

THE BUSINESS LEADER'S GUIDE TO HIRING



Creating a Mighty Job Posting Strategy

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Executive Summary

In the first part of our eBook series, *Developing a Winning Job Description*, you learned the importance of creating a job description that delivers. Now it's time to move to the next level: in part two, we'll show you how to put that winning job description to work with a successful job posting strategy!

So, what exactly is a job posting strategy? To put it simply, a job posting strategy is your plan of action for attracting and finding workers.

A solid job posting strategy is something especially necessary in today's world where one-third of HR professionals report that it's harder to find candidates to fill positions than it was even one year ago.¹ This hiring challenge doesn't seem likely to disappear anytime soon. Economists predict that it will remain a jobseeker's market until just after 2030.

This means business and hiring leaders need to wholeheartedly invest in and commit to an approach that enables them to locate and attract the right candidates.² It makes complete sense when you consider that companies that excel at finding and hiring the best new employees see 3.5 times more new revenue growth than those that struggle to do so.³

The good news is that technology is transforming how we hire new team members. In this eBook, you'll learn how to leverage these solutions and the tools needed to create a job posting strategy that increases both the number of applicants you receive and the quality of those applicants.

CHAPTER 1
Building Your
Haystack



CHAPTER 1

Building Your Haystack

If you've been in the hiring game a while, you probably know that the search for that next great employee is much like finding a needle in a haystack. What you might not know, however, is that the bigger your haystack, the more likely you are to find the needle. In other words: the more candidates and applicants you have, the more likely it is that you'll find a future worker right for you.

But building the haystack can be tricky. In a recent survey, organizations report finding candidates as their top challenge—higher than even compensation and competition.⁴



22%

of new hires are passive candidates.⁶

One reason this is especially difficult is that over 70% of the pool of potential new hires is made up of passive candidates—individuals currently employed who are not actively looking for a new position, but are open to change if the right opportunity comes along.⁵

To be truly successful in your candidate search, you need to understand both how to find and attract active jobseekers (those who are actively looking for a job) and passive jobseekers.

And that's where your winning job posting strategy comes in.



Source: "Global Recruiting Trends 2016: Small to Mid-Sized Business Edition." LinkedIn Talent Solutions, December 2015.

CHAPTER 2

Key Ingredients of a Successful Job Posting Strategy



CHAPTER 2

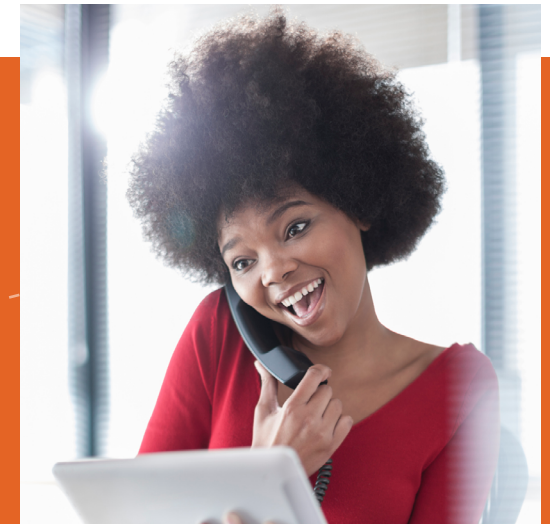
Key Ingredients of a Successful Job Posting Strategy

Finding the right people in the right places is no longer just about posting that winning job description to online job boards. While that's still a very important part of a good strategy, casting a wider net is key.

In essence, you need to take an integrated approach and cover all of your bases when advertising a new job posting.

That means using social networks, peer networks, and more in addition to job boards.

You'll need to leverage your company brand and your current employees to find the best talent; you should also commit to developing a mobile strategy to go along with them.



Candidates use

17.7

different channels
when searching for a job.

Build Your Company's Career Page

When it comes to attracting and recruiting top talent, your “employer brand” counts. In fact, 72% of candidates indicate that the employer brand – which is the way candidates and workers think, feel, and what they share about your company – has a significant impact on their decision to apply for and accept a position.⁸

Your company's Career Page is the best place to start leveraging your employer brand.

After all, the vast majority of job postings direct candidates to your Career Page. And even if you're not sending them there, the reality is that most go there anyway—nearly 85% of jobseekers visit a company's Career Page even if they've found the open position elsewhere.⁹

Needless to say, it's essential to devote some valuable time to making this section of your website the best version of itself. For some insider tips and tricks, have a look at the checklist on the following page.



How Jobseekers Find You





Career Page Checklist

- 1. Brand Message.** When candidates visit your Career Page, your brand message needs to be clear. Focus on being genuine and cultivating an emotional connection with the jobseeker.
- 2. Video.** A great way to engage jobseekers is with a video highlighting what your company does, its culture, and what employees like about working there. You might even want to consider showcasing several customer videos on the Career Page.
- 3. Visuals.** On virtually any website they visit, today's Internet users will find aesthetically appealing images and photos. If these are missing from your Career Page, you need to add them.
- 4. List Everything.** Failing to post all job openings on your Career Page is a big mistake. Why? Candidates may come to your website in response to one job posting but find another job posting that is more interesting and a better fit.
- 5. Benefits.** You don't need to get into great detail, but you should list some of the most important benefits that your company offers employees—both quantitative (healthcare, paid time off, bonuses, etc.) and qualitative (flexible schedules, company events, community involvement, etc.).
- 6. Contact Information.** Candidates sometimes have questions about your company, and it is important to provide them with a company email and perhaps phone number.
- 7. Smart Job Listings.** Categorize job openings by role and include a short synopsis of each to provide jobseekers with a quick snapshot of what the role entails.
- 8. Simple Application Process.** Forcing candidates to click through multiple pages to get to the application form for a job creates attrition. Remove as many barriers as possible and make it easy for candidates to both apply and to learn about the job and your company.

9. Social Media. Place links to your social channels on your Career Page so that jobseekers can follow you and stay abreast of new job opportunities in the future (which also means that you must broadcast your job openings on your social networks!).

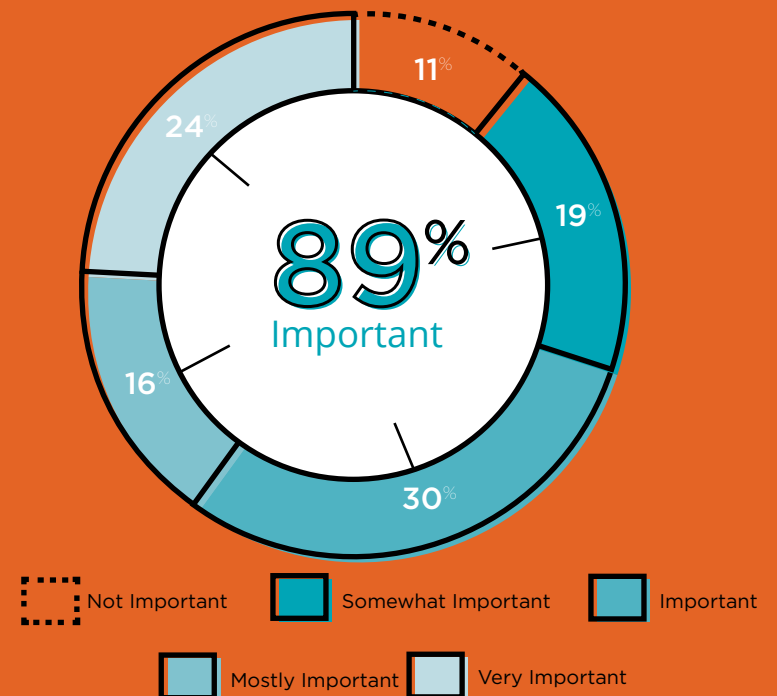
10. SEO. Most jobseekers start their job search on a search engine. They will only find your Career Page if you include custom URLs, custom page titles, keyword rich content, and page and image tags.

11. Mobilized. Not only do a majority of jobseekers use their mobile phones to look for a job and conduct research on the company's job openings, growing numbers want to apply for jobs on those same devices. This means that both your Career Page and your applicant tracking system (ATS) must be mobile friendly.

12. Talent Community. When a jobseeker visits your Career Page, they may not find a position that interests them. But they might be impressed with your company and willing to share their information with you. Make it easy for them to upload their resume without actually applying for a job. This creates higher levels of engagement while allowing you to build your talent community.

85% of jobseekers report visiting a company Career Page during their job search.

How Important is Company Name and Brand Recognition to Jobseekers





Post to Job Boards

Job boards remain the most popular channel where workers go to look for new job opportunities.

In the past, job boards were static in nature—online pools where job candidates would submit their resumes and search for job openings promoted by companies. Job boards today are much more dynamic, allowing employers and candidates to interact with each other, providing candidates an opportunity to research employers before they even talk to them.

But as there are thousands of general and niche skill-set job boards, it can be quite confusing to decide which ones to use. Before deciding which boards are best for your job posting, here's a quick look at the different job boards that are out there:

- 1 Generalist Job Boards.** These are designed to attract active jobseekers across a range of job titles and industries. Examples include Monster and CareerBuilder. This type of job board offers companies a one-stop shop for posting all of their openings. While a great all-purpose posting destination, individual job postings often get lost in the millions of postings on these sites.
- 2 Niche Job Boards.** These have gained in popularity in recent years. This type of job board is based on attributes such as industry and/or location, and the key benefit is that this kind of platform saves jobseekers time searching through irrelevant job postings while enabling employers to target their job postings at qualified workers.
- 3 Classified Sites.** These are online versions of newspapers and typically are broken down based on geographic location. A good example is Craigslist.
- 4 Job Aggregators.** These sites aggregate jobs from other sites—usually job boards and employer Career Pages. They are similar to Generalist Job Boards in that they include a broad mix of job postings, though they do not charge employers or job boards for the job ads. Rather, companies can pay extra using pay per click (PPC) to promote certain jobs.

5 Social Networks. Social media sites such as Facebook and LinkedIn group users into targeted segments and are great tools for finding passive jobseekers. Specifically, in addition to creating their own Career Pages on these networks, employers can push job postings to specific groups on LinkedIn as well as run job ads on Facebook and LinkedIn that target very specific jobseekers.

6 Ad Networks. Beyond job ads on the social networks, employers can run ads on ad networks such as Google AdSense or DoubleClick that target specific demographics or locations.

Evaluating Job Boards

So how do you decide which job boards to post to? Consider the following when planning your job posting strategy:

1 Mobile Friendly. 20% of the traffic that goes to over 50% of job boards is from mobile devices,¹³ and this percentage is only going to increase over the next couple years. If the

job board doesn't have a responsive design, then you may want to think twice before you list your job there.

2 Demographics. Make sure the demographics of the job board match up with the candidate persona you're looking for (e.g., white collar versus blue collar, a niche skill set like nursing, etc.).

3 Focus on Location. Find a job board based on its location, industry, and functional focus areas. And as there are hundreds of them—free and paid—getting navigation assistance from job board domain experts can help you quickly identify the ones that are most appropriate for your job posting.

4 Traffic. Confirm that the job board is a destination for jobseekers. Is it generating millions of monthly user searches? Is its traffic going up or down?

5 Social Connections. With social networks playing a more critical role in the search for quality workers, make sure the job boards you choose integrate well with your chosen channels (e.g., Facebook, LinkedIn, etc.).



There are hundreds of free job boards that can help you find the number and type of candidates you want in the timeframe you need. But free job boards will not always be enough, and you'll want to supplement your posting strategy with listings on paid job boards. Here are some reasons to use a paid job board:

- 1** *Type of Role.* Some skill sets are in high demand, and you may need to use a niche paid job board to find the right candidate. The quality of the candidates justifies the additional cost of a paid job board.
- 2** *Location.* If your company is based in a location where there is a high demand for candidates or specific skill sets for that location, then you can use a paid job board to stand out from the competition.

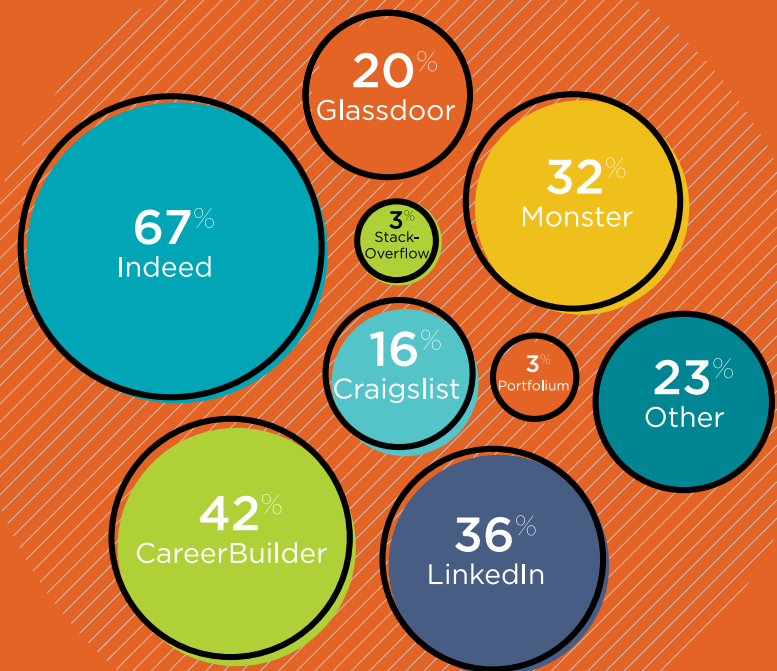
- 3** *Financial Flexibility.* Pay-per-click (PPC) and pay-per-applicant (PPA) options on job boards allow you to run job postings that emulate marketing campaigns that target specific types of candidates. Here, you only pay when candidates who fit your hiring persona click on the job posting or apply to the job posting.
- 4** *Longevity.* Jobs postings on free job boards age quickly, slipping down the rankings on the page as new listings take the top spots. And reposting a previous job listing will not help you regain a top ranking. When you use a paid job board and are hiring a particular role for a lengthy period of time, then you retain high ranking and maintain top job board search results.



If you go the paid job board route, you also need to know how you're going to measure the results generated by each platform. These metrics should be established beforehand so that you can determine the effectiveness of each job board and change your posting strategy to reflect which ones are performing well and which ones aren't. Areas you can measure include:

- Impressions
- Applications
- Candidates Interviewed
- Hires

Job Boards Most Often Used By Jobseekers



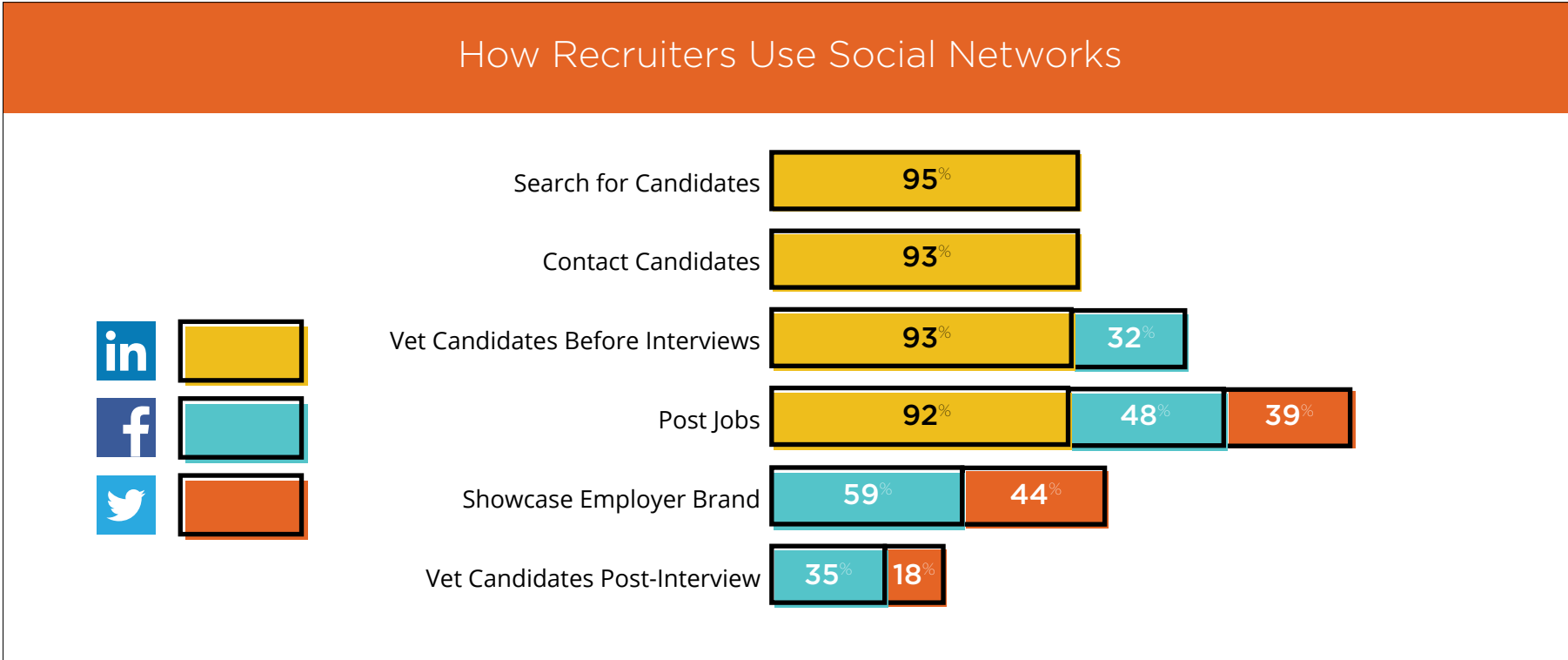
Connect on Social Networks

As famous business thought leader Erik Qualman so expertly points out, “We don’t have a choice of whether we do social; the choice is how well we do it.”

Social networks should be an essential part of your job posting strategy. Why?

Most importantly, they provide you with a unique opportunity to engage with both active and passive jobseekers at a very low cost.

In fact, 33% of recruiting leaders report not spending a thing on social recruiting.¹⁴ Not to mention, 73% of business owners and recruiters indicate they’ve made successful hires using social media, and 59% of that same audience believes candidates found through social media are the highest quality candidates.¹⁵



Source: “Social Recruiting Survey Results 2014,” Jobvite, October 2014.

Specifically, there are three primary social media sites that are a must for a solid job posting strategy. Here's what you need to ensure that you're connected on each of them:



1. LinkedIn. LinkedIn is used by 94% of companies for finding candidates.¹⁶ A Company Page is a must on LinkedIn for a couple of reasons:

- Your employees need to connect to a Company Page to validate their employment
- Jobseekers interested in your company can stay current on your culture, achievements, and job openings by following you.

*71% of people who follow a company on LinkedIn do so because they want to work for that company.*¹⁷

Make sure your Company Page represents your unique look and feel. If you are a hiring leader or a recruiter—or anyone involved in the hiring process—you need to develop and manage an inspirational and professional LinkedIn profile for your company. Your LinkedIn page is often the first time a job seeker will come into contact with your company—and you want it to be a positive impression.



2. Facebook. Announcing job opportunities on your company's Facebook page is a no-brainer: 60% of jobseekers go to Facebook to look for job opportunities.¹⁸ 66% of hiring leaders and recruiters use Facebook for sourcing candidates. The key to making this work for you is to do it well.

- General postings on your company's Facebook timeline need to include updates about company culture, employee engagement and activities, as well as job openings.
- Make sure that your company's Facebook Career Page is set up and configured correctly; in particular, this page is separate from the main Facebook page and should include information on what it is like to work at your company—especially from the perspective of an employee.
- For each job posting, try to post a photo along with a positive, candidate-friendly opening. Don't forget to include directions or links on how to apply for the position.
- And last but not least, make it as easy as possible for candidates to apply straight from your Facebook Career Page.



3. Twitter. 52% of companies use Twitter to attract and source workers, and the percentage continues to grow rapidly.¹⁹ Using your company's Twitter feed to announce job openings is a great way to start reaching more jobseekers. Further, assuming you know what makes your company stand out and a great place to work, you should use those words within hashtags (e.g., #greenjobs, #flexiblework, #workperks, etc.); these will garner the attention of top talent.

So what are some of the things that you can do to ensure you're fully optimizing your social networks and building important connections with jobseekers? Here are six recommendations:

- 1 Automate Job Postings.** Automate the posting of new job listings to all of your social network accounts.
- 2 Be Visual.** Social media postings get 100% more interaction when images are included with them than when the post is only text.²⁰
- 3 Be Succinct.** Analysis of social media posts show shorter is better. Those between 100 and 250 characters receive 60% better engagement than posts that are longer.²¹



4 Time Your Posts. Conduct testing on your social media posts (or rely on guidance from your Marketing team) to determine the best time to post on each of your social networks.

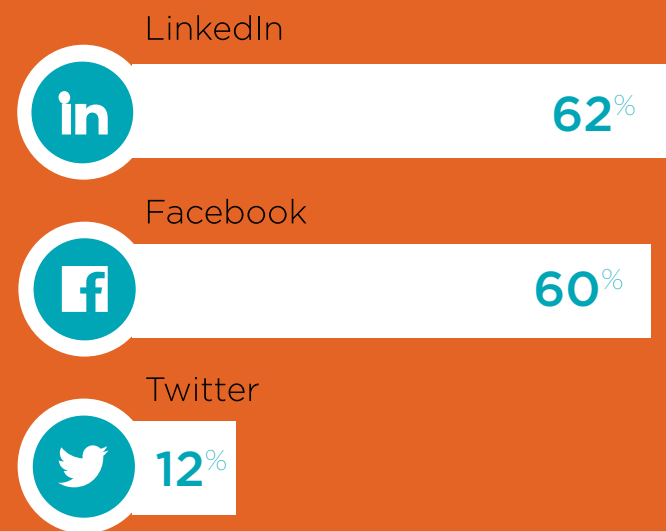


5 Measure Results. Institute the right technologies and processes to measure the results of your social media promotion.



6 Analyze Results. Understand which job postings resonate best on social media, when it is best to post listings, and what channels perform best for different postings.

Top 3 Social Networks Jobseekers Use to Find Openings



Engage Employees for Referrals and Advocacy

When companies have a great brand, company culture, and a cohesive social media strategy, it is much easier for them to turn empowered employees into brand ambassadors. Not only does this produce a number of different business outcomes, such as improved productivity and higher sales, but more importantly to you, it also amplifies your social network reach in promoting job listings and increases employee referrals.

The majority of companies have employee referral programs, and adoption rates continue to grow. It clearly makes complete sense.

Half of jobseekers go first to their friends and colleagues to uncover job opportunities.²² And referred employees have longer tenure and higher job performance than employees sourced through other channels.²³

If you don't yet have one, it is probably a good idea to get an employee referral program in place. And assuming you have a great company brand, you need to get your employees socially connected and sharing job postings on their social networks. If you're large enough to have a proper marketing department, partner with the good people here to get the right tool in place.

Employee Referrals Result in Fastest Application-to-hire Time



Source: Behera, Bhagavan and Pathy, Madhusmita. "Employee Referrals - The Best Leveraged Talent Acquisition Strategy Amid Recession," Journal of Business and Management 14.1, 2013.

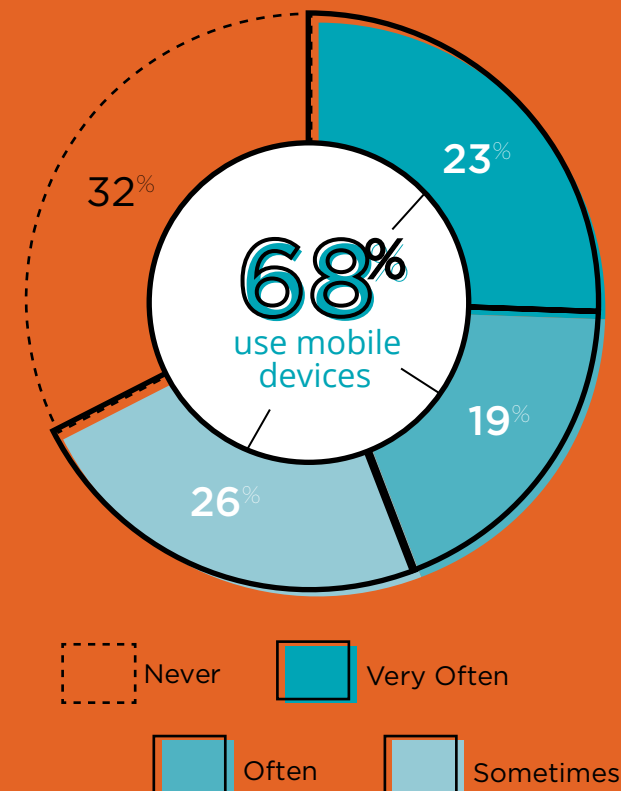


Mobilize for Mobile

The evolution of mobile devices affects virtually every business function, and this includes finding and attracting the right people. 89% of jobseekers believe their mobile device is an important tool for their job search, with 68% searching for jobs at least once a week, 54% reading company reviews on third-party sites such as Glassdoor, and 52% researching salary information on their mobile devices.²⁴ All of this accounts for more than **one billion smartphone job searches** each month.²⁵

And it isn't simply searching for jobs, but applying for jobs. 67% of jobseekers report having used a mobile device to apply for jobs,²⁶ and when candidates encounter an unfriendly mobile application process, 40% of them bail.²⁷ As a result, companies need to make sure their websites—specifically their Career Pages—are responsive, in addition to confirming that the job boards where they post job listings are mobile friendly.

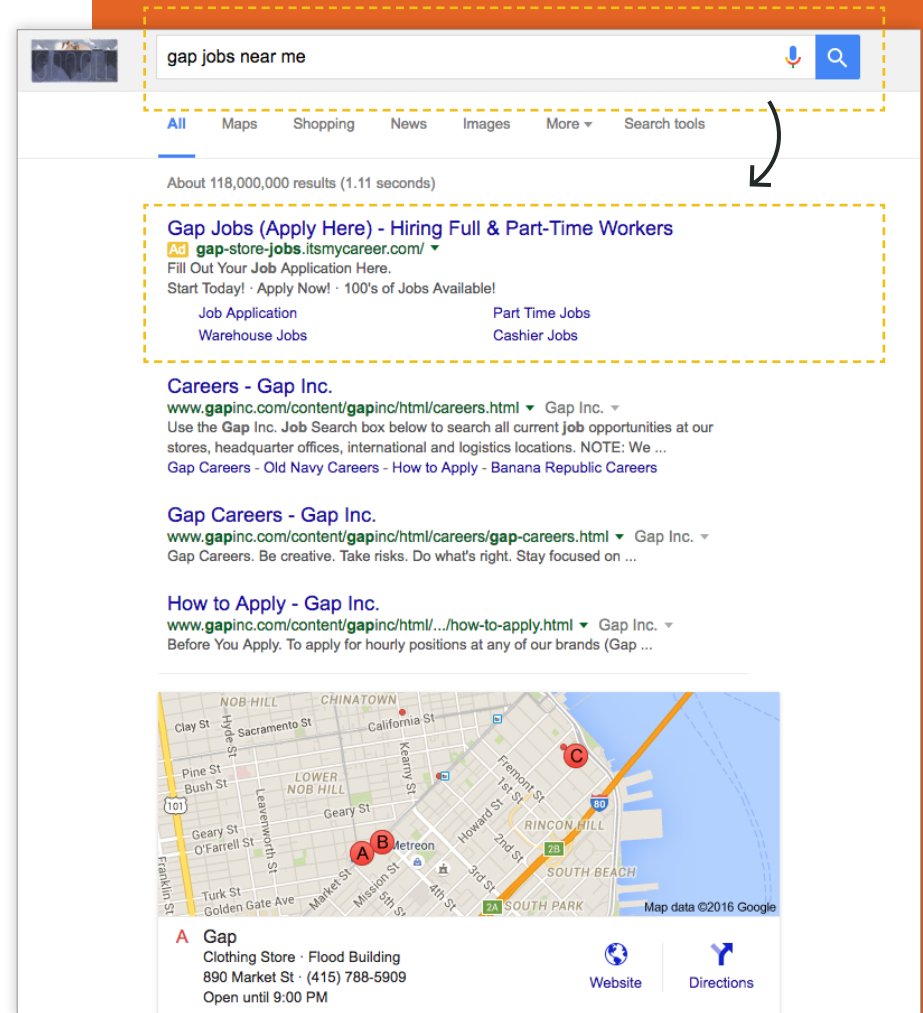
How Often Do Jobseekers Apply for Jobs Using a Mobile Device



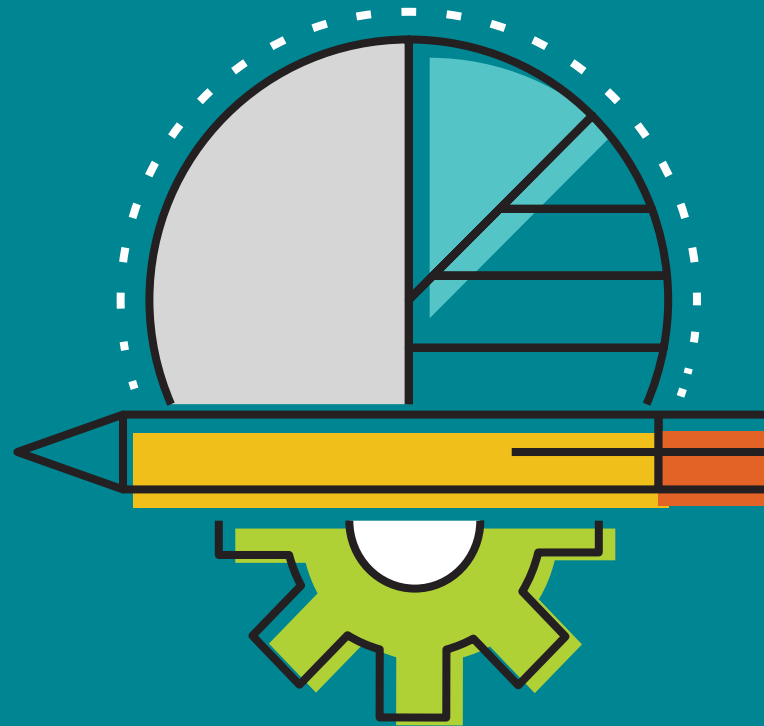
Add Advertising

Many companies have been slow to adopt online advertising to generate responses to their job postings. Only 11%, for example, use pay-per-click (PPC) advertising to reach candidates today.²⁸ These ads appear at the top of search results and in other prominent places. PPC also helps you build organic search awareness.

For PPC ads, try to write your ad copy with specific keywords in mind. Google AdWords' Keyword tool allows you to break keywords down by searches—nationally and locally—and compare each in terms of rank against your competition. The ideal scenario is to use a phrase that has low competition but high-search volume. Long-tail keywords—combinations of 3 to 5 keywords—are also important to pinpoint. Make sure these relate to your company and aren't merely generic phrases, or you'll generate PPC traffic that is irrelevant to the role you're advertising.²⁹



CHAPTER 3
Key Takeaways



Key Takeaways

- 1 An integrated job posting strategy is key.** Because of the way the job market has evolved, it's essential to use not one, not two, but a variety of channels to reach both active and passive jobseekers.
- 2 Job boards should be your number one priority.** Your job posting strategy may include both free and paid job boards, and you should always evaluate your options carefully.
- 3 Mobile is important.** Whatever channels your job posting strategy includes, make sure they're all mobile-friendly. Indeed, without a mobile strategy, you're likely to miss top candidates.

- 4 Social networks work, and they're especially cost-effective.** Using social networks such as LinkedIn, Facebook, and Twitter is almost essential to a successful job posting strategy. Keep in mind that candidates may see your post on a job board first, but they'll probably seek out your social media presence to learn more about you.
- 5 Your company's brand presence is what will attract the best candidates.** Make sure your website and Career Pages are candidate-friendly, informative, and up to date. Empower your employees to spread the word about opportunities at your company by using an employee referral program. The combination of a solid brand and employees, who are willing to spread the word about new opportunities, is one of the most powerful tools you can use in your job posting strategy.
- 6 Human help can save the day.** The right technology is critical, but help from seasoned experts who have years of experience purchasing job postings and ads on job boards will often turbocharge your efforts.

Ready to Post Your First Job?

You can post your first job for free with MightyRecruiter, the whip-smart, lightning-fast, affordable hiring solution for businesses big and small.



Footnotes

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¹⁴ "[Social Recruiting 101: Five Steps to Get You Started Today](#)," Jobvite, accessed February 18, 2016.

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²⁴ "[Reasons Why Mobile Is the Place to Be: If You Aren't Mobile, You're Missing Half of Your Candidates](#)," Glassdoor, 2015.

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²⁸ "[2014 McQuaig Global Talent Recruitment Survey](#)," The McQuaig Institute, July 23, 2014.

²⁹ Jessica Miller-Merrell, "[SEO and PPC Guide to Online Recruiting Efforts, Part 2 of 3](#)," Blogging4Jobs, January 15, 2014.