



Why 2016 Will be the Year of Recruitment Marketing

To keep up with today's consumer-minded job seekers, modern recruiting professionals are proactively attracting and engaging candidates and adopting recruitment marketing techniques and tools.

48%

of HR professionals already **have or plan to hire someone** in 2016 who is responsible for recruitment marketing.

65%

of HR professionals agree that hiring a dedicated recruitment marketing specialist would make their company's recruitment efforts more successful.

Companies need to **PREPARE FOR FUTURE HIRING NEEDS** and **AVOID TALENT SHORTAGES** by thinking like marketers.



86% of HR professionals agree that recruitment is becoming more like marketing.

HOW MUCH TIME ON AVERAGE DO COMPANIES SPEND BACK-FILLING A POSITION?

To avoid a costly and lengthy time-to-fill, employers can build talent pools and nurture passive talent until they are ready to apply for an open position.



86%



of HR professionals agree that recruitment marketing is an effective strategy to identify, attract, engage, and nurture candidates.

What job seekers think about **TALENT POOLS:**

71%

of job seekers agree that utilizing talent pools is an effective strategy for companies to identify, attract, engage, and nurture top talent.

75%

of job seekers agree that companies should develop more talent pools to keep job seekers up to date on company information including job alerts and other announcements.



Technology and the world of recruiting have changed dramatically in recent years, giving employers access to better and more powerful recruitment tools. Now is the perfect time to dive deeper into modern recruitment marketing technology to see what it can do to support your recruiting staff, your candidate engagement, and your bottom line.