "Life at Zappos", "Why Zappos", "FAQ", "Login", and a prominent orange button labeled "Become an Insider". The main hero image features a group of people at a "Color Run" event, smiling and making peace signs. Overlaid on this image is the text "Inside Zappos" in a large, white, sans-serif font, followed by the tagline "WHERE CULTURE THRIVES, PASSION FOLLOWS" in a smaller, white, sans-serif font. At the bottom of the hero image, there are two buttons: an orange "Become an Insider" button and a white "Search Hot Jobs" button.



Choose Your Team

Come take a look at the teams Inside Zappos and see what we're all about. Find the one that speaks to you and take a peek inside. Meet our people, get to know us, start the conversation. It's the first step toward becoming an Insider!

Live Chat



[Home](#) > [Careers](#) > [About Us](#) > [Events](#)

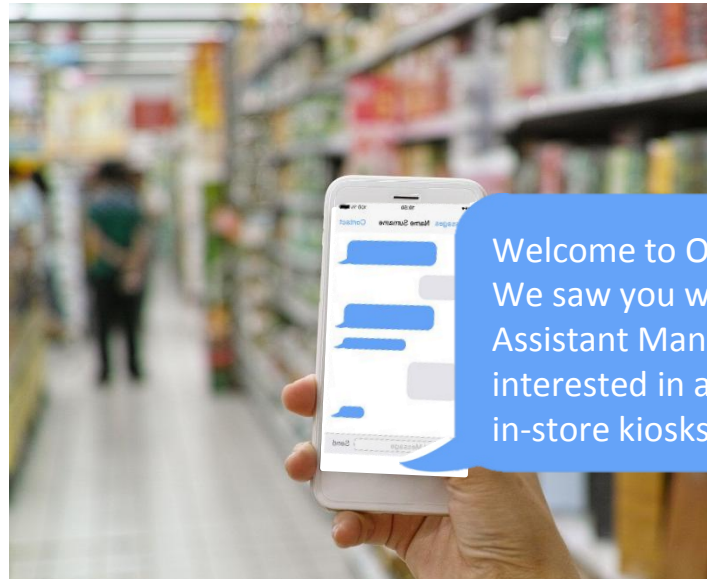
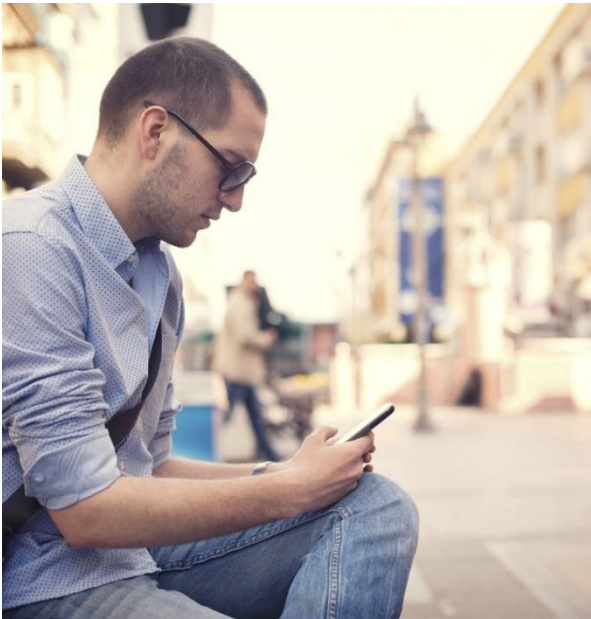
CHAT ABOUT OUR JOBS, YOUR CAREER SEARCH, WORKING AT LOCKHEED MARTIN...

LET'S CONNECT, VIRTUALLY.

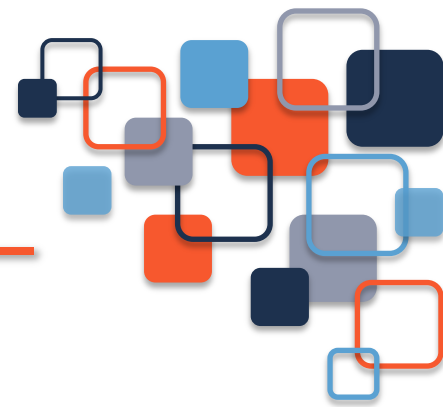
Gathering information. Receiving detailed answers to your job or other questions. Knowing who to talk to regarding Lockheed Martin hiring and other topics. It's all part of the research that goes in to making your best career choice. To assist you in your job search and decision-making process, we offer the expertise of one of our own team members. Someone who has gone through what you are now, and who knows what working at Lockheed Martin is all about.

What if?

Elan, a chef, is looking to change careers. He has been searching for potential roles at his favorite organic grocery store.



The next day, he needs to pick up some groceries.



Questions?



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