



# Level Up Your Recruitment Marketing to Compete (and Win)

Matt Lozar  
Director of Recruitment Marketing  
Haley Marketing Group



**Access Session Slides and Resources in Two Ways**

Download the Staffing World App

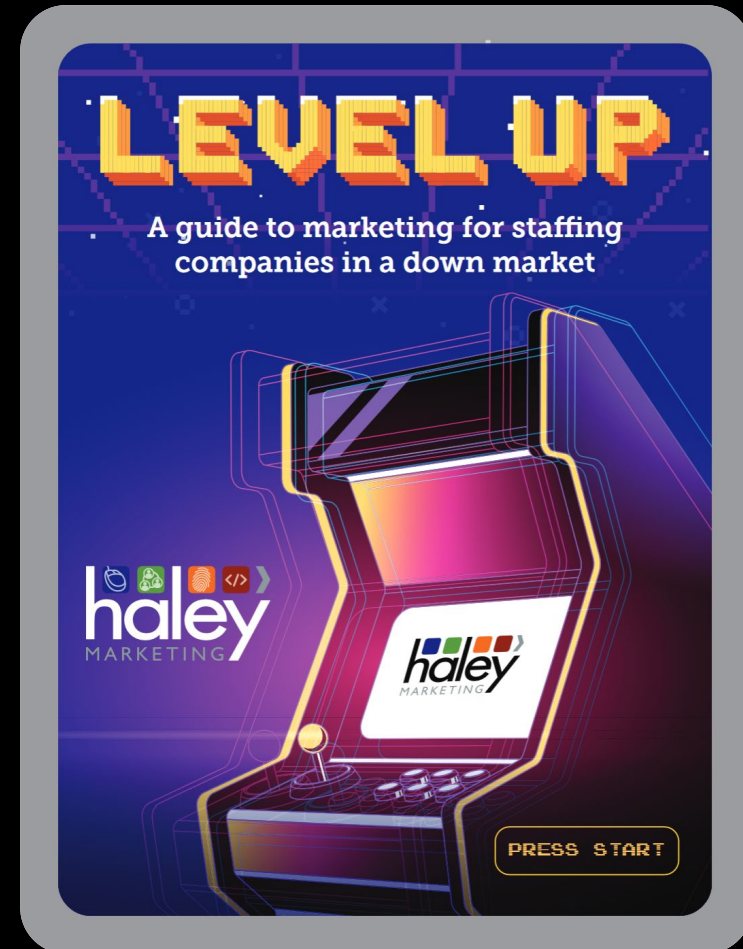
or

*[staffingworld.net/materials2023](https://staffingworld.net/materials2023)*



# Get the eBook!

[www.haleymarketing.com/level-up](http://www.haleymarketing.com/level-up)



# LEVEL UP

*Your Recruitment Marketing to Compete (and Win)*

**Matt Lozar**

*Director of Recruitment Marketing*



# Before we get started...

You deserve a shoutout.





# You're Already Leveling Up!

25,000 staffing companies across the country, and YOU are here to Level Up.



# LEVEL UP YOUR RECRUITMENT MARKETING



# LEVEL UP YOUR RECRUITMENT MARKETING

Everything it takes to get the **Right People** to apply to your jobs.





# LEVEL UP YOUR RECRUITMENT MARKETING

What's the **Number One Thing** recruiters complain about with candidate applications?

Quality!



*It's time we all...*

**LEVEL UP**



# Take it ONE strategy at a time

Leveling up takes time..but only takes ONE step to get started



# LEVEL UP YOUR CAREER SITE



**LEVEL UP YOUR CAREER SITE**

**THE**

**amazon**



**EFFECT**

# LEVEL UP YOUR CAREER SITE

## More Than an OUTDATED Brochure

What Are You Doing to Engage Candidates?

- What's in It for **ME**? Why Am I Here?
- How Can You Reduce Friction?
- **Most Important:** How Can You Avoid Losing Them?





# LEVEL UP YOUR CAREER SITE

Calls to Action

Multiple Ways to Apply

Job Alerts

Easy to Find Jobs / Apply Online

Exit Pop-Ups

Keep Jobs on Your Domain – SEO!

Chatbot

Remarketing Ads



# LEVEL UP YOUR JOB ADVERTISING



# LEVEL UP YOUR JOB ADVERTISING

## What's. In. It. For Me (WIIFM)

- The Jobseeker
- Not You
- Not Your Company
- Not Your Client

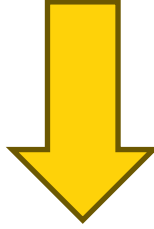


# General Labor

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## 📍 Belleville, MI 48111

Posted: 09/06/23  
Employment Type: Temp To Hire  
Industry: Production  
Job Number: 105687  
Pay Rate: 16.50



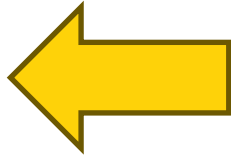
### Job Description

#### **Great opportunity to work outdoors, full time hours and 3 day weekends!!**

The Advance Group has partnered with a metal recycling company in Belleville, MI currently seeking motivated General Labor candidates.

#### **Hours for General Labor workers:**

- Monday-Thursday 2pm-12am
- Start times fluctuate based on production needs
- Must be able to work 1<sup>st</sup> and 2<sup>nd</sup> shift
- General Labor applicants must be available for mandatory overtime during the week

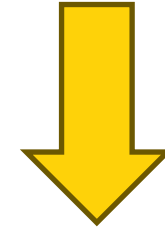


# General Labor

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## 📍 River Rouge, MI 48218

Posted: 09/06/23  
Employment Type: Temp To Hire  
Industry: Production  
Job Number: 105689  
Pay Rate: 16.00



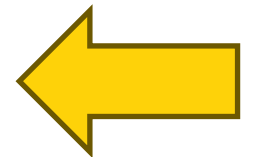
### Job Description

#### **Overtime and Advancement opportunities available with growing company in River Rouge!**

The Advance Group has partnered with an iron scrap metal company in River Rouge, MI that has been in business since 1971 and they are currently seeking General Labor workers.

#### **Hours for General Laborers:**

- 12:00pm to 12:00am or 12:00am to 12:00pm
- Sunday through Wednesday or Wednesday through Saturday



# LEVEL UP YOUR JOB ADVERTISING

## Make Data-Driven Decisions

- Eliminate Wasted Spend
- Test Job Titles, Job Ads, and Job Boards
- Maintain Flexibility
- Search for the Holy Grail

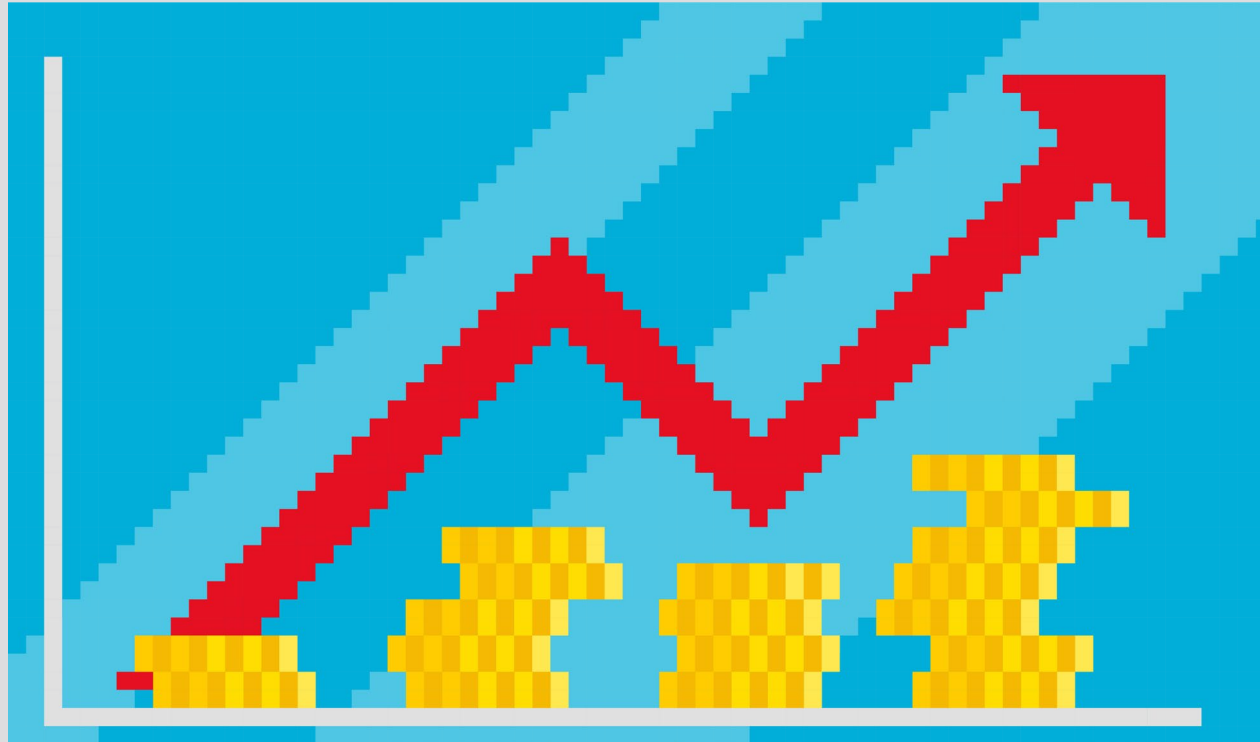


# LEVEL UP YOUR JOB ADVERTISING

Category	Q1 CPA	Q2 CPA
Admin / Clerical	\$0.99	\$1.03
Manufacturing / Light Industrial	\$1.58	\$1.32
Healthcare	\$8.97	\$11.63



# LEVEL UP YOUR JOB ADVERTISING



# LEVEL UP YOUR JOB ADVERTISING

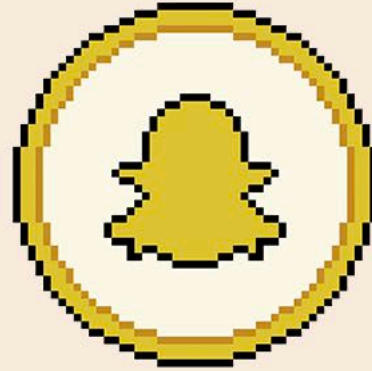
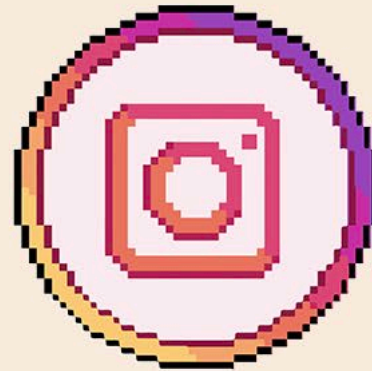
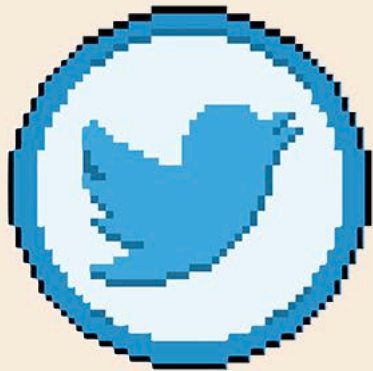


Type of Job	Apps	Clicks	CR%	CPC	CPA	Spend
Level 1	3,406	36,793	9.3%	\$0.52	\$5.60	\$19,083
Level 2	22,196	134,706	16.5%	\$0.27	\$1.65	\$36,698

Type of Job	Offers	Cost/ Offer	Starts	Cost/ Start	Place ments	Cost/ Placement
Level 1	48	\$397.58	37	\$515.78	35	\$545.25
Level 2	307	\$119.54	219	\$167.57	206	\$178.15



# LEVEL UP YOUR SOCIAL RECRUITING



**LEVEL UP YOUR SOCIAL RECRUITING**

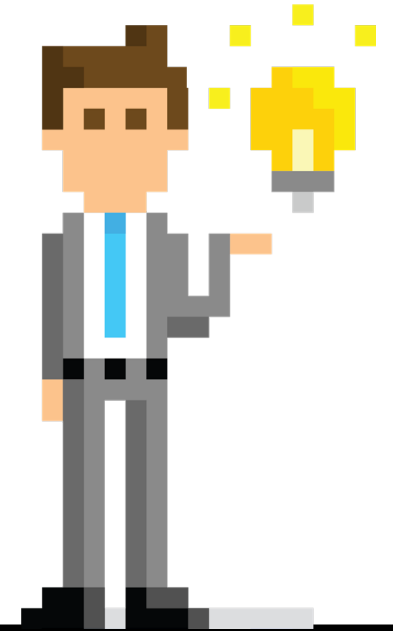
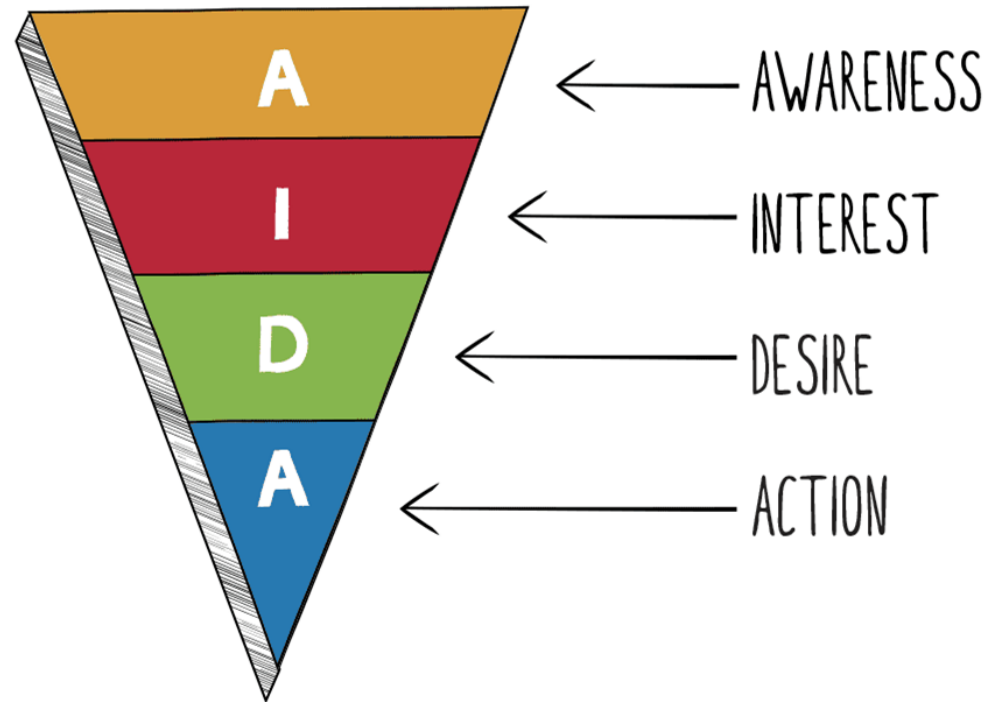
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RENT**



# LEVEL UP YOUR SOCIAL RECRUITING



# LEVEL UP YOUR SOCIAL RECRUITING



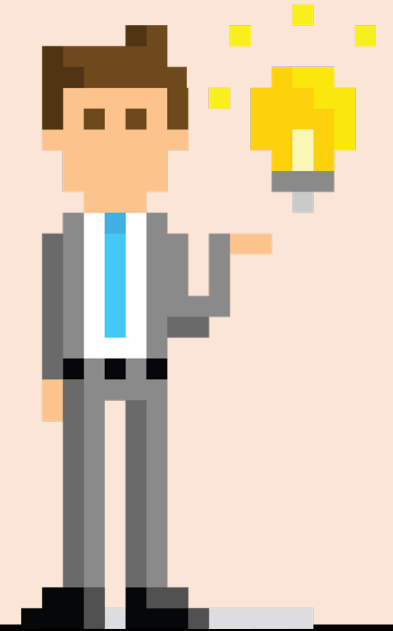


# LEVEL UP YOUR SOCIAL RECRUITING

## Different Strategies/Tactics Are Needed

Active Candidates vs. Passive Candidates

- **Most Important:** Where is **YOUR** Target Audience Spending time?
- Content Calendar – Different Tactics
- Paid vs. Organic



# LEVEL UP YOUR EMPLOYER BRANDING



The logo for Haley Marketing, featuring the word "haley" in a lowercase, sans-serif font with a small arrow pointing to the right above the "y". Below "haley" is the word "MARKETING" in a smaller, uppercase, sans-serif font. To the left of the text are four colored squares: purple, green, orange, and red.

# LEVEL UP YOUR EMPLOYER BRANDING

## What Story are Your Reviews Telling?

99.9% of customers read reviews when shopping online



# LEVEL UP YOUR EMPLOYER BRANDING

## What Story are Your Reviews Telling?

96% of customers look for negative reviews specifically



# LEVEL UP YOUR EMPLOYER BRANDING

## What Story are Your Reviews Telling?

3.3 stars out of 5 is the lowest customers will consider



# LEVEL UP YOUR EMPLOYER BRANDING

## What Story are Your Reviews Telling?

43% of customers expect a business to have over 100 reviews



# LEVEL UP YOUR EMPLOYER BRANDING

## Provide a Great Employment Experience

Every Step of the Process

- Job Search
- Hiring Process
- Onboarding
- Doesn't Stop after Day 1!



# Take it ONE strategy at a time

Leveling up takes time..but only takes ONE step to get started





# LEVEL UP

MORE free advice from Haley Marketing to help you LEVEL UP!



# InSights

The leading podcast for the staffing and recruiting industry with 120+ episodes



# Rate This Breakout Session

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JAG





**Get the eBook!**  
[www.haleymarketing.com/level-up](http://www.haleymarketing.com/level-up)

