

9 TIPS FOR RECRUITMENT MARKETING SUCCESS IN 2024

HEY, TALENT LEADER.

This year is all about **you**.

The experts at Shaker Recruitment Marketing rounded up their best advice for 2024, with you in mind. From employer branding to analytics and content marketing, discover the best tips and strategies to lead your team to growth, innovation, and renewed energy this year.

CONTINUE TO FIND NEW WAYS TO COLLECT DATA

“We’ve been very spoiled by the amount of data we’ve been able to collect, and then the General Data Protection Regulation (GDPR) started the change of that right. All of the sudden, we had limits on the types of data we could collect. And that wasn’t necessarily a bad thing - there were some bad actors abusing the capability, so something had to be done. Nevertheless, we’re going to have to figure out ways to collect data as our ability to do so continues to be more and more limited. Even if there’s not a seismic shift in limitations based on, say, Google disabling third-party cookies overall, it’s still going to keep happening based on consumer sentiments, states passing various laws, and ad-blocking software becoming more common.

So, I would say that if we want to be able to continue to be as insightful and prepared, **we need to continue investigating new ways to collect data while still respecting users’ wants and dislikes**. For example, I’ve had to push for more first-party data as opposed to third-party data. But, in that case, our reliance on clients’ ATS data puts us in a good place overall.”



Chris Cicmanec
Vice President of Analytics

TRANSPARENCY IS THE NEW AUTHENTICITY

“For years, we’ve been emphasizing *authenticity*, which tends to be thought of as creating an emotional connection. That’s good, but the problem with it is that it can be manipulated without it being true, which results in an employer brand that is aspirational instead of true to who you are now.

How do we do this better? **Transparency as the new authenticity, whether it’s employer branding or DEI.**

How comfortable can you get showcasing who you truly are (and aren’t) and standing behind it?

If you’re consistent with what your candidates will experience as an employee, they’ll not only appreciate that honesty, but they’ll also become ambassadors of it. Don’t be afraid to flaunt your flaws; candidates will respect it and they’ll find them anyway.”



John Graham Jr.
Vice President, Employer Brand,
Diversity & Culture

BE MAGNETIC

“Be magnetic. At an inflection point of uncertainty and how mainstream marketing and advertising is evolving at rapid speed, we feel the pressures of how traditional recruitment marketing tactics are losing luster and effectiveness. **As talent leaders, we need to grow from the table stakes “attract, hire, engage” mantras we’ve all been comfortable with and shift to captivating our audience(s).**

When the world seems off tilt, that’s the time to dig deep and get centered at your core: get crystal clear on identifying your audience(s), get thoroughly curious about who they are and where they are, think about the emotions you want to evoke, speak directly to hearts and minds, balance that with the practical benefits of joining your company, the challenges you need to solve together, and the future you’re building as an organization. Now’s the time to double down on building a magnetic employer brand experience that resonates and is cohesive across all touch points.”



Gina Alioto
Vice President,
Head of Brand & Marketing

CONTINUE TO INVEST IN STRATEGIC CONTENT

“The labor market remains competitive, and as more people start to invest in their employer brand, my best piece of advice is that content is still king (or queen!). It’s not going anywhere. Continue to invest in your employer brand and be authentic to it.”

It’s no secret that our budgets are getting tighter as the labor market and economy shifts. In my experience, folks tend to think that it’s the time to lay off marketing for a bit and refocus their efforts. But, the most savvy brands find ways (and often double down during times like this) to **continue investing in marketing, because your opportunity to build on your awareness and your market share is now.** You’ll gain a competitive edge over those who have decided to pause. So, if you haven’t been a market leader or haven’t been able to build your brand awareness and you see others holding back, it may be time to dig in and gain some of that.”



Shavon Banket
Senior Director of
Strategic Content

BENCHMARK AGAINST YOURSELF AND CONSIDER A MEDIA PARTNER

“Benchmarking against your competitors and industry standards can be an effective way to assess where you are versus where you aspire to be. However, if you truly want to see improvement in your KPIs in 2024, look at yourself as your greatest competition: Yes, we can look at the industry, but you’re the most important. **Benchmark against yourself to measure your own progress.**”

Additionally, if you’re investing any type of budget in digital media, I recommend having it managed by a team. **Any kind of investment that you’re going to make is going to be amplified by running it through an agency.** It’s not only about the expertise we bring; the depth and breadth of the clients we support allows us to see what works and what doesn’t work, so we can get very creative in stretching a budget, figuring out how to accommodate decentralized budgets, or any other unique challenge you may have. Then, you’ll have the data and a team behind that data to help you measure and optimize your ROI continually to see those results.”



Lia Mancini
Vice President,
Programmatic

FOLLOW THROUGH ON EVERY PART OF YOUR STRATEGY

“An employer brand has always been the cornerstone of a good talent acquisition program. Ensure that yours is up-to-date, and that your careers site follows best practices. Put an emphasis on candidate experience through the attraction, interview, and offer or rejection. Be hyper-focused on the technology, tools and media in your strategy. As budgets get tighter, it’s incredibly important to ensure all components of your strategy are providing an outstanding ROI and that you are not lacking any key options that may perform better. Finally, make certain you are getting accurate reporting and analytics along with guidance on what actions to take based on the data. **Working with a tech and media-neutral partner is imperative!**”



Kim Harrell
Vice President,
Business Development

DIAL UP YOUR UNIQUE EMPLOYER ATTRIBUTES

“The labor market is going to continue to be competitive and challenging throughout 2024, so don’t let your guard down! The key to attracting and converting candidates is understanding who your audience is and what they are looking for in an employer. **Dial up those attributes you’re able to offer today in your marketing and tell those stories through the voice of your own employees via video and other engaging content.**”

Double down on performance-based paid media channels like programmatic job distribution and search engine marketing – and build up your presence on channels where your audiences are spending their time, like Facebook, Snapchat, and TikTok. Leverage technology to ensure a frictionless and modern candidate experience that makes the hiring process easy, intuitive, and – dare I say it – fun! And finally, measure your efforts to inform and optimize your strategy.”



Peter Carr
Vice President,
Client Services

AMP UP YOUR CANDIDATE EXPERIENCE AND SECURITY SIMULTANEOUSLY

“Cybercrime and security continue to be top concerns in 2024, especially with the increased sophistication of AI. While it might be okay to let our guards down in person, we have to keep them up online.

Examine your candidate journey - are there opportunities to implement safety tactics while providing an exceptional experience? For instance, consider data-driven recruitment elements that leverage analytics and AI insights. Implement skill assessments to help ensure candidates have the necessary skills and competencies for the role. Stay up-to-date with relevant industry regulations and compliance requirements, and incorporate cybersecurity measures to help protect candidate and employee data. **Integrating some of these elements into a recruitment strategy will help achieve success in hiring while focusing on safeguarding sensitive data.**”



Miguel Chavez
IT Director

CAREER SITES ARE THE HEARTBEAT OF YOUR RECRUITMENT STRATEGY

“Returning to the fundamentals of a solid recruitment strategy, **gear up for the new year by prioritizing your career site – the central hub of your recruitment marketing efforts.** Conduct monthly assessments to align with hiring goals and ensure the site reflects your brand story. Create an inviting space where top talent actively engages. Blend elements of telling your brand story and creating engaging content to enhance the candidate experience, making the recruitment journey both meaningful and enjoyable. It’s more than a site; it’s the pivotal focal point of your recruitment efforts.”



Sara Elkins
Vice President,
Digital

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OUR SERVICES?**