



# ALL ABOUT RECRUITMENT MARKETING AND EMPLOYER BRANDING



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# Introduction

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Welcome to the treasure island of recruitment marketing and employer branding.

Get ready to embark on a journey that will help you become an expert in attracting top talent and building a strong employer brand.

# What is recruitment marketing?

## Top 7 tips, strategies & ideas

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Get hooked on our top 7 tips and strategies that'll take you from baffled recruiter to savvy marketing maestro.

Unearth those unique candidates and give your clients something to rave about. Let's win the talent game and keep up with the ever-changing recruitment landscape, shall we?

[Learn more](#)

# How to build a strong employer brand?

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It's time to build a magnetic employer brand!

Explore our straightforward guide to establishing a reputable employer brand that attracts top candidates. Become the ideal company they want to join, and witness increased productivity.

[Read more](#)

# 8 recruitment marketing mistakes you should absolutely avoid

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Say goodbye to distractions and welcome effective marketing strategies for recruitment success.

Uncover the secret to avoiding blunders that keep top talent at bay. Let's turn pitfalls into candidate magnets!

[Learn more](#)

# Marketing expert Tony Restell's top tips for using social media to boost your recruitment business

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Sprinkle some sparkle into your hiring biz with top tips from the recruitment marketing guru, Tony Restell.

Flaunt your expertise, charm the candidates, and ride the wave of social media success.

[Read here](#)

# Recruiting manager Gina Morrison's top hacks on company branding on TikTok

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Tap into a treasure trove of tips from the recruiting maestro herself.

Conquer company branding on TikTok, tame the Great Resignation beast, and triumph over talent shortages.

[Watch video](#)



# Brianna Rooney's tips on recruitment marketing and representing your employer brand

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Discover your recruitment superpower and become the driving force behind your employer brand.

Use these tips to impress candidates and highlight your company's unique qualities.

Remember, you hold the key to great hiring!

[Learn here](#)

# Gender Why candidate marketing matters: Insights from recruitment expert Rich Gibbard

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Gain valuable insights from recruitment expert Rich Gibbard on how candidate marketing can help you showcase your talent pool to clients.

With his guidance, you can learn how to effectively market your candidates and leave a lasting impression on your clients.

[Read more](#)

You've navigated the wild waters of recruitment marketing and employer branding like a true explorer.

With this knowledge, now get ready to attract top candidates and improve your employer brand like a pro.