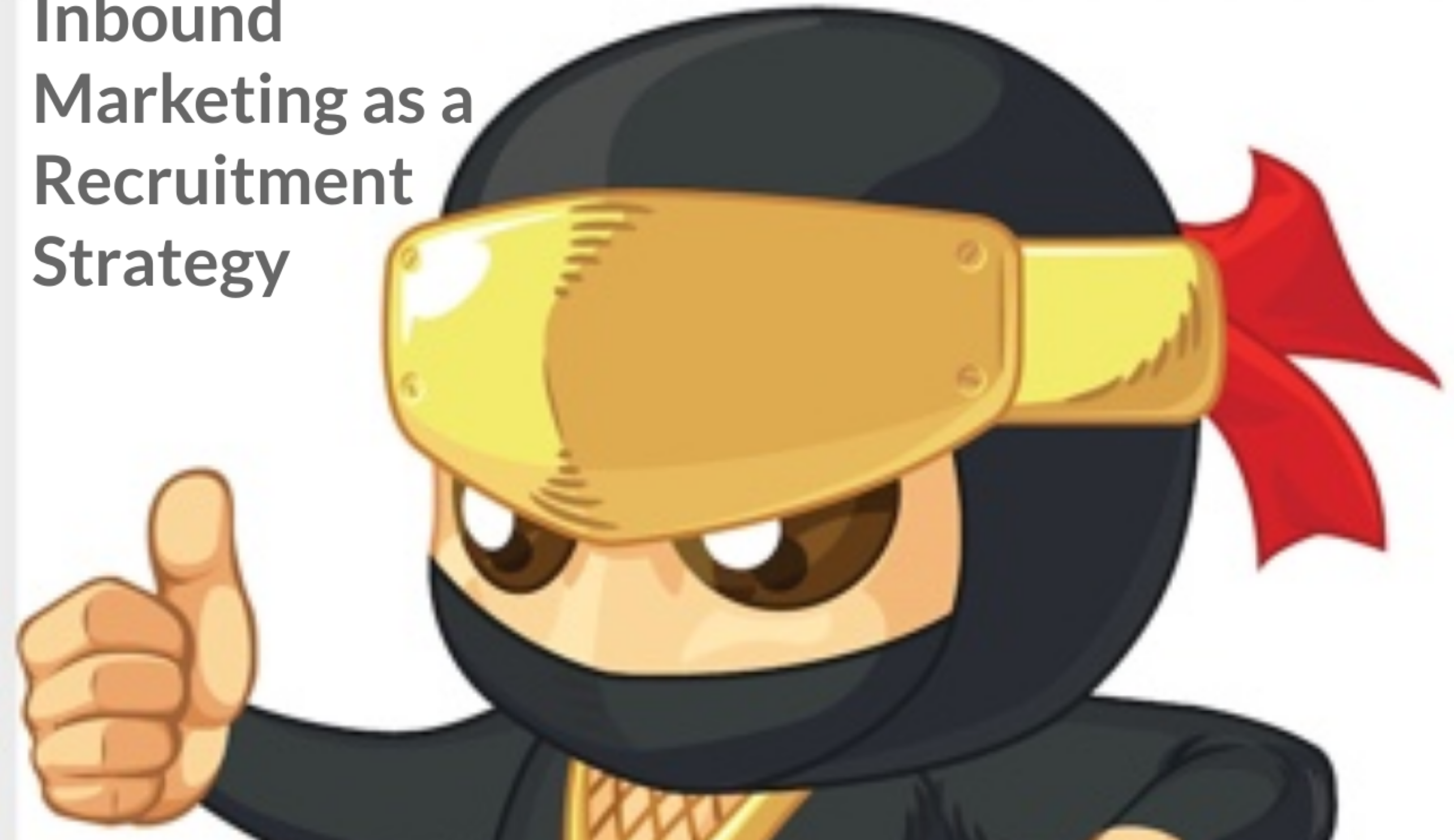


Inbound Marketing as a Recruitment Strategy



Welcome!

- Understand the difference between Outbound and Inbound Marketing
- Learn how to utilize Inbound Marketing in your recruitment strategy
- Discover the 5 steps in setting up a successful Inbound Marketing campaign
- Learn best practices from companies outside the senior living industry





We know that 95 percent of the people that companies want to hire for critical roles are not actually looking for a job.

Inbound VS Outbound Marketing

OUTBOUND

Job postings, paid advertising, or a third-party recruiter.

INBOUND

Attract new prospects to your company, engage with them, and create opportunities to see if there is a match



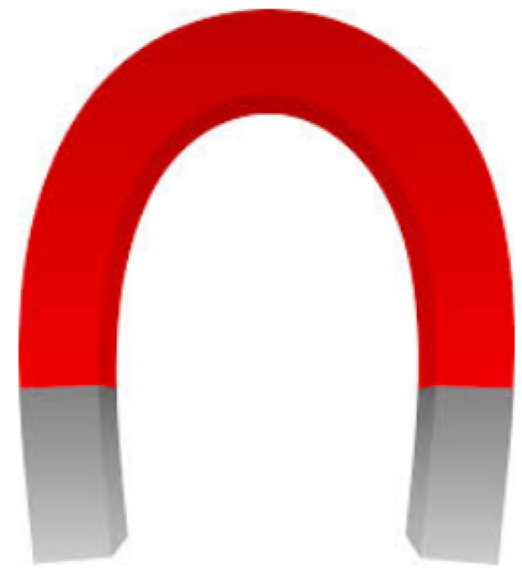
Paid Advertising



Job Posting



3rd Party Recruitment



Articles, eBooks

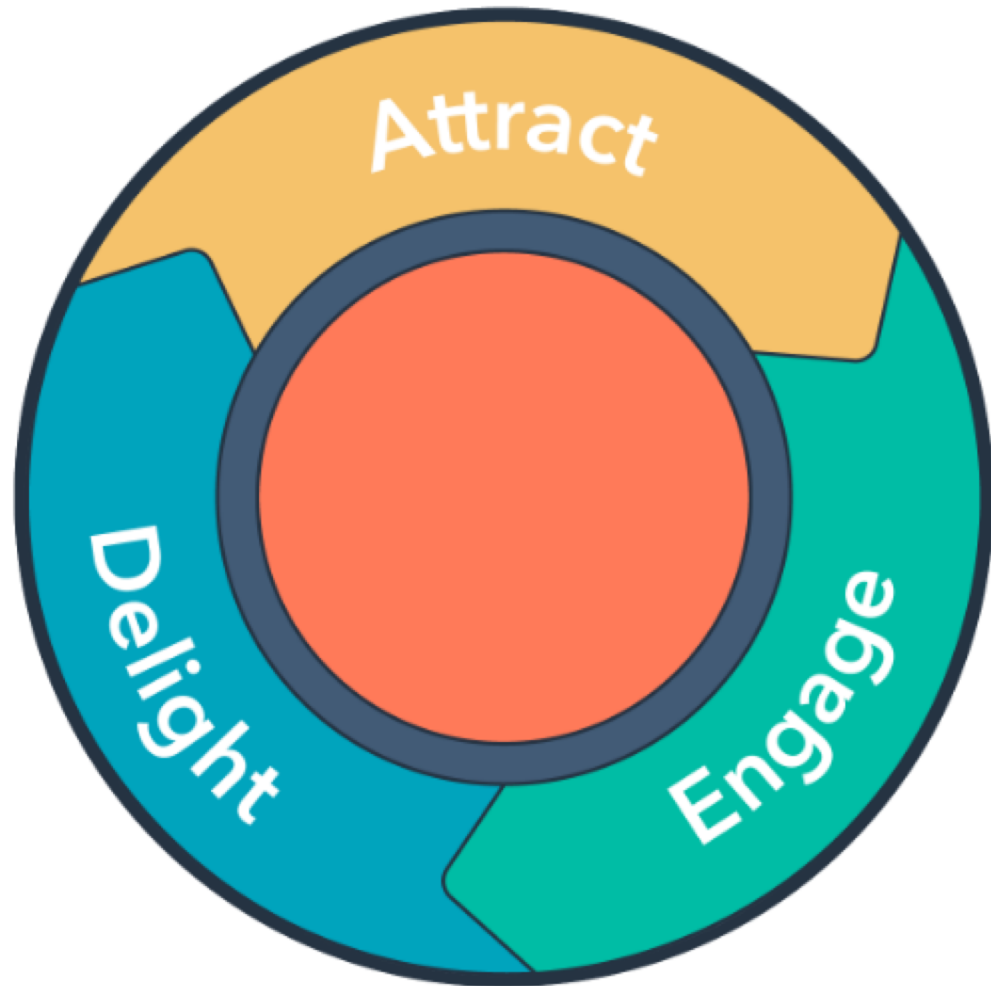


Professional Events



Benefits and Culture

Inbound Recruiting



01

Attract

Ads, Videos, Blogging, Social Media, Content Strategy

02

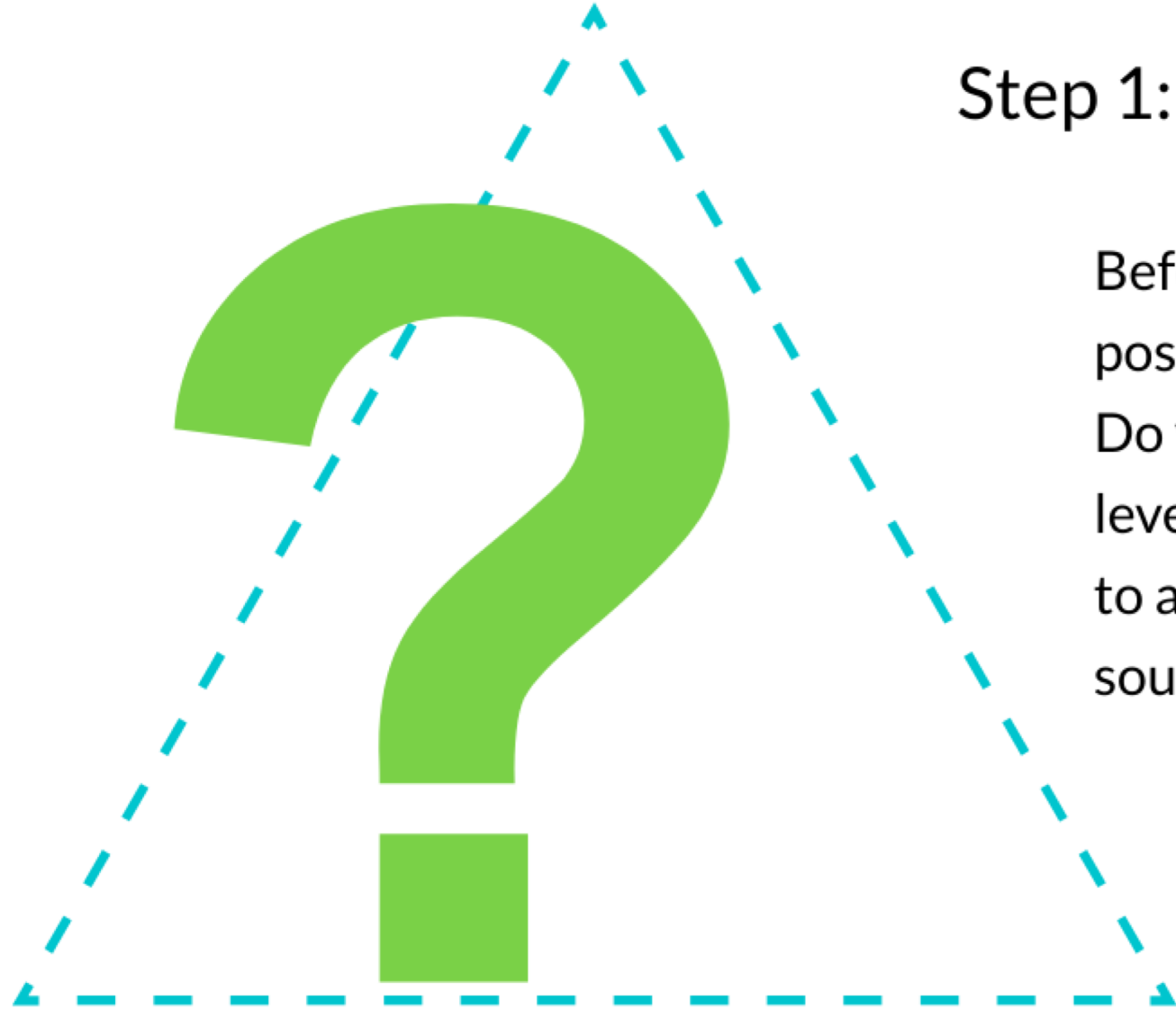
Engage

Email Marketing, Marketing Automation

03

Delight

Conversations, Surveys, Attribution Marketing



Step 1: What's Your Goals?

Before you start, decide on which positions you are trying to attract. Do you want to focus on executive level and above? Or do you also want to also use inbound marketing to source your nursing and care staff?



Step 2: Define Your Persona

Think about the characteristics that you are looking for in your ideal candidate.

- Educational background
- Previous Experience
- Technical Requirements
- Traits and Skills of Successful Employees



Step 3: How Do You Describe Your Culture?

Think about your company culture:

- How do you define success in your company?
- What are the company non-negotiables when it comes to character and performance?
- What are the top 10 words you would use to define your culture?

Step 4: Create Relevant Content



- According to Career Builder, 75% of job seekers start their search on Google. Based on who you are looking to attract, create content that will engage prospects. This can include:
- Why you are the best company to work for
- Associate testimonial videos
- Educational content.
- **Find the best channels to connect with your prospective candidate.**



Step 5: Build Relationships

Candidate-specific content will bring relevant people to your site and introduce them to your brand -- the first step towards getting them to apply.

WAYS TO CONNECT



VIDEOS

Associate testimonies,
community tours, tell your
company story



Educational Material

Blogs, CEU's, eBooks, webinars
and white papers on leadership,
etc.



eNewsletter

Stay in touch, company updates



Social Channels

Use all your social channels to
attract and engage





Spotify's sponsorship of the Grace Hopper Celebration of Women in Tech is a great example of how to use event marketing to attract qualified candidates.



Join the Lockheed Martin Talent Network

Join our Talent Network and be the first to learn about news and events at Lockheed Martin. You can also register to receive job alerts about new opportunities. We know that your time is valuable and we look to serve you in a way that is respectful. Timing is everything in making the right career decision. By joining our Talent Network, we can ensure that we stay engaged with you for when the time might be right. Use the form below to share some information about you that will help us determine the information we share with you.

We look forward to connecting with you soon!

Which of the following is the most important if you were to consider a new job?



56%

The company has a reputation as a great place to work



20%

The company has a reputation for great products and services



17%

The company has a reputation for great people



7%

The company has a reputation for being prestigious

LinkedIn
Talent
Survey

Want to come to our next event?



candidate@company.com

Want to come to our next event?

Hi there [Name],

Last week, we hosted a really successful training event at our headquarters. We invited dozens of speakers to join us for a day filled with workshops, collaboration, and inspiration.

Ideas were exchanged. Relationships were built. And we capped it all off with an awesome happy hour.

Here are a few pictures from the event:

[Picture 1]

[Picture 2]

[Picture 3]

We're hosting a similar event in a few weeks. Let me know if you're interested in stopping by the office to check it out.

Best,
[Your Name]

P.S. We just posted some new job openings on our careers page. If you can make it to our next event, I'd be happy to introduce you to some of the teams looking for new additions.

THANK YOU FOR ATTENDING



Do you have any questions?

Connect With Us

Senior Living SMART
acatizone@seniorlivingsmart.com
(617) 997-1369

