Connecting the Dots to Personalize the Candidate Experience for the Right Candidates

Discover how targeted audience planning delights and converts the best candidates for the job and helps you plan for future recruiting needs.

JOBVITE

Connecting the dots between your recruiting processes, people, and technology.

Over the last few years, there has been a lot of innovation and investment dedicated to discovering the top HR platforms and technologies, building the right talent teams, and developing seamless recruiting processes that make recruiting easier and faster.

And, yet, we've seen organizations consider these things separately, rather than approaching them together. This can result in implementing an award-winning platform...but not having the right processes or roles in place to support it. Or maybe you can attract and hire the best and brightest candidates...but they're expected to work with outdated technology.

While we certainly understand that it's impossible (and not advisable!) to tackle every big change and initiative at once, we do believe in starting to connect the dots between your company's talent acquisition processes, people, and technology from the earliest stages of planning to recognize your organization's highest recruiting potential.

Plus, we've also seen the small and big rewards that come from connecting the dots between different aspects of the talent organization and the other parts of the business. For this guide, we'll dive into the benefits that come from seeing and building connections between recruiting and marketing to fill a talent pipeline with highly qualified and skilled candidates that fit the needs of your company like a glove.

The talent world has been leveraging marketing best practices for a while, which is why terms like "employer branding" and "recruitment marketing" have taken center stage on blogs, webinars, and reports of some of the most experienced talent leaders.

Recruitment + Marketing = A Match Made for Talent

But beyond borrowing the language of marketers, talent professionals are starting to make a shift in their approach to work, both their own and those of their candidates. Ultimately, recruiting and HR are making moves to be proactive, rather than reactive. They're looking to engage candidates rather than merely attracting them. And they're looking to hire the highest quality candidates to their organizations.

This shift in mentality mirrors the changes marketers began adopting in the rise of the digital age. As consumers started to turn to online shopping, they realized they had to think one step ahead of their customers and anticipate what they would need or like before they even did. That's where targeted audience planning enters the picture for talent.

What is targeted audience planning?

Simply put, targeted audience planning is the practice of identifying which roles, locations, or experiences your company needs or will need the most and then learning about the type of candidates that will be most successful in that role. Then, you group those candidates into audiences that make it easy to build personalized content that is delivered to their preferred methods of communication.

Easy, right?

The truth is that while marketers have made an art out of audience planning, and we've all benefitted from it —think of the last time that Amazon sent you an email with recommendations based on your last purchase or Netflix suggested TV shows and movies you might like. But it's still a relatively new practice for talent acquisition.

What are the benefits of targeted audience planning?

Amy Hughes, Director of Success Operations at Talemetry, sums up one of the biggest benefits of audience planning by saying, "It's forward-thinking. If your business is shifting, you have to be able to see what the need will be, and start hiring those pre-emptively, rather than reactively."

In this tight labor market, targeted audience planning is a small, but mighty initiative that will keep your team at the top of active and passive candidates' minds and help you stand out from the competition.

It also is one of the most effective approaches to ensuring you have a diverse workforce and can fill diverse roles. Whether it's hiring for diversity in gender, skills, race, experience, or ethnicity, creating targeted audiences for these candidates means your company must invest in truly getting to know them and building a culture where job seekers and employees of all types can thrive.

These are just a few of the targeted audiences we've seen companies invest in:

- Nurses
- Sales Teams
- IT Staff
- Veterans
- Leadership Roles

Watch the webinar with Premise Health that dives into how targeted audience planning has helped recruit our veterans.

WATCH THE WEBINAR ⊙

Are some targeted audiences more important than others?

The short answer is "no". Each company defines the targeted audiences they value the most based on their organization's business objectives. But we have seen three main types of audiences emerge that cover the most sought-after types of candidates and roles that most organizations are looking to hire.

Key Talent Audiences

These are the areas that add the most value to your business and customers. The candidates might be for large volume jobs or targeted, critical roles. They might be specific job families of positions with similar types of works or required expertise or group based on geography like nurses.

Relationship Audiences

You already have a known relationship with these individuals who can include referrals, internal employees, alumni, contingent workers, and past applicants. Organizations with a more mature recruitment marketing program may also focus on existing customers and how they can interact with individuals as both a candidate and as a customer.

Strategic Audiences

These audiences could include diversity and inclusion candidates, graduates or interns, veterans and military hiring, or executives hiring.

Where does targeted audience planning fit into my recruitment strategy?

Most companies are focused on building great content, whether it's clear job descriptions, cultural videos, company blogs, and more to attract and engage new jobseekers. But to ensure that all of this content is seen — and seen by the right candidates — you should incorporate targeted audience planning into the research and development steps that come right before content is built.

Before execution on any recruitment marketing efforts begins, you should gather a team made up of a representative from marketing, recruiting, customer success, sales, and of course, employees that match the type of worker you want to begin creating personas, audiences, and segments.

What's the difference between personas, segments, and audiences?

We thought you may have that question! Here's a crash course on a few of the most important elements needed for creating and using targeted audiences:

Persona:
A persona is a fictional presentation, or sketch, of a pool of people based on common characteristics.

> "I think it's a critical step to define the difference between audience versus persona. An audience would be a nurse, but within the nursing audience there can be several personas."

- Stephen Schwander,
  Sr. Director, Product Strategy, Jobvite | Talemetry

Rani

AGE	26	
STATUS	Married, no children	
COMBINED INCOME	Rs. 1 crore	

Currently working as Lead Engineer Paypal, ex Amazon.

Engineering Tier 2 college, Masters Tier 1 college

Bio

Rani hails from and lives in a tier 1 city. She received both her bachelors and masters from tier 1 institutions. She's an intelligent and passionate individual who wants her work to touch people's lives.

"We aren't spending enough time on the bigger picture - every push is like a band aid on a gaping wound"

"I spend 50% of my time every week on meetings"

Motivations
- Org Impact
- Leadership
- Growth
- Creating

Goals
- Shift to Product Management
- Work on projects that create user impact
- Learn people management better

Frustations
- Lack of alignment when working with multiple teams
- Lack of work-life balance

Interests
- Open Source
- Marketing
- Reading

Brands
Google
Dropbox

Important terms for Audience Planning

Audience:
A group of candidates that have similar motivations, pain points, and preferred methods of communication.
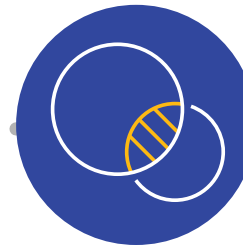
Segment:
Segmentation is the process of breaking down your audiences by a variety of criteria. It may be where they are in the candidate lifecycle, what candidate persona they conform to, what strategic audience they belong to, what your relationship is with them, what geography they are in. This segmentation is a critical step in order to market and distribute content effectively.

Sources:

https://channels.theinnovationenterprise.com/articles/why-and-how-recruiters-should-segment-their-audience

https://creative.artisantalent.com/everything-you-need-to-know-about-recruitment-marketing

How do I start building my talent pipeline with the right candidates?

Now that you understand the basics, we've put together a few best practices for you to follow that will enable your team to understand your candidates better, build the most powerful content to engage them, and then distribute your content to the right audiences at the right times.

The steps to building your talent pipeline are listed below and covered on the next three pages.

1

Gather the Right Team to Create Effective Personas and Audiences

2

Build and Deliver the Best Content

3

Don't Neglect the Importance of Data

1 Gather the Right Team to Create Effective Personas and Audiences

Like any successful effort, it's important to assemble the right team. For building personas and audiences, you want people that have a deep knowledge of the people working your desired roles, and you want them to bring a different perspective.

Having team members from sales, marketing, customer success, even support staff to understand what makes these ideal candidates unique, what motivates them to work, where they search for jobs, and what will keep them at a job is the ultimate goal.

Of course, the most important people to interview are your current employees or past candidates who make up the target audience. Specifically, the "silver medalist" candidates who exemplify the type of candidate and employee that moves your business forward.

PRO TIP:
The number of audiences will vary depending on the size of the business, types of goals, etc. While there are not hard-and-fast limits on audiences Hughes recommends, "to start small with two to five audiences. Most organizations have at least 5 but can have upwards of 20."

2 Build — and Deliver — the Best Content

When it comes to building the best content for your candidates and employees a lot of the hard work is complete by the time you've created your personas and built your audiences. All that's left to do is get a good writer on board to write content that's specific to your targeted audiences.

If you're trying to reach an audience of junior sales representatives, you may want to create a dedicated career page that potential sales candidates are directed to after clicking on customized digital ads that take the sales audience directly to a list of job postings relevant to them.

Between digital and social ads, texts, emails, and print ads there is no shortage of opportunities to create relevant content. Talent teams just have to make sure that once the content is created, it's delivered through the proper channels. After all, content is useless unless it's seen.

Read how Kinetix, a recruitment process outsourcing (RPO) firm for growth companies, leveraged audiences to build personalized content and candidate experiences on their career site, email, and via mobile.

READ THE CUSTOMER STORY ❯

3 Don't Neglect the Importance of Data

Data is integral to the beginning stages of audience planning and the maintenance and optimization of your audiences. Back in the strategic planning phases of building your talent pipelines, a big foundation effort should be to gather and interpret the candidate data in your current ATS to build your personas.

Schwander describes how data can help combat a lack of knowledge or bias. "I think people don't know [their ideal candidates] or they make assumptions. Or they have an ethereal, internal conversation, but companies aren't doing a lot of research into the numbers."

By starting with data to help create personas, then monitoring the data as content and campaigns are distributed to your audiences, you can conduct periodic audits to determine what's really working and what needs improvement.

Filling your pipeline with the best and brightest talent is no small feat, but there are more tools, templates, and tech in place to assist talent teams than ever before. Jobvite is committed to helping organizations make these recruitment marketing strategies simple and successful.

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About Jobvite

Recruit Better. Imagine More.

Jobvite is a comprehensive talent acquisition suite that offers a marketing-inspired approach to recruiting by intelligently attracting your dream candidates, automatically screening for the highest quality, engaging employees invested in their futures, and retaining the people who care the most about your organization by combining the power of data and the human touch.

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