

Recruitment marketing checklist



You're probably wrong if you think recruitment does not involve marketing. It's a must to market your open jobs to find the right candidates.

This checklist will help you create a comprehensive and effective recruitment marketing strategy.

- ☐ Clearly articulate your company's values, mission, and culture.
- ☐ Ensure consistency across all marketing channels.
- ☐ Determine the specific demographics, skills, and experience levels of the candidates you want to attract.
- ☐ Tailor your messaging to resonate with this audience.
- ☐ Write clear, engaging, and inclusive job descriptions.
- ☐ Highlight what sets your company apart, including benefits, growth opportunities, and company culture.
- ☐ Promote job openings on relevant social media platforms.
- ☐ Share employee testimonials, company events, and behind-the-scenes content to showcase your work environment.
- ☐ Develop blog posts, videos, and infographics that highlight your company's strengths and employee experiences.
- ☐ Use content to address common candidate concerns or questions.
- ☐ Ensure your career page is user-friendly, mobile-responsive, and optimized for search engines.
- ☐ Include testimonials, videos, and easy navigation to open positions.
- ☐ Post job openings on popular job boards, as well as industry-specific or niche job sites.
- ☐ Consider paid promotions to increase visibility.
- ☐ Monitor and respond to reviews on sites like Glassdoor and Indeed.
- ☐ Encourage current employees to leave honest reviews.
- ☐ Send targeted email campaigns to passive candidates in your talent pipeline.
- ☐ Include personalized messaging that aligns with their career interests.