BUILDING YOUR **2021**
RECRUITER TOOLKIT
December 9, 2020

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AGENDA

Data – how to get it, interpret it, and use it to make marketing decisions

Destination – a site or landing page that gives candidates the information they need

Message – a story or pitch that tells candidates why they should join you

Strategy – a way to reach and attract candidates, including pay-for-performance media

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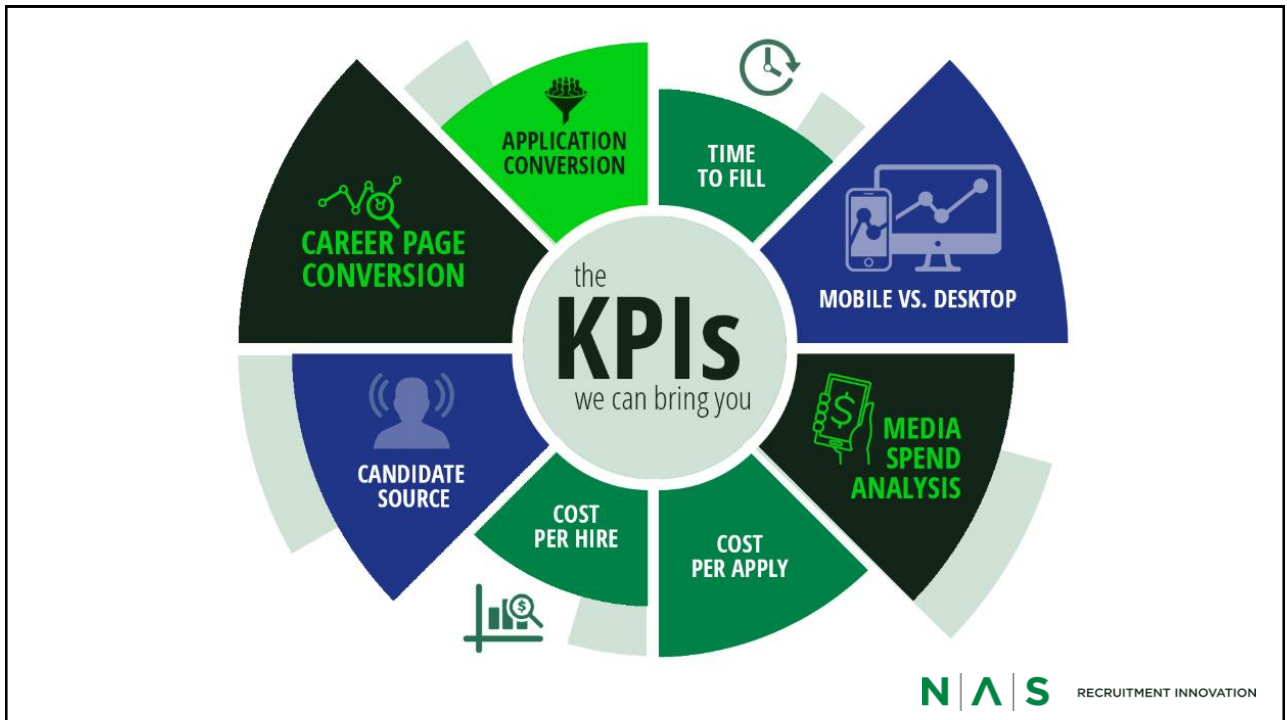
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Data

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KPI Focus

Application Conversion: Where are your ATS stumbling blocks – do you know what step has highest drop-off rate?

Time to fill: Movement from each step-in application process; to target time delays and improve processing

Mobile Vs. Desktop: Develop strategies for each based on averages to convert on each device

Media Spend Analysis (CPA or CPH): Understanding where $ are spent; and how to improve delivery to lower cost and increase results

Candidate Source: What source works/doesn't – focusing on saving money and time for recruiters based on QUALITY applicant vs. volume

Career Page Conversion: Is your content engaging to move candidates through the funnel?

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MEASURE AND IMPROVE

Smarter Media Buying: Know what media is performing well and for which job families. Get results-oriented insights that drive action.

- ✓ **Decrease monthly media spend up to 50%**
  while maintaining similar or increased activity.
- ✓ **Decrease both cost per apply and cost per hire up to 75%.**

Growth Strategy: Identify career areas with healthy organic application volume and focus spend on areas of need.

- ✓ **Target media spend** by job family or location.
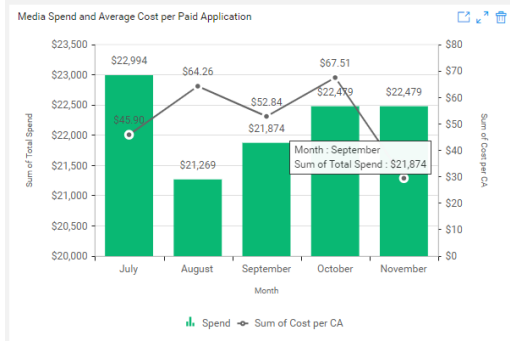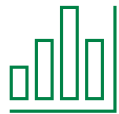- ✓ **Increase volume of applies** without increasing media spend.

REPORTING → ANALYSIS → IMPROVEMENT

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ANALYZE YOUR SPEND AND RESULTS

Q3 2020 Performance Report

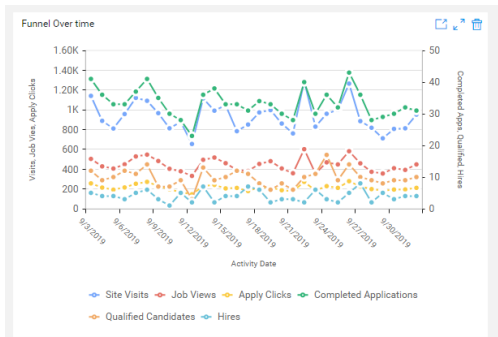| Views		Applications		Avg. Cost / Paid Application	Total Job Spend November	Hire Count
March Views	91,515	March Apps	8,151	$29	$22,479	217
February Views	91,021	February Apps	8,702			
▲ 0.54%		▼ -6.54%				

Media Spend and Average Cost per Paid Application

Spend by Source

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UNDERSTAND YOUR FUNNEL

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CAMPAIGN SUCCESS: MEDIA SPEND AND AVERAGE COST PER APPLY
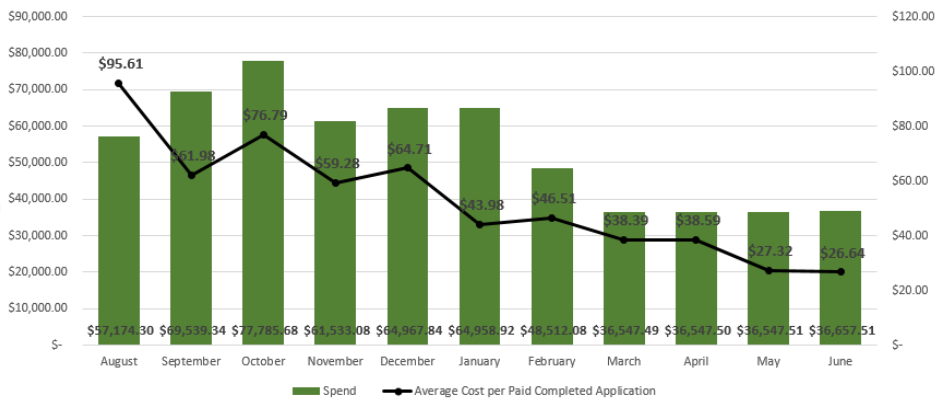
✓ **75% decrease** in cost per apply over 10 months

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Destination

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Common Career Site Problems

Limited Search Engine Optimization (SEO)

Poor Candidate Experience

No Measure of Success

Lack of Strategic Execution

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MD Anderson Career Site: Before
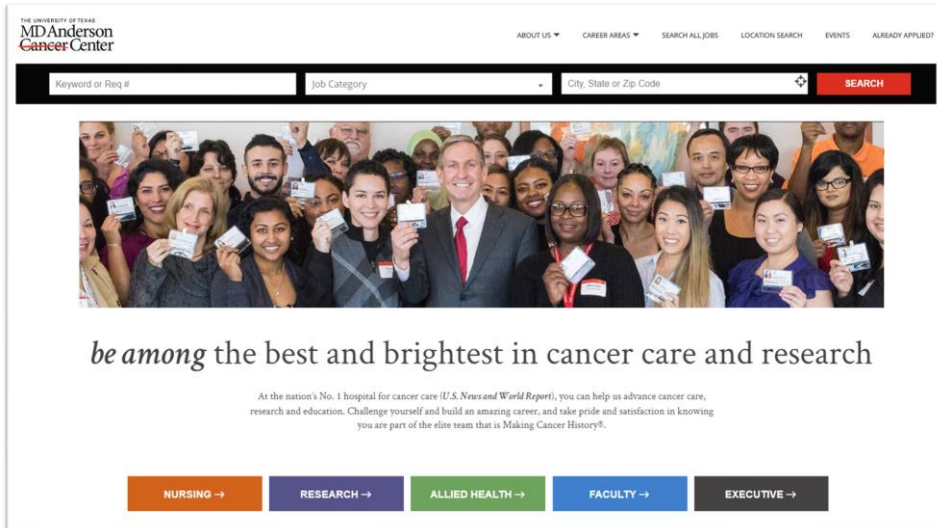
No Content Areas

No branding elements; WIIFM

Lengthy, hard to read and direct link to ATS; no content for SEO value

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MD Anderson Career Site: Today

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Career Site Performance

Q1 year over year increases of 60% in completed applies

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HOME PAGE

Scroll rate

75%

50%

25%

Top clicks

- Search widget
- Already Applied
- Nursing
- Research
- Additional
  Opportunities scroll
  (limited activity
  with buttons)

Little Activity

- Military

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ACTIVATE™ IS A PROPRIETARY, CLOUD-BASED SAAS THAT DELIVERS:

A quick and easy job search experience

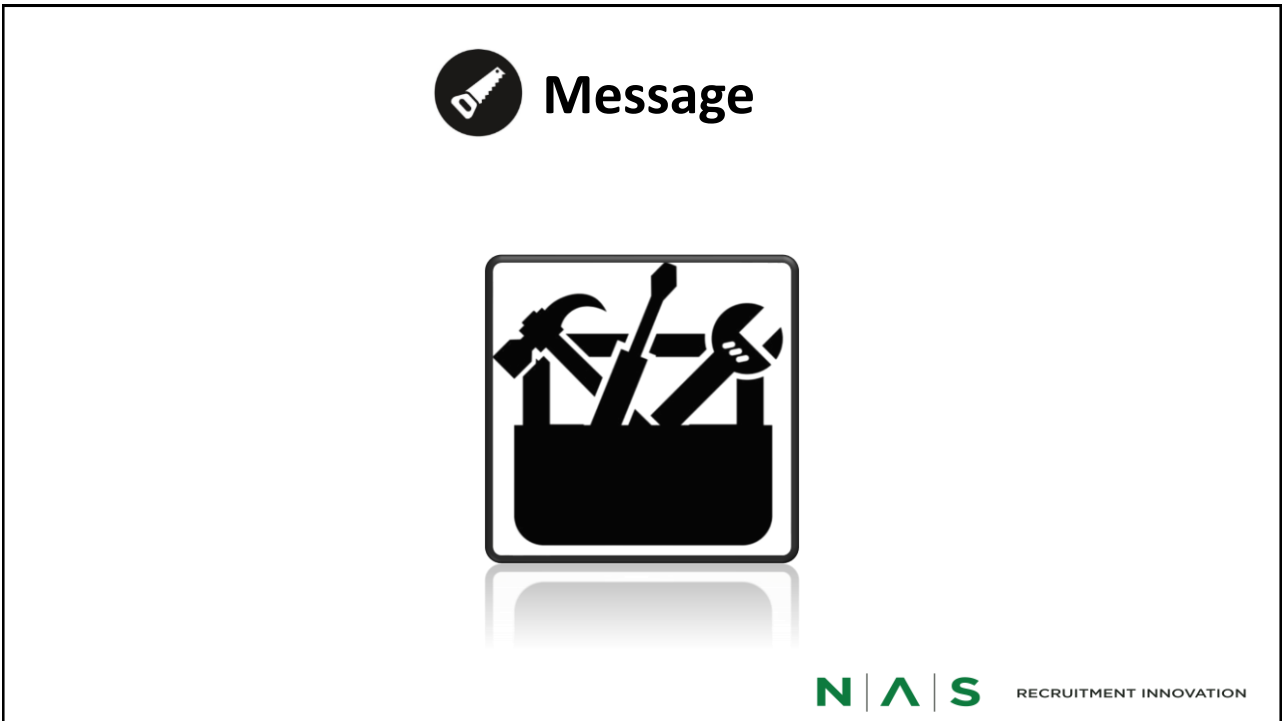**Mobile-responsive design**

Branded landing-page content

Improved SEO (your jobs get better rankings)

Outreach capabilities via email and text

Quick form for candidates to indicate interest

Robust analytics to track results and manage budget

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STORYTELLING

Our goal is to take what we've learned through discovery and develop an employment brand platform that tells your unique story with impact.

DIFFERENTIATE.

BUILD FLEXIBILITY.

MOTIVATE.

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STORYTELLING

Specialized expertise in employment branding

Seamless partnership with TA and Marketing

Flexible, depending on budget and existing intelligence

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STORYTELLING Concept Creation

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STORYTELLING

Brand Guidelines

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Strategy

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STRATEGY

NAS uses creative messaging and strategic thinking to improve your hiring metrics.

PROGRAM-MATIC	DIGITAL MARKETING	SOCIAL	CONTRACTS	MEDIA	EVENT PLANNING	ANALYTICS

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GOOGLE SEARCH: WHY IT WORKS
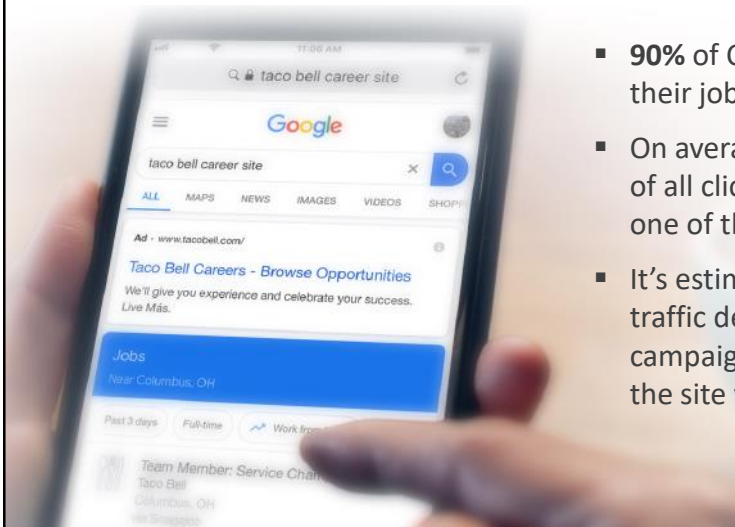
- **90%** of Candidates start their job search on Google.

- On average, **more than 50%** of all clicks on Google go to one of the top 3 results/ads.

- It's estimated that 89% of the traffic delivered by a paid search campaign would not have visited the site without that campaign.

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DISPLAY AND RETARGETING

Our teams are experts in combining real-world and digital data and applying market intelligence to give our customers the insights that help them win.

Media
Fuel brand growth and higher sales through award-winning, hands-on programmatic ad campaign management.

Analytics
Drive successful business outcomes through custom analytics solutions.

Tech
Unlock value in any data asset through best-in-class A.I. technology with limitless scalability.

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DISPLAY: HOW IT WORKS

- **Banner ads are displayed across 90% of internet.**
- **12 sizes offer cross-device compatibility (mobile, tablet, desktop, TV).**
- **We can target from nationwide to micro geo-targeting.**

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RETARGETING: HOW IT WORKS

Display ads target users who have visited your site before.

CANDIDATE   CANDIDATE TAGGED   CANDIDATE LEAVES

CANDIDATE RETURNS
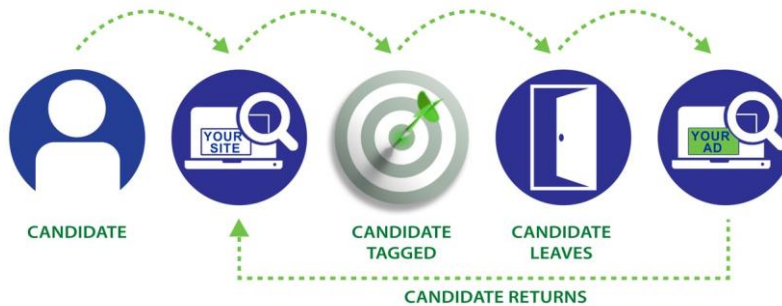
- Tracking Tag is placed on desired landing page(s).
  - Candidate visits landing page and is 'tagged'.
    - Display ad discretely follows candidate throughout the internet.

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WHY A PAY-FOR-PERFORMANCE STRATEGY

- Invest in and manage recruitment advertising **budgets better.**

- **ROI results** in the form of candidate conversions, such as clicks on job ads or completed applications.

- Campaigns adjusted real-time to **maximize performance** and results.

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CLIENT SUCCESS STORY

Wexford Health SOURCES INCORPORATED | **Wexford** OF INDIANA LLC

GOALS

- Drive traffic to rural area positions
- Focused on apply volume
- Focus on set KPIs: CPC, CPA and Conversion

RESULTS

- Applies increased from **464 to 2,309**
- CPC decreased by **50%**
- Avg. CPA decreased from **$66.34 to $13.67**
- CTR% increased from **1.6% to 3.6%**

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SOCIAL MEDIA

The importance of social media in recruiting continues to grow. An Adweek report suggests that **92%** of recruiters use social media, and the share of companies that use social media for recruiting has increased to **84%**. It also offers a low barrier to entry.

Attract

Attract and capture the right audience and drive them to your career site and talent community.

Engage

Plan and provide transparent information that today's candidates expect and that helps them make the right decision.
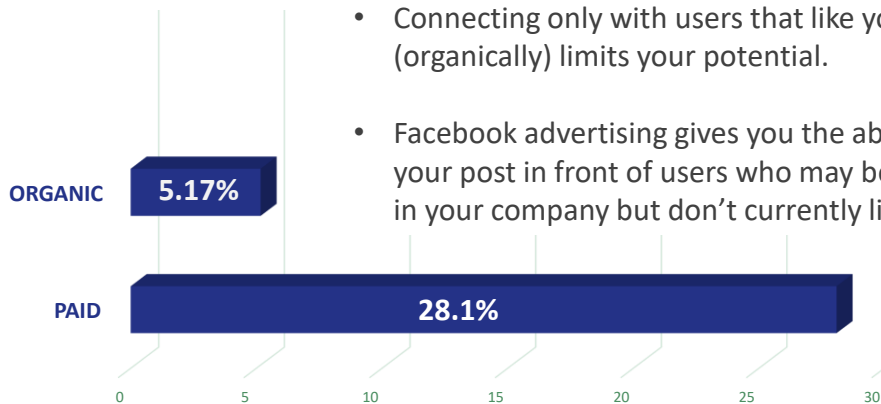
Source

Set conversion goals, including increased social engagement, talent community growth, applies and hires.

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FACEBOOK FOR RECRUITMENT

Organic vs. Sponsored Post Results

- Connecting only with users that like your page (organically) limits your potential.

- Facebook advertising gives you the ability to get your post in front of users who may be interested in your company but don't currently like your page.

ORGANIC 5.17%

PAID 28.1%

0   5   10   15   20   25   30

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FACEBOOK FOR RECRUITMENT

Sponsored Post Strategy

Yavapai Regional Medical Center
Sponsored

Are you an RN looking to thrive in your career? Head north to Yavapai Regional Medical Center in Prescott, AZ. Have ICU, float pool or Med/Surg/Tele experience? That's a plus. Our four-season climate is just perfect for your lifestyle (our summers are surprisingly pleasant, our commutes are short and our recreational activities are limitless). We offer a great salary and generous benefits such as student loan relief and exceptional shift differentials. Visit:
https://careers.yrmc.org/Creative/Nursing/...
#ThriveAtYRMC #nursejobs #prescottvalley #arizonalifestyle

Yavapai Regional Medical Center   Learn More
Medical Company

Like   Comment   Share

Link Click Ads

- Supported placements are made throughout Facebook and Instagram.

- Sends audience to landing page associated with your ad.

- Delivers the same ad across multiple news feeds and reaches a large audience at the same time.

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Assessment

COMPETITOR ASSESSMENT	Brand Consistency	Career Site Experience	SEO Ranking	Mobile Experience	Application Process	Social Presence	Glassdoor Activity	Indeed Co. Review
Your Organization	POOR	GOOD	AVERAGE	GOOD	POOR	POOR	GOOD	AVERAGE
Competitor 1	AVERAGE	AVERAGE	GOOD	GOOD	POOR	GOOD	GOOD	AVERAGE
Competitor 2	GOOD	GOOD	AVERAGE	AVERAGE	POOR	AVERAGE	GOOD	GOOD

POOR: Improvement needed   AVERAGE: Areas for Improvement   GOOD: Experience meets expectation

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THANK YOU

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