

# Recruitment Marketing in 2026:

How to Attract and Retain More "A" Talent



PRESENTED BY  
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# Today's Reality – Hiring Is Harder Than Ever

**6.9M** U.S. job openings  
remain unfilled

**4.3%** Unemployment rate

**10**  
days Top candidates are off  
the market

**70%** Candidates are passive  
talent

Understanding  
**Recruitment  
Marketing**



# What is Recruitment Marketing

“

WIKIPEDIA:

*“Recruitment Marketing is  
the strategies and tactics an organization uses  
**to find, attract, engage and nurture talent**  
before they apply for a job.”*

# Old School



# Old School

**MONSTER**

**indeed**<sup>®</sup>

**Linked in**

 **CAREER**  
BUILDER<sup>®</sup>

 **ZipRecruiter**<sup>®</sup>

**facebook**

 **haley**  
MARKETING

# Today, That's Not Enough.

“

HALEY MARKETING:

*“To win the war for talent,  
**you need to think SMARTER.**”*

The logo for Haley Marketing, featuring the word "haley" in a lowercase, sans-serif font with a blue square above the 'h', a green square above the 'a', an orange square above the 'l', and a red square above the 'e'. Below "haley" is the word "MARKETING" in a smaller, uppercase, sans-serif font. To the right of the word "haley" is a small grey chevron symbol pointing to the right.

# What Candidates Actually Want

- Flexibility
- Career growth
- Fast communication
- Trust
- Culture
- Reputation
- Meaningful work



# 4 Pillars of Recruitment Marketing

How to Drive A-Talent Attraction & Retention



Pillar 1

# Career Site Experience



# Career Site Experience

- Mobile-first
- Fast load speed
- Easy navigation
- Search experience

**Search Jobs**  
Find your next great opportunity.

Q Browse Jobs Q Search Jobs Log In Sign Up

Q What are you looking for?  
Job title, skills or keywords

Where do you want to work?  
Click to Select Locations

Advanced Search

Q SEARCH

[View All Jobs](#)

**Find Jobs Faster**  
Login or sign up to create customized job alerts, save your searches, upload your resume and more!

Sign Up Or Login

**Skip the Search**  
Send us your resume, and we'll find the jobs that are the best match for you.

Submit Your Resume

8:48

jobs.mercerbradley.com

Mercer Bradley

Search Jobs

Existing Users, please log into your account before starting a new application.

Q What are you looking for?  
Job title, skills or keywords

Where do you want to work?  
Click to Select Locations

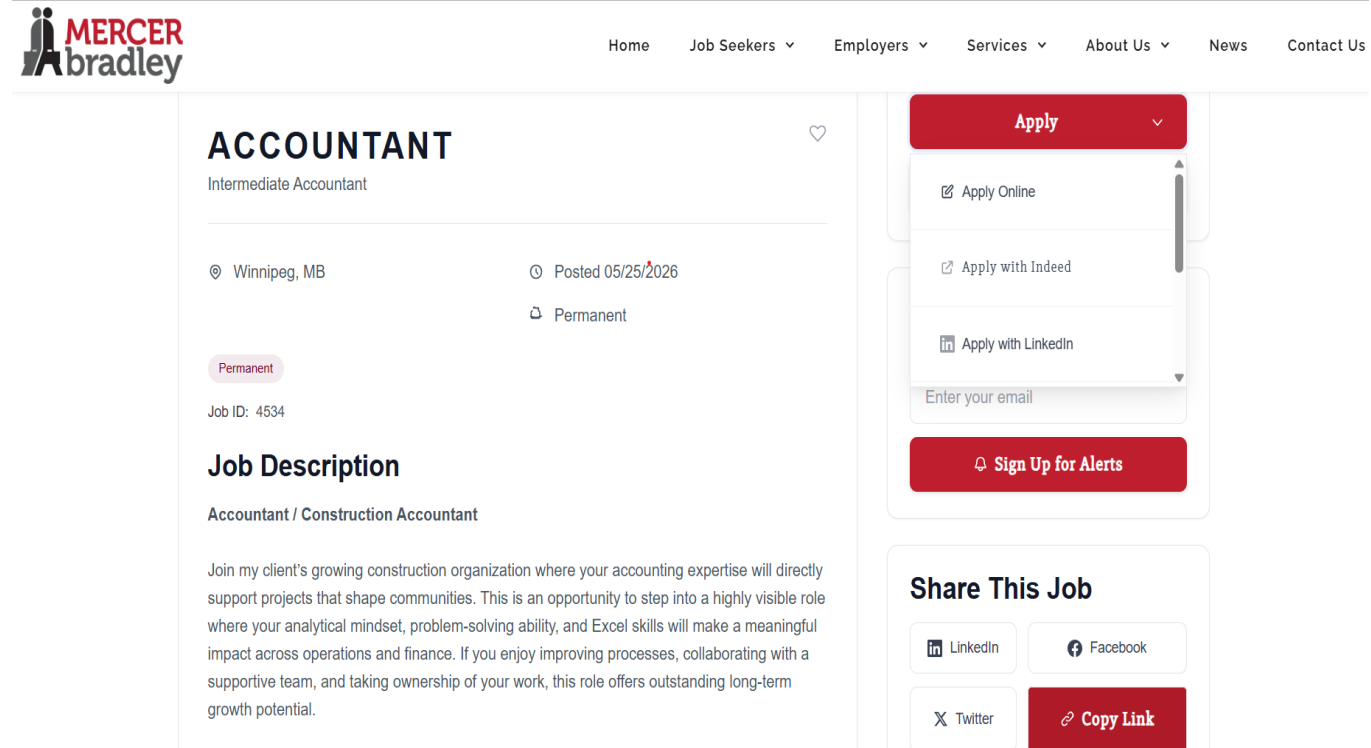
Advanced Search

Q Search

[View All Jobs](#)

# Career Site Experience

- And most importantly:  
**EASY TO APPLY**



The screenshot displays a job listing on the Mercer Bradley website. The header includes the company logo and navigation links: Home, Job Seekers, Employers, Services, About Us, News, and Contact Us. The job title is "ACCOUNTANT" (Intermediate Accountant) with a location of Winnipeg, MB, posted on 05/25/2026, and a permanent position. The job description is for an "Accountant / Construction Accountant" and describes a role in a growing construction organization. The right sidebar features an "Apply" dropdown menu with options for "Apply Online", "Apply with Indeed", and "Apply with LinkedIn", along with an email input field and a "Sign Up for Alerts" button. Below this is a "Share This Job" section with social media sharing options for LinkedIn, Facebook, and Twitter, and a "Copy Link" button.

# Career Site Experience

- And most importantly:  
**EASY TO APPLY**

The screenshot shows the Mercer Bradley website's application interface. At the top left is the Mercer Bradley logo. A navigation menu at the top right includes links for Home, Job Seekers, Employers, Services, About Us, News, and Contact Us. The main heading is "APPLY FOR THE ACCOUNTANT POSITION".

**Accountant**  
Winnipeg, MB  
Posted 05/25/2026  
Permanent  
Intermediate Accountant  
# 4534

Accountant / Construction Accountant  
Join my client's growing construction organization where your accounting expertise will directly support projects that shape communities. This is an opportunity to step into a highly visible role where your ...  
[More Information >](#)

\* Denotes a Required Field

**First Name\***  **Last Name\***

**Email\***  **Phone**

Enable Text Message Alerts

*By checking this box and submitting this form, I am giving my permission to Mercer Bradley to send me SMS and MMS message alerts with new job opportunities and career news. Message and data rates may apply. You can STOP messaging by sending STOP and get more help by sending HELP. Refer to our privacy policy.*

**Stay Updated with Job Alerts**

*By checking this box and submitting this form, I am giving my permission to Mercer Bradley to send me notifications with new job opportunities and career news.*

**Upload Resume**

Supported formats: DOC, DOCX, PDF (Max size: 1MB)

• Support for CPA education, professional development, and dues  
• Team-oriented culture built on flexibility, trust, and collaboration

# Career Site Experience

- Optimized

- Unique job pages
- On your domain
- On page SEO
- Google for Jobs
- Location pages
- Job category pages
- Recruiter profile pages

The screenshot shows a web browser window with the URL <https://jobs.haleymarketing.com/job/Senior-UI-Designer-Developer-Jobs-in-Buffalo-NY/1512898>. The page is titled "Senior UI Designer/Developer" and is part of a "JobPosting" preview. The preview shows the following job details:

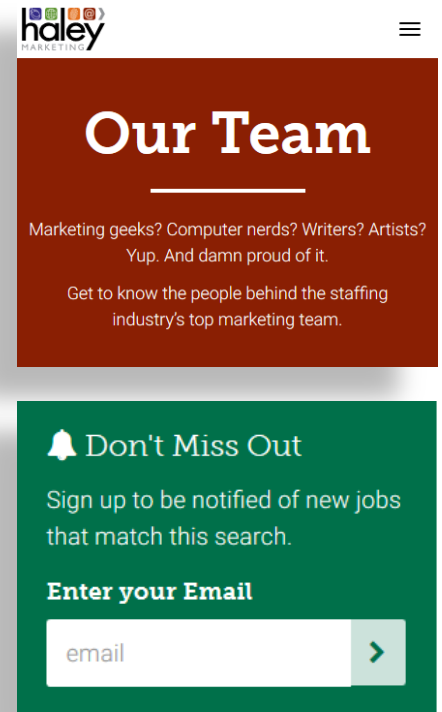
JobPosting	PREVIEW	0 ERRORS	0 WARNINGS
@type	JobPosting		
title	Senior UI Designer/Developer		
datePosted	2018-08-14		
validThrough	2018-11-14		
employmentType	Full Time		
industry	Technical		

The code editor shows the following HTML and JSON-LD structured data:

```
<!DOCTYPE html>
<html lang="en-US" prefix="og: http://ogp.me/ns#">
<head>
<meta charset="UTF-8">
<title>Senior UI Designer/Developer Jobs in Buffalo NY |
Technical Job Recruiters</title>
<script type="application/ld+json">
{
"@context": "http://schema.org",
"@type": "Organization",
"name": "Haley Marketing Group",
"url": "https://www.haleymarketing.com",
"logo": "http://www.haleymarketing.com/wp-content
/uploads/2017/08/HMG-logo_400x400.png",
"sameAs": ["https://www.linkedin.com/company/haley-
marketing-group", "https://www.youtube.com
/user/HaleyMarketingGroup", "https://www.facebook.com
/HaleyMarketing", "https://www.pinterest.com
/haleymarketing", "https://www.instagram.com/haleymarketing
/", "https://www.facebook.com/HaleyMarketing", "https:
//twitter.com/haleymarketing", "http://www.yelp.com/biz/haley-
marketing-group-buffalo"]}</script>
<meta property="og:title" content="We're Hiring! Senior UI
Designer/Developer | Technical Jobs at Haley Marketing Group">
<meta property="og:site_name" content="Haley Marketing Group">
<meta property="og:url" content="http://jobs.haleymarketing.com
/Senior-UI-Designer-Developer-Jobs-in-Buffalo-NY/1512898">
<meta property="og:description" content="View additional
information and apply online today to become a Senior UI
join our interactive development team. We need someone who can not only design and build marketing sites for our
```

# Beyond Jobs: Sell the Experience

- Does your site answer the question:  
*Why work for you?*
- Does your site maximize conversion:  
*applies, job alert opt-ins, referrals*
- Are you bringing job seekers back:  
*job alerts, blogs & newsletters, remarketing*



Pillar 2

# Recruitment Advertising



# Recruitment Advertising Has Changed

## OLD SCHOOL RECRUITING

- ✗ Post jobs everywhere
- ✗ Hope candidates apply
- ✗ Spend evenly across job boards
- ✗ Little visibility into performance
- ✗ Reactive hiring



*POST & PRAY*

VS.

## MODERN RECRUITMENT ADVERTISING

- ✓ Target the right audience
- ✓ Optimize spend automatically
- ✓ Use data to guide decisions
- ✓ Track applies & conversions
- ✓ Adjust campaigns in real time



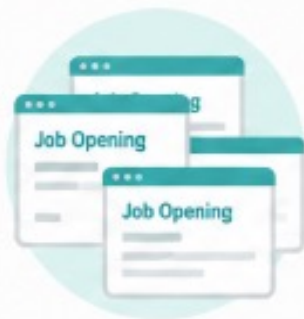
# Job Advertising

Posting jobs is easy. Getting **visibility** is hard.



## 1 SATURATION

Too many employers competing for attention.



## 2 DUPLICATE LISTINGS

Candidates see the same jobs repeatedly.



## 3 DECLINING VISIBILITY

Organic reach drops fast without promotion.

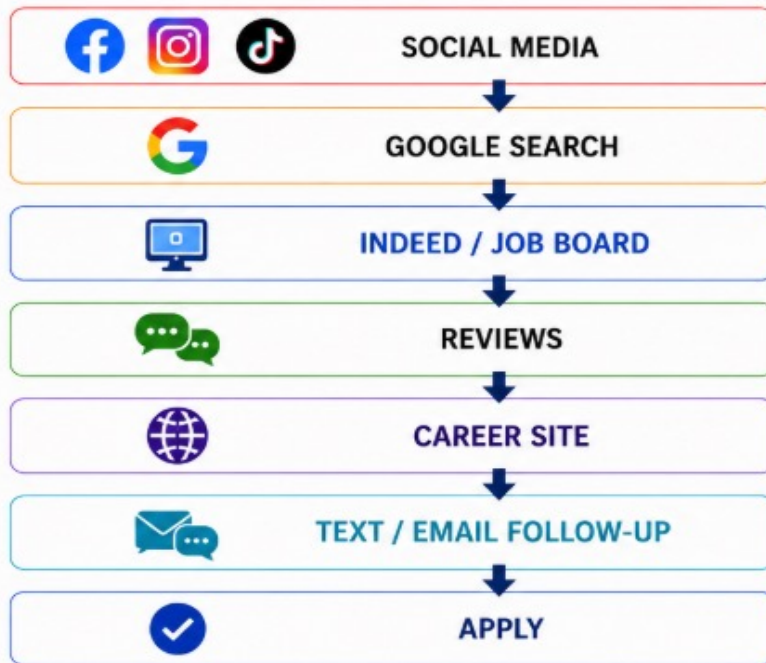


## 4 CPC INFLATION

More competition = higher advertising costs.

# Job Advertising – Candidate Journey is Fragmented

Candidates discover jobs everywhere — not just on job boards.



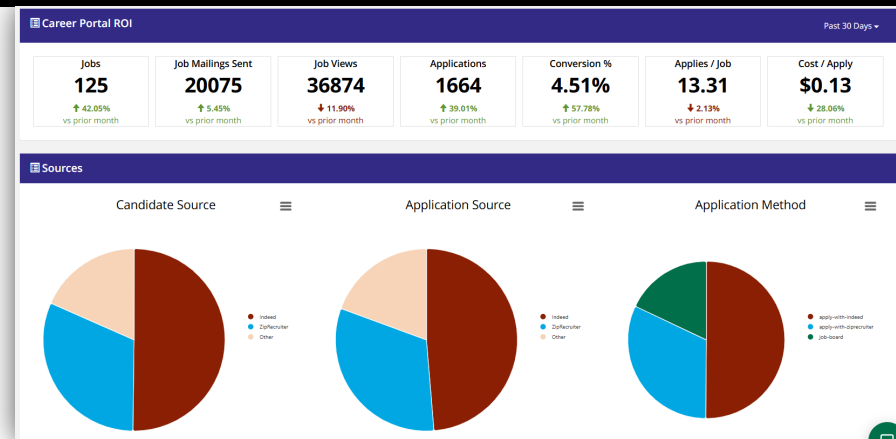
Candidates now discover opportunities through:

- ✓ Google for Jobs
- ✓ Social media
- ✓ Referrals
- ✓ Reviews
- ✓ Text messages
- ✓ Video content
- ✓ Retargeting ads

# Recruitment Advertising – What is Working?

## Analytics based

- Total applies
- Applies per job
- Sources of applications
- Cost per application
- Performance for each job



**Job Performance** (What's this?)

Display:  All  Low Views  Low Applies  Low Conversion Rate  High Applies [Settings](#)

Show:  Active Jobs  Expired Jobs  Archived Jobs from the past 30 days

Jobs with poor conversion from visit to application that may be wasting your budget. Check for poor quality job titles and descriptions.

100 entries per page | Columns | CSV | Excel | PDF | Print | Search:

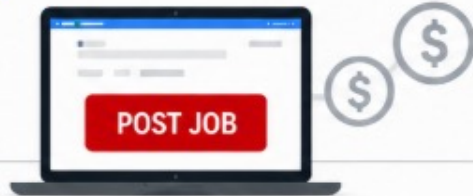
Job Number	Job Title	Status	City	State	Category	Post Date	Post Age	Applies	Views	Conv. Rate	Boost
58255	Actuarial Consultant - Remote	active	Bloomington	IL	P&C	2026-05-21	11	31	462	6.71	<a href="#">Learn More</a>
58264	Senior Actuarial Analyst - Remote	active	Richmond	VA	P&C	2026-05-21	11	27	416	6.49	<a href="#">Learn More</a>

# Job Advertising – Programmatic Software

Automation helps your budget work harder.

## TRADITIONAL ADVERTISING

- ✗ Manual posting
- ✗ Static budgets
- ✗ Limited optimization
- ✗ One-size-fits-all spending



VS.

## PROGRAMMATIC SOFTWARE

- ✓ Real-time bidding
- ✓ Automated optimization
- ✓ Performance-based adjustments
- ✓ Better cost-per-applicant control



**EXAMPLE:** If a warehouse job in Cleveland is underperforming, the system automatically shifts budget toward the sources producing better applicants.



DATA



OPTIMIZATION



BETTER APPLIES

Pillar 3

# Social Recruiting & Content



# Social Recruiting & Content

“

A WORD OF WARNING

*“Social Recruiting is **NOT**  
just posting jobs on social media.”*

# Social Recruiting

“

DEFINITION:

*“Using social media  
to attract and nurture relationships  
with **ACTIVE** and **PASSIVE** job seekers.”*

# Social Recruiting

- Active Job Seekers
  - Jobs
  - Company info
  - Reviews
  - Referrals
- Passive Job Seekers
  - Engaging content
  - Reasons to become active



Awesome staff of people. Found me a job within one day!

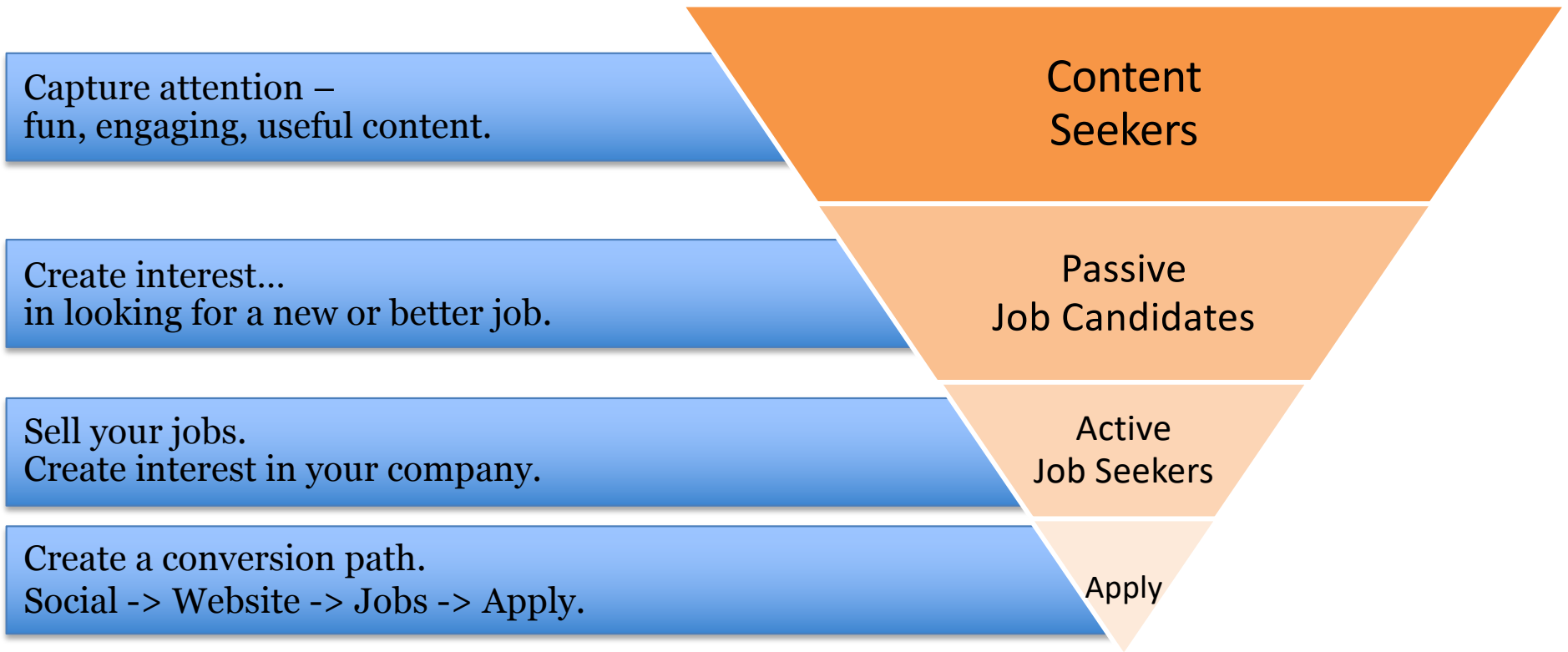
5

5 Comments

Like Comment Share



# Social Recruiting Funnel



# Social Recruiting Channels

- LinkedIn
- Meta (Facebook/Instagram)
- TikTok
- X (formerly Twitter)
- Snapchat
- YouTube
- Podcast
- Company review sites
- Email & Texting



# Social Recruiting


- Organic reach
  - Company followers
  - Staff connections
  - Groups
- Paid reach
  - Targeted content sharing
  - Geographic job promotion




**Community** [See All](#)

[Invite your friends](#) to like this Page


2,968 people like this

2,923 people follow this

 **Haley Marketing Group**  
Marketing and Advertising • Williamsville, NY • 1,740 followers

   +43 **46 connections** work here. [See all 76 employees on LinkedIn](#) →

[Manage page](#) [See jobs](#)

 **Cleveland Society for Human Resource Management**  
4,402 members

 **Orlando Florida Jobs Search & Resource** [+ Join](#)

8.8K members · 10+ posts a day  
Orlando, Florida

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

**Human resources**


Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)

[Exclude People or Narrow Audience](#)



# Content Variety

Hutco Inc. posted a job.  
Published by Cody Blackley (?) · July 26 at 6:35 AM · 🌐



**Welders - Stick & Flux Core**  
Position: Welder Stick & Flux Core Job Location: Bourg, La. Hutco Branch: Houma, La. Rate Of Pay: \$19.00 per hour / \$28.50 overtime DESCRIPTION: Currently...  
BOURG, LOUISIANA · FULL-TIME · \$19 / HOUR [Apply Now](#)

Job post is active for 8 more days [Close Job Post](#)

👤 8,233 people reached [Boost Post](#)

👍👤 Brandon Lockley, Mandi Brown and 32 others 6 Comments 52 Shares


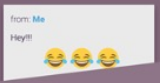


👍 Like 💬 Comment ➦ Share 🗖



**HOW MUCH MONEY DO SURGICAL TECHS MAKE IN CALIFORNIA?**

0:52 🔊 📺 🗖

**4 ANNOYING BEHAVIORS TO REMOVE FROM YOUR JOB SEARCH**

- 1. CALLING BEFORE YOU SET UP A TIME TO TALK**
  - Hiring managers are busy, don't disrupt their day!
  - Send a quick email to set up a time to talk.
- 2. NOT WRITING A PROFESSIONAL EMAIL**
  - Avoid slang, casual language or too many exclamation points!!!
- 3. NOT PERSONALIZING AN EMAIL BLAST**
  - Never use "To Whom It May Concern"
  - Take a few moments to write a personal letter to each hiring manager.
- 4. ENGAGE IN A ONE-SIDED RELATIONSHIP**
  - What you can do for the hiring manager, don't just talk about what they can do for you.
  - Explain how your experience can help solve their most pressing problems.

**50** Are you ready to hit the ground running in your job search? Contact NRI Staffing today!  
[www.nri-staffing.com](http://www.nri-staffing.com)

Pillar 4

# Employment Branding



# Employment Branding

- Define your EVP
- Tell your story – in the most compelling ways
- Convey your culture
- Maximize your visibility – online and offline
- Control your reputation



## FIND YOUR BEST JOB

People are the heartbeat of any business.

That's why our primary focus is keeping you happy. To us, that means understanding your goals, providing great **benefits** and **helpful resources**, and connecting you with companies where you can thrive. Whatever is in your future – administrative/office support, industrial & warehouse or technical & management jobs – we'll be right by your side, giving you the support you need.

WITH **WPS** YOU CAN:

- Adapt your work to your preferences and lifestyle



Overall Rating / 592 Total 1st-Party Reviews

**4.8** Out of 5 Stars

★★★★★

Horizon Hospitality Associates, Inc.

★★★★★ 5.0 out of 5 stars  
Gerald "Craig" T - August 19, 2018  
It was a pleasure working with Todd.  
Share

★★★★★ 5.0 out of 5 stars  
Michael S - August 17, 2018  
Good  
Share

★★★★★ 5.0 out of 5 stars  
Deborah K - August 17, 2018  
Ryan was available and responsive. He gave me good guidance for my interviews and I always felt that he was working as a partner with me and the company.  
Share

★★★★★ 5.0 out of 5 stars  
Anthony P - August 16, 2018  
My name is Anthony and I had an amazing and unforgettable experience with Horizon hospitality. I applied to a listing and very quickly got a call. Ben Vairlandingham from Horizon worked with me through every step of the interview process and it was a lengthy one! Even though it was a long process Ben gave me his full attention anytime I needed something and kept the ball rolling. He is the definition of a go-getter and hard worker. He's

Davis Staffing, Inc. @DavisStaffing

Home About Reviews Photos Events Posts Jobs Community Info and Ads

Create Post

4.8 out of 5 Based on the opinion of 16 people

Community

Invite your friends to like this Page

1,808 people like this

1,615 people follow this

Jenny Keller Yesilevsky and 2 other friends like this or have checked in

Recommendations and Reviews

Recommended by 17 people

Yes I will share this pg... #love2uglys  
December 27, 2017

Great people to work with and the nicest staff anywhere.  
April 2

Davis Staffing, Inc.  
August 16 at 12:53 PM

#ThursdayTestimonial

"Davis Staffing has the greatest employees ready to help you get to work. If you want/need work, go to Davis Staffing in Olympia Fields!"

4 likes 1 Share

Like Comment Share

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Professional Staffing Group 617-258-1800 or www.psgofla.com

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BEST JOBS BEST PEOPLE

# OUR NEXT WEBINAR



**Career Portal, Talent Automation  
& Job Spend Management**  
Tuesday, June 23 at 2:00 PM ET

Reserve your seat  
[www.lunchwithhaley.com](http://www.lunchwithhaley.com)





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