

PROMOTING YOUR EMPLOYER BRAND



HUN+ED



THIS IS POSSIBLY THE SINGLE MOST IMPORTANT FACTOR TO MAKE OR BREAK YOUR EMPLOYER BRANDING RESULTS.



THERE'S LITTLE POINT IN CREATING GREAT CAREER CONTENT IF YOU DON'T HAVE A PLAN FOR WAYS TO GET IT SEEN BY YOUR TARGET AUDIENCE AS OFTEN AS POSSIBLE.



THE #1 OBSTACLE CANDIDATES EXPERIENCE WHEN SEARCHING FOR A JOB IS NOT KNOWING WHAT IT'S LIKE TO WORK AT AN ORGANISATION.

WHAT CHANNELS SHOULD YOU USE TO PROMOTE YOUR EMPLOYER BRAND?

Employer branding channels are places you can reach potential hires with your content. Channels can be separated in to paid and unpaid channels.

You need to meet your target audience where they hang out. You want to connect your employer brand with potential hires in as many places, as often as possible. Here are some of the main unpaid channels for reaching a recruiter audience:



Remember to tailor your employer branding content format to the audiences you have defined. Younger professionals will likely engage with content in different ways to more seasoned professionals





LINKEDIN'S FOR YOUR DAY JOB, HUNTED'S FOR YOUR CAREER

LINKEDIN

Why it's great

The go-to platform for job seekers and hiring managers for most industries, but for the recruitment industry it's less effective. Recruiters are one of the few professions to use LinkedIn more for their day job, rather than managing their own career. Recruiters spend huge amounts of time on LinkedIn but they tend to be blinkered to content linked to their careers, and their networks are often not optimised for making a career move of their own.

Limitations

On the flip side it's difficult for recruitment agencies to leverage the same platform for their careers messaging as their corporate messaging. Your network and following will be optimised for your corporate brand. If your primary audiences on LinkedIn are your clients and your candidates, you end up diluting your brand by sharing content that isn't tailored to them.

Verdict

Use with caution to ensure you're not diluting the content aimed at your primary audience. Empower the Internal Recruitment team to be active to develop their personal brands to the relevant audience. If you do not have a dedicated talent acquisition team, be mindful of the sort of careers content you share, and be aware that the majority of views *will* come from your candidates and clients.

PODCASTS

Why it's great

With 18% of the UK population listening to podcasts every week, ensuring your podcast is available on both of the major hosting platforms is essential. Plus it's free! Be sure to encourage people to seek out any relevant podcast by promoting them often and ensuring they are embedded in as much of your careers' content as possible.

It's like having a room full of recruiters paying attention to you for an hour, as you speak passionately about your business.

Limitations

The shelf-life of content is limited. If you have been featured in 1 episode out of 200, you'll get premium positioning when it's new, then there's a sharp drop off and listens will dwindle over time.



Embed any of your podcasts onto your Hunted profile to give prospective job seekers an insight to life at your company and get consistent listens from people you want to hear it

Verdict

Podcasts are a brilliant addition to your employer brand arsenal. Imagine having hundreds of potential hires listen to your company story directly from the founders, or hearing the success stories of your people.

Ensure your leadership and team feature on industry podcasts as often as possible!



Consider an "internal" podcast. Interview different team members to share with the rest of the business (and externally to offer an insight to life and culture). Great when people are working remotely or when you're a size of business where its hard for everyone to interact with one another

#INSTAGRAM

Why it's great

Instagram usage has exploded in recent years. It's free (well sort of- I'll explain in the limitations)

You can leverage the powerful Facebook audience targeting tool to define your audience in a granular way for advertising.

Stories offer a great informal format to showcase company life in an engaging and authentic way. And content doesn't go stale because it expires.

Limitations

Before you get too excited, there are some major challenges for recruitment companies hoping to leverage this platform for employer branding. It's **really** difficult to grow your following. In fact, a huge number of recruitment agencies who use Instagram have more posts than followers! That's not good.

You need to start somewhere but unless you have a clear strategy to grow your following with **relevant followers it is not a great investment of your time.**

Although it is a free platform to use, it's not really free when you're investing significant amounts of salaried time on content creation and this must be factored in as you assess the ROI of different channels.

Verdict

Instagram is a brilliant tool for people to use to research company life *after* they have already discovered you. However, building your following is a very challenging and manual task. Hunted can help you get a lot more mileage out of the content you create, making this an employer branding channel you need to prioritise.



You can embed your Instagram on your Hunted profile and watch as you get way more views and exposure for the content you're producing



Encourage anyone who interviews with you to check it out to get a glimpse of company life and try dropping your handle into headhunt messages and email signatures

FACEBOOK

Why it's great

Everyone has it.

Limitations

Not everyone uses it. There's been a big shift in recent years away from the first social media platform to other social media platforms. Usage from many demographics has changed and more younger people gravitate to other platforms such as Instagram, Tik Tok and Snapchat.

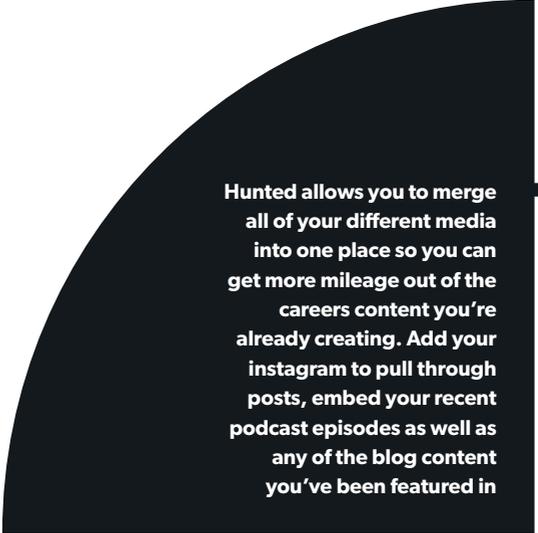
Although Facebook has one of the most advanced audiences targeting tools, recruiters are not an audience that is easy to target. You can target by interests and demographic but to hone in on your target hires is not easy.

Even when you have cultivated a following on Facebook, your updates reach a very limited portion of your followers unless you boost with ad spend.

Verdict

Not typically a high priority given the challenge of growing your following, and the lack of reach within the following you've already developed. But crucially, the majority of the junior/mid-level recruiter demographic are living on other platforms.

Leverage the advanced audience targeting tools if you're considering a paid strategy but with organic strategies it's best to stick to other social networks.



Hunted allows you to merge all of your different media into one place so you can get more mileage out of the careers content you're already creating. Add your instagram to pull through posts, embed your recent podcast episodes as well as any of the blog content you've been featured in

PAID CHANNELS

Paid channels include advertising, sponsorships, and referral schemes. The charges tend to be linked to performance e.g. every click or impression. You will find paid options for advertising on the social platforms listed in the free channels above.



ADVERTISING

When you think of advertising to drive hiring efforts, you tend to think short-term and job boards are an obvious place to start. But most job boards only tend to attract active job seekers, so you need to consider other channels to support a paid employer branding strategy.

Facebook's powerful audience targeting enables you to target based on demographic and interests. You use the same tool for targeting people on Facebook-owned Instagram.

Both platforms have plenty of information and guidance on how to make the most of their targeting tools. And there are brilliant guides to walk you through building your ad audience.

LinkedIn is the only platform that would allow you to target recruiters specifically. The downside is that it's incredibly expensive compared to all other platforms, and conversion rates are not high. It could be worth testing, because of how finely tuned the targeting can be, but to test it you'll need to dedicate significant budget.

The alternative to targeted ad strategy is a retargeting ad strategy. This is where you have captured an audience through content (you can embed a tracking pixel on any pages of your website) and can re-target those individuals on another platform with adverts.

e.g. You have developed a blog and you can retarget the readers with Instagram adverts.

Retargeting ad strategies offer a much greater conversion and ROI but require a significant investment of time and money in developing content and growing an organic following first. You must also build a significant enough audience with high levels of traffic in order to qualify for retargeting campaigns.

Hunted can offer you retargeted advertising across multiple ad platforms. Leverage our audience of 300,000 recruiters visiting Hunted each year to get your brand in front of recruiters and test ad strategies across any acquisition channel



Remember that although recruiters spend a lot of time on LinkedIn, they use it for their day jobs. They're often blinkered to content targeted to their careers.



SPONSORSHIPS

Consider sponsoring events or content that is targeted at the same audience. Sponsorship opportunities will impact the top of the employer branding funnel i.e. the number of people who will discover you.

REFERRAL SCHEMES

Employer brand and referrals work hand in hand. The stronger your employer brand, the better results you can expect from a referral scheme. You need to ensure you have sufficient incentives and you communicate it clearly, but if you've done that and you're still not seeing results, you need to improve your employer brand.

46%

46% of referred employees stay at a company for more than 3 years
(Source: Undercover Recruiters)

HUNTED IS HERE TO HELP

We know what recruiters want.

We work hard to create content that recruiters want to read. We represent companies in a way that gives job seekers the information they need. Our platform make brands accountable for what they are and what they're not. So recruiters trust us.

We help recruitment businesses connect their employer brands with potential hires. We help you identify what makes your company unique. We help you find the right words to convey your careers information. We enable you to put as much diverse careers content as you can create in front of your target audience. Then we share insights about how well you're doing so you can get better.



GET IN TOUCH

To learn more about ways we can help you get better at hiring or jump onto a free strategy call with one of our employer brand experts to identify some immediate opportunities to boost your employer brand.

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