Building Diverse Talent Pools Through Targeted Audience Planning

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How to Start Creating Targeted Campaigns for Different Audiences

If the labor market has taught talent acquisition professionals anything in the last few years, it's that candidates need more from employers. Employees are looking for a workplace where they feel included and represented, and they want an environment where they can bring their genuine, authentic selves to the organization. It's no wonder that the most strategic talent teams have shifted their focus to improving the diversity, equity, and inclusion (DEI) in their company and recruiting processes.

As recruiters prioritize DEI throughout the hiring process, finding and connecting with a wide range of talent with unique worldviews and experiences begins by building diverse networks of candidates. Sourcing qualified applicants from a variety of channels and expanding talent pools can help establish the foundation of DEI in an organization. And building quality, diverse talent pools requires properly engaging candidates at the right time and through the right channels.

For recruiting teams to keep talent pools diverse, they must develop a strategic recruitment marketing approach leveraging targeted campaigns for different audience segments. The Evolve Talent Acquisition Framework

identifies three separate types of audiences, including key talent audiences, strategic audiences, and relationship audiences:

KEY TALENT AUDIENCES
These audiences have experiences and skill sets to fill high-volume jobs, geographically targeted jobs, or critical jobs like executive hiring.

STRATEGIC AUDIENCES
These are demographic groups that businesses want to attract, including diversity candidates, veterans and military hiring, and university relations for students, grads, and interns.

RELATIONSHIP AUDIENCES
These include candidates that the business already has a known relationship with, including internal employees, alumni, employee referrals, the contingent workforce, and past applicants, like silver medalists and high potential candidates.

Creating targeted campaigns might seem a little overwhelming. That's why we put together our essential steps to building diverse talent pools through audience planning. This eBook will dive into actionable strategies to get started with engaging talent pools and segmenting audiences for recruitment marketing campaigns.

What is Audience Planning?

Not every candidate is the right fit for an open role. Knowing who would make the best-fit candidate requires a strategic approach, and that's where audience planning comes in. Using leading talent acquisition, like the Evolve Talent Acquisition Suite, can help to build and engage more diverse networks of candidates, and support audience planning for your key hires.

Audience planning empowers talent teams to segment candidates based on source, job experience, skills, certifications, professional memberships, and more, and then engage them with relevant content during their talent journey. Segmenting audiences helps inform and plan recruitment marketing campaigns to source and engage a wide range of the best candidates. It helps teams find and engage the right candidates at the right time and improve hiring outcomes.

Tailoring Messages for Talent Pool Segments

Similar to the consumer world, candidate audiences can be segmented based on almost any factor and nurtured through strategic campaigns. Segmented candidate groups can help create meaningful relationships between recruiters and candidates.

Building a candidate profile with data and insights gathered from existing engagement levels can also help segment audiences even further. These audiences can establish future lists for recruitment marketing campaigns, including targeted invitations to apply for open roles or even industry updates.

Active and passive talent

Talent pools can also be grouped based on the stage of the candidate in the talent journey. Active and passive talent can be targeted for recruitment marketing campaigns that are relevant to their job seeking journey.

Silver medalists are also great candidate segments to nurture and prioritize with other future open positions. Whether they are interested in applying for a new role or are curious about other open positions within the business, targeted campaigns can help capture higher volumes of applicants and then encourage them to continue along various milestones of the recruiting process.

Skill and experience groups

Sometimes it makes sense to group together candidates based on specific skills or job experience. Recruiters use these types of segments to easily find the right candidate for open positions that often take a long time to fill. Roles that benefit from this kind of segmenting include:

- Highly technical positions (lab technicians, engineers)
- Positions with specific certifications or license requirements (machine operators, healthcare providers)
- Specific soft skills or training preferred (front desk support, customer service roles)

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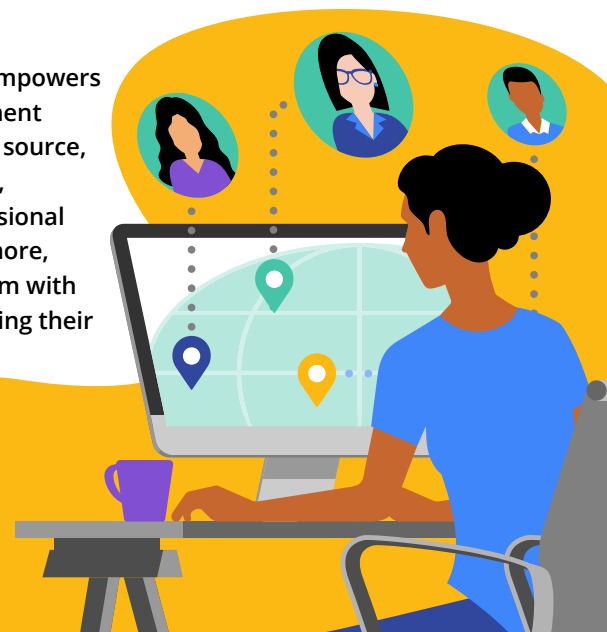
Communities, universities, and professional groups

There are so many groups that candidates can be segmented into. Recruiting groups looking to improve DEI in their organization are expanding their talent networks through different communities and professional groups. Look to the local community for industry and professional groups, universities, and even veteran networks. These are great places to find a wide diversity of potential employees who are looking for their next opportunity and have specific affiliations that help identify how to best nurture them.

Analyze areas of underrepresentation in your company and use that data to search out new candidate groups to improve DEI. Recruiting teams are using these connections to source qualified applicants and build diverse candidate slates.

Finding the Right Channels

Engaging candidates through social media, career sites, email, texting, and chatbots are great ways to gather information and build profiles that help segment candidates, making future communication more relevant and engaging. Gather data on what channels applicants interact with the most and use that to develop future recruitment marketing campaigns.

Candidate engagement scoring

Make it a priority to leverage recruitment marketing tools that evaluate and score candidate engagement in your programs. Candidate engagement scoring offers recruiters the ability to analyze applicant activity and better nurture relationships. It allows talent teams to build networks, improve engagement with candidates, and better reach applicants where they are.

Candidate engagement scores provide insight into crucial recruiting data, including which channels candidates prefer to use when communicating with recruiters. Recruiting teams can use engagement scores to transform their recruiting programs and better connect with talent more quickly. These scores are generated using recruiting automation and AI, which can help reduce bias in the screening and interviewing process.

Target audiences

Build segmented audiences with all the data collected on candidates to receive targeted messaging campaigns. These campaigns can be related to job openings, company updates, industry updates, or even employee stories. Leverage preferred channels to reach out to talent pools and keep them engaged with relevant information.

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Execute Campaigns That Attract More Diverse Candidates

When you start with segmented audiences and determine what you'd like to achieve, you can more easily identify how to engage and tailor your messaging to these candidates. Perhaps, for example, you want to nurture passive talent and promote an upcoming technical role. Or you want to highlight candidates that hold a specific certification that is difficult to earn. When you use this level of personalization, you can better communicate with and engage candidates at the right time with a highly tailored message.

Most important, determine the goal for every recruitment campaign. Goals should be measurable so they can be easily measured and monitored. Whether you are looking to increase applicant conversion rate, improve quality of hire, increase your level of DEI within the organization, or shorten time-to-fill, focus on one specific goal for each campaign to get started. Then scale campaigns when they start to yield results.

Campaigns to improve DEI

Targeted audience planning can help you create engaging campaigns with the goal of improving DEI across the organization. When you segment audiences based on your goals for a more inclusive business, you can better engage and nurture candidate relationships, while sourcing a wider diversity of talent. Use some of these messaging ideas to get started:

- **Employee story series:** Let employees tell their own stories and share them on your company social media, career sites, or even in an email newsletter. Share a variety of perspectives and be sure to include leadership, middle management, individual contributors, and hourly employees. This is a great way to add inclusivity to company culture and demonstrate it to potential candidates.

- **Recruiting for soft skills:** Many companies are struggling to find employees who have transferrable skills, like team leadership, organizational skills, and even computer proficiency. Create a campaign that focuses on engaging candidates who list specific skills in their resumes rather than looking for diplomas or years of work experience. Soft skills show that a candidate is motivated and willing to learn, which might otherwise be missed in the screening process.

- **Internal mobility and referrals:** Before posting your next requisition on various job boards, consider using your own employee referral program. Build incentives for employees to refer their networks to open positions and watch candidate slates increase in diversity of representation.

Monitor Results and Refine Your Process

Remember, the work isn't over after one campaign is executed. Now is the time to evaluate the messaging that was deployed and find areas of success and opportunities. Strategic recruiters consistently analyze their targeted campaigns, audience segments, and candidate engagement for areas they can improve.

It's also important to stay agile and adjust campaigns as they run. Test messages with different audiences and see what resonates with them and in what channels they're most likely to engage with. All this data can be used to create and scale better campaigns in the future.

Targeted audience planning is a key lever you have to create better employee and candidate experiences to prioritize DEI in new and more focused ways.

Key recruiting metrics are great benchmarks to evaluate the success of campaigns. Try some of these metrics to get started:

- Quality of hire
- Application conversion rate
- Source of hire
- Source of applicant
- Diversity of candidate slate

As we know, organizational DEI isn't a final goal to achieve, but a way of operating every day. Targeted audience planning is a key lever you have to create better employee and candidate experiences to prioritize DEI in new and more focused ways. The strategies provided in this eBook are a great place to start when building a more strategic approach to recruitment marketing. Make sure to continue learning how you can engage candidates and nurture applicants by staying up on the latest recruiting insights from the Jobvite blog and resource library.
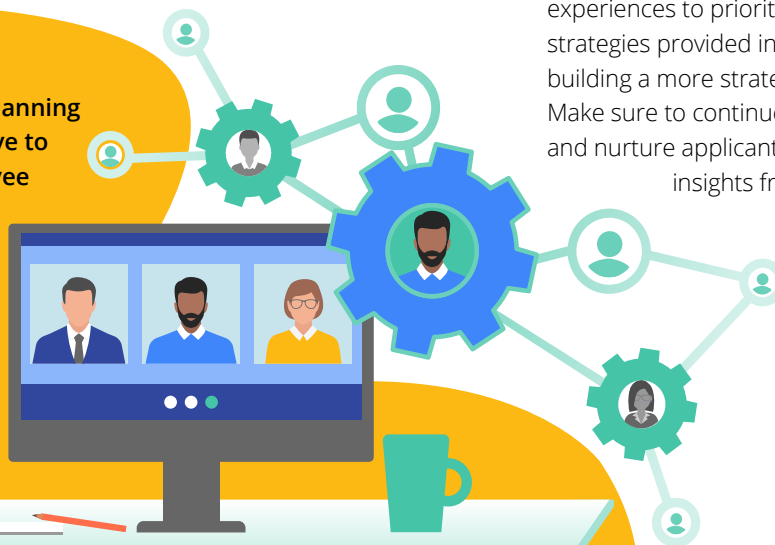
About Jobvite

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