

5 Steps to Boosting Recruitment Agency's Brand Through Content

Content Marketing Playbook for Staffing
and Search Professionals



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Introduction

For marketers, content is king. In the age of social media, marketers have become more like publishers, generating content that entertains or educates customers, rather than solely promoting products.

Today content marketing is a hot topic and has become a central marketing approach for many recruitment agencies, both large and small. Good content can establish relationships with not only candidates but also customers, and enhance their perception of your agency brand. Providing information that helps candidates professionally, builds trust and positive feelings toward your company. Companies who post at least one status update per week on LinkedIn get 40% more views to their LinkedIn job postings and 25% more clicks.

Good talent acquisition content marketing is:

- **Native:** it doesn't stand out the way a glossy brochure or sleek commercial does. It's a subtle way to warm up candidates, blending in with their daily information streams.
- **Candidate-focused:** what you share should add value to your audience and give them useful information. It should not be a one-way conversation about your brand.
- **Authentic:** it matches the tone and spirit of your culture. Off-brand content is worse than no content at all.

Think educate, not sell.

This eBook will show you how to create, share, and optimize content to support brand. Ready? Let's go!



What is agency brand?

Your agency brand is a combination of several factors and works on different levels for candidates, clients and consultants. For candidates it serves as a reliable partner in job opportunities and career development; for clients, it's a strategic partner of talent acquisition, which is an indispensable part of human resources strategy and empowers business growth; and for consultants it serves as a place to work.

Relationships at scale

Why content marketing?

Marketing with content is like “marketing with a magnet instead of a sledgehammer”: in other words, content marketing will get people to come to you instead of you going to them.

In simplest terms, Content Marketing will help you to build relationships at scale.

You need to produce content that is valued by your target audience and engages them. By doing this consistently, you will educate and convert your audience into candidates and clients. Like a conversation, content will start to make people aware your business, your services, what you can offer and how you can change their current situation. Engaging with your content can be the first step your candidates take before making an application to one of your positions, or could be the nudge that gets a prospective client to start working with you.



We feel your pain.

The challenge is that recruitment agencies tend to be pretty lean organisations who often do not have in-house marketing specialists. How do time poor recruitment consultants build an effective content marketing strategy? Read on.



Step 1: Plan

Define your audience and build a content calendar

Set goals

Imagine you were made captain of an ocean racing yacht. If you have no idea where you are supposed to get to, your decisions will be aimless and you could end up anywhere. Goal setting is the same. If you are not clear about where you are trying to get to, you will have no clear direction or focus for your energies, and it will be partly a matter of luck as to where you end up and what you achieve along the way.

Write down your goals or objectives. You must have at least one overarching, tangible goal.



Examples of goals for content marketing:

Brand awareness or reinforcement: Looking for a more effective way than advertising to create awareness for your services.

Lead conversion and nurturing: How you define conversion will vary greatly. This could include signing up for an event; signing up for your newsletter; or, in the case of LinkedIn, getting them to become Followers. Once you have the person's 'permission', you can market to them to move them through the buying cycle.

Customer conversion: The proof points to the sale. Show why your services are better or will uniquely meet his or her needs.

Customer service: Create value to reinforce the customer's and candidate's decision after you have placed them. How can candidates or clients get the most out of your services.

Customer loyalty and retention: Build on existing relationships and turn clients and candidates into loyal customers.

Customer upsell: Use content to extend the relationship into other services you may offer.

Define your audience

Before you start creating content, it's important to know who your target audience is. Are you trying to attract engineers or marketers? Talent acquisition leaders or HR directors? Or experienced recruiting consultants? Depending on your goals and target audience, you'll want to tailor your content to reach the right audience for maximum impact.

A great way to understand what would appeal to your audience is to invest time into building their hypothetical personas. On the right, you can see an example of the personas an average talent acquisition organization could target.

Sample audience personas

Step 1: Plan



Jenny Hwang, Marketer

Interested in: professional development advice; best practices for marketing; daily inspiration



Layla Sam, Talent Acquisition Director

Interested in: talent acquisition planning & strategy, workforce segmentation, employer branding, candidate relationship management



Tom Jones, Engineer

Interested in: latest tech news and innovations; tech meetups; hearing from other engineers about their projects

Developing a content plan

Next, it's important to develop a content plan to help you stay organized and assure that you will post frequently enough to stay top of mind for your audience. The most powerful tool here for you is the content calendar.

Developing a good calendar will not only help you visualize the amount and type of content you post, it will also make it easy to assign team members and pick outlets for publishing your posts. Here is an example of one way to organize your content in a calendar:

	Monday	Tuesday	Wednesday	Thursday	Friday
Status Update	We couldn't be more excited to announce this... (insert APAC bit.ly)	HOT JOB: Do you love to be challenged by your amazing peers and clients every day? Look no further for the perfect career move!	Developing apps without being able to test changes to your code in real time is painful. Check out these tips on how to alleviate the pain: link	Inviting talent acquisition leaders to a business meeting to discuss about talent trends and provide updates on a periodical basis.	Friday fun: insert image of team lunch OR any catchy image found online OR interesting fun fact.
Content Type	Press release	Job post link	Blog post	Event registration	Image
Target Audience	Marketers	UX designers	Engineers	Talent acquisition and HR professionals	Everybody
Publish Where	LinkedIn, Facebook	LinkedIn, Twitter	LinkedIn, Twitter	LinkedIn, Facebook, Twitter	LinkedIn, Facebook, Instagram, Pinterest

Content Themes:  Thought leadership  Talent brand  Company/product news  Event promotion  Just for fun

Segment + profile your audience

The best, proven way to get to know your audience is to profile them. Understand and incorporate the right facets of your audience through realistic and solid profiles that details their background, their online presence, their name and picture. Create profiles or 'personas' that typify your different priority candidates, clients or consultants. Aim for about 4-6. Create your content plans and your content with these personas in mind and then channel the content to the right place. Relay a strong message that is relevant, authentic and personable.

Profile

Who is your ideal candidate / client? Create a profile of that person. What is their background? What defines them? Where are they online? Give them a name and a picture – make them real!

Interests

Figure out what will capture their attention. What is that person interested in? What does that person care about? What else are they doing online?

Channel

Create videos, interview your people or industry experts, share information from events, write blog posts and e-books on the state of jobs in your industry, create salary surveys. Put this content in the right places.

Message

Position your business as an expert, authority and place to go for any information or guidance in their space. Be relevant, be authentic and be personable.





Step 2: Develop your content

Curating and creating

Curate content

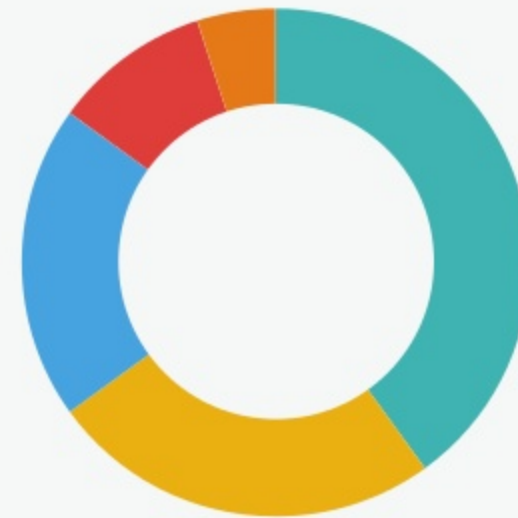
There are two ways to source content: curate it or create it.

Curating existing content allows you to leverage materials that are already live and is an excellent way to get started. For example, you could share an interesting news article, an industry presentation, or thought leader blog post.

Even well-resourced organizations rely on great content they didn't create themselves. In fact, 42% of HP's content in May of 2014 came from external sources.* The company pulled from a wide range of outlets: from international news organizations such as Time, to industry publications such as Computerworld, to blogs on platforms such as Dice and LinkedIn.

Experiment with different formats and topics, and see what works. Then demonstrate your success to get the resources you need in order to create more original content.

Suggested content mix for you to curate/create:



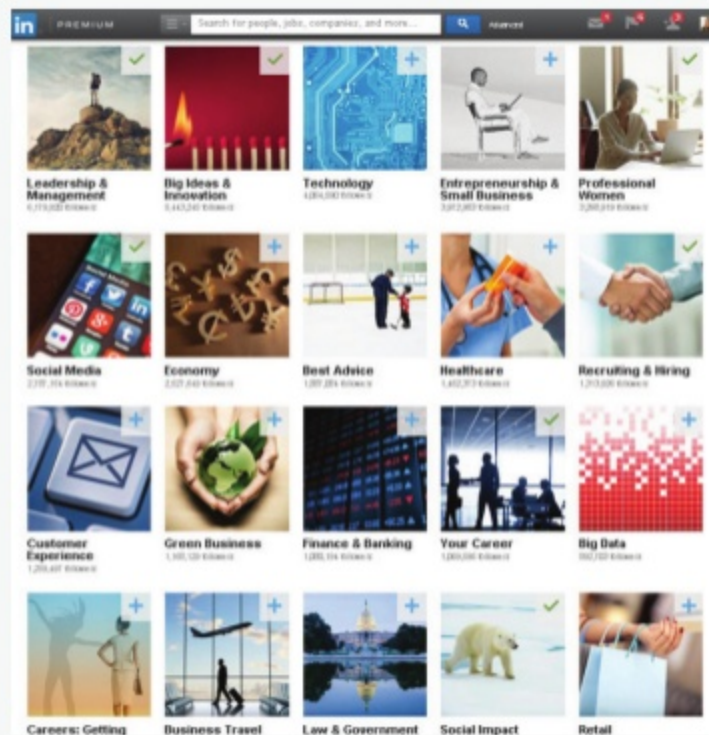
- 40% Thought leadership/industry news
- 25% Talent brand
- 20% Company/product news
- 10% Event promotion
- 5% Just for fun

* Source: [Status Updates Done Right: HP's Terrific Example](#)

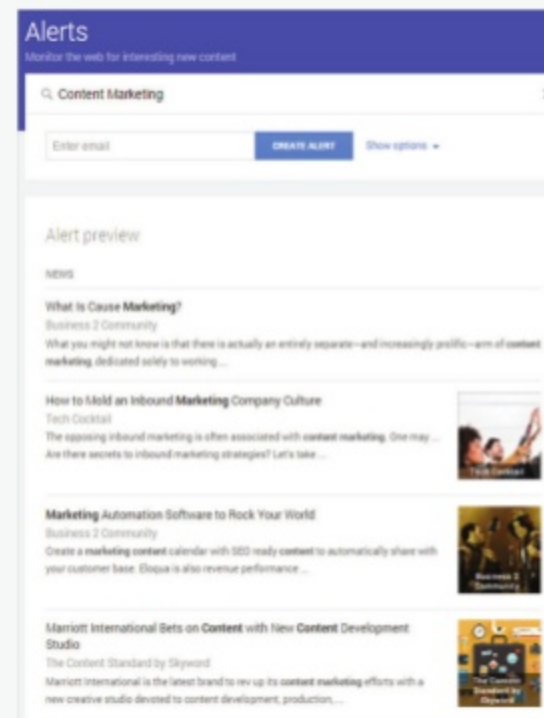
Where can you find great content?

There are a myriad of amazing places on the web you can subscribe to in order to source great content. A few excellent resources:

LinkedIn Pulse – You can subscribe to news by topic or industry... and, of course, it is easy to share.



Google Alerts – Set your topic and alert frequency and Google will scour the web for relevant articles.



Where can you find great content?

Step 2: Develop your content

Twitter #tags – Setup #tags for your niche topics of interest.

Kevin Green @kevingreenee
New @cpd report states an increase in competition for well qualified workers rose from 20% in 2009 to 62% now
#recruitment #hr #recpress
Retweeted by Rachael Moss
Expand

Bullhorn Reach @bullhornreach
Facebook hashtags present an opportunity for recruiters bit.ly/196Ok1F #socialmedia #recruitment
Expand

staffingindustry @slaeurope
Middle East – Online recruiter Bayt.com extends reach to ICT sector shar.es/vLHV #HR #Recruitment
Expand

REC Press Office @RECPress
Why we think @biggovuk should keep the EAS Inspectorate, Q15 in our Conduct Regs consultation response: bit.ly/160vx3a #recruitment
Expand

Ian Knowlson @ianknowlson
Permanent placements rise at fastest rate in six months GfS News ow.ly/RXAh PzRT & Share #Recruitment #Jobs
Expand

Ian Knowlson @ianknowlson
#Recruitment Consultants: 10 Steps to Lasting Success ow.ly/kdzm PzRT & SHARE #Blog How many do you do?
Retweeted by Natalie Harcock
Expand

Global Recruiter @globalwdr
Don't forget! 5th July deadline for entries in Global Recruiter Asia Pacific Awards: did.biz/bvse #recruitment @GbrRecruiter
Expand

Followerwonk – Great for locating thought leaders in any given niche who you can follow.

followerwonk
A bit new

Search Twitter bios Compare users Analyze followers

Followerwonk has partnered with Twitter to offer select users a free login with Twitter and we'll overlay your follow status. Want to weed dormant users from your list?

Who are you looking for? Whether it's new talent, customers, or just friends, we help you find them. Login with Twitter and we'll overlay your follow status. Want to weed dormant users from your list?

Search "creative director" "london" Do it Or see all architects more options

Showing 1 - 50 of 279 results (order by relevance)

follow Christian Elliott @ChristianElliott London / USA
Creative Director for Hilson London & Creative Director for the A21 Campaign - a Global Anti Human trafficking initiative.

follow REAGAN @RAEGOS LONDON - UK
Creative Director of one of London's leading production company. Its for entrepreneurs and all things entrepreneurship. Business coaching & mentoring. #follow

follow nickede @nickede London, Iowa
Philanthropist, Creative Director of @edencancan in London. Style and Brand expert on TV. Founder of @styleforstroke check my website http://t.co/7Qkz1aRQZs

follow SORAPOL @SORAPOL London
Sorapol is a London based fashion brand. Head designer @theresorsapol. Creative director @danielsonore. http://t.co/0RmBzPluX - Press portal@papper.co.uk

follow Mikey Trapstar @MikeyTrapstar The real world
Co Founder, Head designer & creative director of the Trapstar London clothing brand It's a secret. Peep my column on MTV wrap up.

Buzzsumo – It highlights trending content and influencers – specifically with the content marketer in mind.

Buzzsumo

Top Content Influencers

recruitment marketing Search Export Save

Enter a topic or username: @buzzsumo, big data OR marketing. See advanced search options

Sort by: Relevance Page 1 of 1

PAGE AUTHORITY PAGE RANK FOLLOWERS

Matt Alder @mattalder metashift.co.uk
Helping employers with their digital strategies since '98. Recruitment Futurist, Mobile First, Social Pragmatist, Blogger, Speaker and displaced Cornishman
Blogger Influencer
48 4 10,757

Bill Boorman @billboorman recruitingunblog.com/
Hat wearing founder of #TruSocial recruiting product advice. Social recruiting integration. Social referral programs. Blogger. Keynote speaker. Dad. #NoBros
Blogger Influencer
45 4 17,356

Andy Headworth @andyheadworth blog.sironaconsulting.com
Founder Sirona Consulting - help companies integrate social media into recruitment strategy aka social
48 5 14,447

Create content

While curating is the fastest way to get started with content marketing for talent acquisition, creating your own original content enables you to be in complete control of what's communicated and how. Here are a few tips to remember as you start producing your own content (blog posts, videos, presentations).

Be conversational

Write like you speak. Keep it simple, direct, and friendly.

Keep it short

The longer your content, the harder it is to process.

Be visual

Whether it's a case study, a status update, or a blog post, bring your content to life with bold and relevant images and videos.

Offer snackable tips

Readers love easily digestible Top 10 lists, bullet points, and clear tips. Make your content easy to scan.

Include a call to action

At the end, always ask your audience a question to provoke comments or include a call to action.

Engage your audience with these content types and key topics

Whether you decide to create or curate content, here are a few different formats and topics you should consider.

Types of content to curate/create		Key topics
Blog posts	News articles	Thought leadership tips and insights: Hook your audience with content that appeals to their professional interests and aspirations. The more relevant your message, the greater its impact. News: Share industry, company, or product information. LinkedIn Pulse, Google Alerts, and Alltop.com are great sources to track external news.
Infographics	Press releases	
eBooks	Newsletters	
White papers	Photos	
Case studies	Videos	
Testimonials/quotes	Presentations	
Webinars	Live events	
Job opportunities		



Tip: Keep in mind candidates are increasingly accessing your content on mobile devices. Use images, short-form video and short text updates to get the most traction.

Innovative Job Marketing

Job postings are no longer just a piece of information about the job requesting interested candidates to come aboard. If you want to stand out and make your presence felt, you need to implement innovative job marketing strategies. Adding innovation to your usual job posting can guarantee you a successful response rate.

Digital Gurus | Digital Recruitment London, Sydney & Dubai Kelly is after a Social Media Editor with experience in automotive or luxury! Apply here: <https://lnkd.in/bhsRgdA>



Digital Gurus | Digital Recruitment London, Sydney & Dubai Emilie is looking for an Email Developer with responsive experience for a great digital agency based in London. Apply here: <https://lnkd.in/bqzd38P>



Mondo Travel Follow

Mondo Travel is looking for someone "Anything but ordinary!"

Marketing Manager – Mondo Travel

We are looking for someone that is "anything but ordinary" – having built a travel brand that is envied by the industry, our current Marketing Manager is heading off shore to take on a new challenge.

This has now created an opportunity for a marketing guru to step up and join our innovative, market-leading and fun-loving team.

The bar has been set high – we need an individual who can work with our team to set new heights and continue to set Mondo lead the way in delivering outstanding campaigns to market.

Innovation, negotiation, communication, vision and relationships are key attributes – we are not afraid to step outside the square to ensure we create a competitive edge.

Join us and make a difference as we continue to influence the industry with innovation and flair.

Please email your expression of interest and CV to:

Tony Bentil – Chief Executive Officer, Mondo Travel

Email: tony.bentil@mondotravel.com

SW6 Associates Counting down those hours to the weekend? Have you met Parveen? She's looking for someone to be her Resourcer! If you're hard working, ambitious and up for a challenge, you'll still enjoy the weekends but could enjoy coming in to work on Monday as ... more



Have you met Parveen from SW6 Associates?

[slideshare.net](https://www.slideshare.net/Marketing-Branding-and-Communications-Manager-at-SW6-Associates) - Marketing, Branding and Communications Manager at SW6 Associates Published on She's looking for someone to Resource for her, so they can hit lots of targets together! Want more information? careers@sw6associates.com She's looking for someone...

Images

Photos showcase your company culture, values, and brand. They are a great way to capture the viewer's attention on social media and can drastically increase engagement with your posts. Use pictures that have inspirational quotes, show off your employees in action, or interesting moments from your offices.

Companies use colorful images to increase engagement with their content



Infographics

Infographics are a great way to make data-heavy stories easy to understand. For example, you can see below how salesforce.com used an infographic to convey some of the interesting benefits the company offers. Of course, you can also create infographics about broader work topics, like the ones Hays & Atlassian have published.

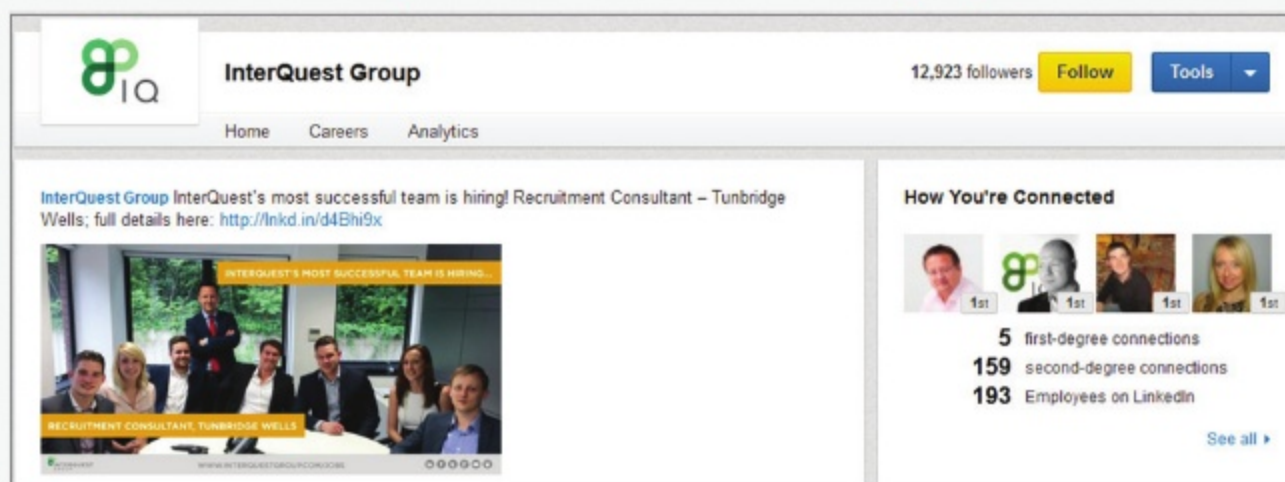


People buy from people

Step 2: Develop your content

Recruitment is a service industry built on engagement and relationships. Do not hide behind artifices and stock images. Let your people come to the fore and let the personality of your brand and your people shine. So, it is important to showcase your workforce by introducing the team and highlighting the best moments, cultural activities, success stories, etc.

Great way to introduce the team with a strong image



Introduce new team members



People buy from people

Step 2: Develop your content

Celebrate success

SW6 Associates A HUGE HUGE HUGE CONGRATULATIONS TO MICHELLE RYAN! Although for us internally you have long been known as the Queen of SW6 you are now officially a Director! Really Well Done and a massive THANK YOU from the whole team here for your continued support!



SW6 Associates A massive Congratulations is in order for all of our very hard working consultants! Here's to next month being just as successful. Well done everyone! :) <https://linkd.in/d7eYHC>



A big Congratulations to all SW6 Associates Consultants
vimeo.com - Join us in celebrating our consultants' hard work! Everyone in the company has contributed to our best ever month. Well done everyone at SW6 Associates - you've...

Culture

Cox Purtell Staffing Services Our office selfie from Friday's Melanoma Institute fundraiser, feat. LinkedIn & Sherry Design.

