

The State of Recruitment Marketing: **STANDING OUT** and **FINDING GREAT CANDIDATES**

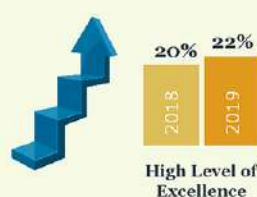
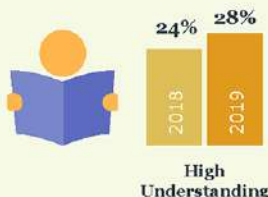


What Is Recruitment Marketing?

Recruitment marketing (RM) consists of the various activities an organization uses to **find, attract, engage and nurture talented prospects** before and during the recruitment process



Recruitment marketing is gaining traction



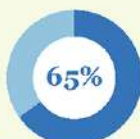
Will RM Grow in the future?

Yes. The rise is happening

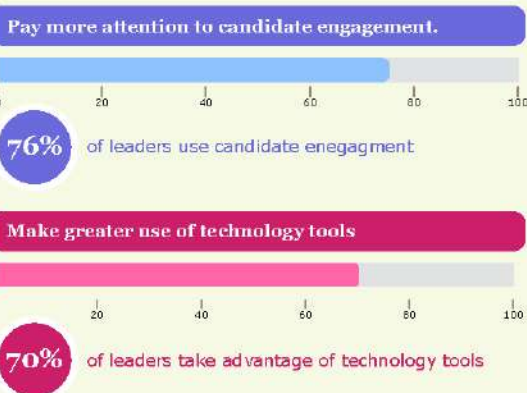
Over two-thirds (69%) of HR professionals say recruitment marketing has become more important in their organization over the last two years.



Key Elements of Recruitment Marketing



Leading RM Performers . . .

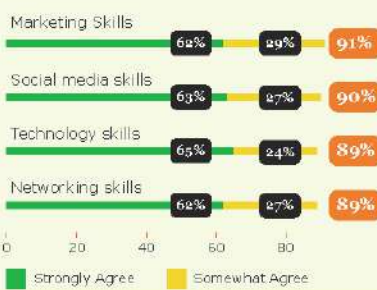


Recruiters need to get better at...

It's clear that, at least in the area of recruitment, HR professionals will need to acquire many of the same skills as their marketing counterparts.



Survey question: In the future, talent acquisition professionals will need to become better at the following:



Key Takeaways



Consider using emerging technology such as APIs, AI, chatbots, social recruiting and analytics



Adopt important strategies used by marketing professionals - targeted ads, demographics and personalization



Take steps to build and nurture talent networks

About the Survey



The State of Recruitment Marketing survey was conducted during the winter of 2019 by HR.com as part of its state of the industry series of surveys and reports. A total of 432 HR professionals participated. They represent large, small and mid-sized organizations in numerous industries. Most participants resided in North America, particularly the United States.



Read the full research report: The State of Recruitment Marketing 2019



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