



THE DAVID GROUP



# Make 2012 the Year THAT WORKS

We know  
what works.

We predict this will be a dynamic year for acquiring talent.

As a leader in recruitment and retention marketing communications, The David Group has developed key strategies to help you take advantage of the opportunities ahead.

IMPROVE your candidate experience  
Get your jobs SEEN  
BUILD a solid social media platform  
Be ENGAGING  
CONNECT with current employees



Make 2012 the Year  
**THAT WORKS**

## TALENT STRATEGIES

**We're excited about 2012.** Talent is on the move. While there are many predictions for the economy this year, we know that clients are seeing the impact of candidates who are feeling more marketable. From healthcare to manufacturing, we see candidates being more selective about their next career move; more experienced in their job searching skills; and less tolerant of going through the motions of applying for a job without a reassurance that it's worth the time and effort.

But, every challenge presents an opportunity. Addressing your talent acquisition processes today will give you a competitive advantage over your rivals in the long-run.

## IMPROVE YOUR CANDIDATE EXPERIENCE

Focus on the "whole experience" to find, attract and engage talent.

**Make it easy for candidates to find and learn about your jobs, and about you.**

Provide direct links to jobs and clearly differentiate areas of employer branding content.

**Make your employment selling narrative sell.**

Customize your selling messages to specific talent segments, making them relevant to your candidates.

**Get their attention and keep it.**

Employ engaging communication tools like videos, rich media, and social gaming to communicate your employer brand in a way that "paints a picture" of what it would be like to work in your organization.



## GET YOUR JOBS SEEN

Use today's media and technology tools to broaden your reach and sharpen your focus.

**Use Search Engine Optimization (SEO) tools to seamlessly broadcast your jobs.**

Improve organic search results by amplifying your jobs through posting tools and by employing dynamically based wording to deliver your jobs to job boards, mobile and social media outlets.

**Use Search Engine Marketing (SEM) techniques to target market your jobs.**

Apply an integrated approach using such tactics as landing pages, microsites and paid advertising, all targeted to your candidate profiles.

**Make it easy: provide direct links to your jobs on your career site.**

It's important that your jobs get seen on your career site. Don't work hard to get candidates to your site only to lose them because your jobs are buried behind unrelated content.

## BUILD A SOLID SOCIAL MEDIA PLATFORM

Commit to your social media presence and make it integral to your recruitment program.

**Create a plan.**

Write a complete marketing and media plan with explicit goals, strategies, distribution schedule and metrics.

**Execute a plan.**

Consistency matters: deliver your fresh and candidate-relevant content regularly, according to plan.

**Measure a plan.**

Even if using simple web metrics (likes, fans and followers), measure, review and adjust your plan on a regular basis.



## BE ENGAGING

Refine the quality of your recruitment communications and make it a two-way street.

**Add creative punch to your recruitment messages.**

Use creative advertising design, headlines and writing to cut through the daily clutter.

**Create a platform that allows for “candidate-job visualization.”**

Employee testimonials, job profiles, and leadership communications are ways to help candidates visualize working at your organization.

**Connect your media channels (and look for opportunities for fun).**

Connecting your channels — Facebook, LinkedIn, Twitter and your career site — will infuse candidate engagement and could accommodate a lighthearted approach, like organizing a Facebook gaming contest.

## CONNECT WITH CURRENT EMPLOYEES

Appoint your employees brand ambassadors and enlist them as partners in recruitment.

**Communicate, communicate and then communicate some more.**

Use employee communications to deliver your compelling employer brand to your people along with a clear direction of their value in growing your organization.

**Invest in a referral program.**

Organize and communicate an employee referral program to reward employees who help find talent.

**Seek feedback and then use it.**

Listen to your employees: they will help you shape your recruitment communications to fit your talent needs.



## SUMMARY

Talent that is on the move may not be a new phenomenon to seasoned recruiters. However, the convergence of an economic recovery, empowered candidates and integrated talent technology tools does change the game. Now, more than ever, it is important to get your recruitment strategies right.

**The David Group** is a leader in recruitment and retention marketing. With offices in Austin, Boston, Chicago and Cleveland, we work with employers across many industries in helping them to find, attract, hire and keep talent. And, with more than three decades in the business, **we know what works.**

Headquarters  
526 Superior Avenue, Suite 333  
Cleveland Ohio 44114  
800.686.1818

For more information, please contact your account executive or e-mail us at [solutions@davidgroup.com](mailto:solutions@davidgroup.com).



THE DAVID GROUP

AUSTIN BOSTON CHICAGO CLEVELAND