

Making The Business Case For **RECRUITMENT MARKETING**

There are clear **financial and performance-related benefits** for healthcare organizations that invest in recruitment marketing. Read this guide to **understand the ROI** behind this method of recruiting and how it will help you better attract, hire and keep quality talent.

The ROI Of Recruitment Marketing In Healthcare

You might think recruiting and marketing have little in common, but healthcare organizations that integrate marketing techniques into their recruitment strategy reduce time-to-fill and improve their quality of hire — all while shrinking recruitment costs.

Organizations that leverage employer branding, sourcing strategies and engagement technologies are seeing a true return on investment for those efforts: Data from a [Brandon Hall survey](#) shows that recruitment marketing can improve time-to-fill by 39%, proving that it literally pays to incorporate this method into your recruitment process.

In today's competitive labor market, healthcare organizations need to think outside the box and adopt more modern recruiting techniques to attract top talent – regardless of whether the jobseeker is actively looking. It's also important to make sure it's easy for them to find their next role.

Using proven marketing tactics to attract talent to your brand and putting jobs in front of candidates across several channels will help you hire the right people better, faster and more cost-efficiently. There are many options to consider depending on where your healthcare organization is in its recruitment marketing journey.

In this guide, we map out:

- The importance of employer branding and how to develop a strong brand
- Various employer branding tools/channels and what they're best designed for
- How to use sourcing technology to grow and manage your candidate database
- Ways to stay engaged with talent so you can fill open roles faster
- How to get started by partnering with a healthcare recruitment marketing firm



Improve **time-to-fill** by
39%
with **recruitment
marketing**

Attract More Candidates With Employer Branding

Your employer brand is your organization's public persona – and in a competitive talent market, it can be what separates you from other healthcare employers.

Your employer brand gives candidates a sneak peek into what it's like to work at your hospital, senior care community or agency. When you show your organization's culture via social media, career sites, job postings, email communications and other channels, candidates will be more inclined to join your talent network or apply to an open position.

It's important to invest in tools that will help you attract and recruit talent on a recurring basis. A strong employer brand can help you increase the quantity and quality of applicants in your talent network over time.

Giving jobseekers an inside look at your brand with recruitment marketing can help attract talent quickly – who will likely stay longer – avoiding the costs of drawn-out recruitment periods and decreasing the dependency on overtime or agency support to fill critical positions.



//

A strong employer brand is built by recruitment marketing. It is not a luxury, rather, a necessary component to successful modern talent acquisition teams. Focusing recruitment marketing engagement strategies to potential candidates will drive the employer's reputation long-term.

//

Christine Hampton

Sourcing & Recruitment Marketing Expert Advisor
Lean Human Capital by HealthcareSource

How To Develop Your Employer Brand

To craft the right brand message, you need to understand what information your candidates are seeking and in what formats – and then make sure it is easily discoverable. As we noted in [our predictions](#), a LinkedIn study revealed that having a great employer brand can lead to a 50% cost-per-hire reduction and 50% more qualified applicants,

Keep in mind that prospective employees put the highest value on information that focuses on an organization's values and culture. Job-related information is also important, with job descriptions – detailed and optimized for search – carrying the most weight. Salary ranges, compensation structures and benefit details are also useful.

Once you know what you want to show your candidates about your organization, you must choose which channels to use. Digital platforms are the most effective for reaching new prospects and include:

- **Your Career Website:** [74% of candidates](#) conduct their own research as part of their job search, diving deeper into career sites, social media and review sites. If you have a great career site, candidates will quickly find the information most important to them and feel more inclined to apply for open positions. The more candidates you have, the more confident you can be with choosing the right candidate while also filling positions quicker. Your career page is a great place to show off your culture, values and any competitive differentiators that clearly outline why a candidate should choose your organization.



A great employer brand can lead to a
**50% cost-per-hire reduction &
50% more qualified applicants**

- **Social Media:** A branded and active social media presence keeps your organization in front of passive candidates. Using channels like LinkedIn, Twitter, Facebook and even Instagram to share high-value, relevant content increases awareness and overall positive sentiment. For example, patient or resident stories make great social content that shows the premium your organization places on delivering care. Weaving job listings into your social media channels can also keep opportunities at your organization top-of-mind to interested candidates. Savvy recruitment marketers create content both native for the social media platform as well as use social media to drive traffic back to their career sites.
- **Email:** Email is a very powerful tool for extending your employer brand. In addition to emailing job openings to your talent network, you can also use email to drive traffic to your career site, share company news that supports your employer brand, and to generally keep your organization in the back of candidates' minds by receiving relevant communications on a regular basis. As long as the candidate has consented to receiving your emails, they will be eager and happy to receive valuable communications from you – helping build your employer brand in the process.

How To Develop Your Employer Brand

Aside from the more traditional channels like email, social media and a career website, there are additional employer branding tactics you can consider.

Use the following to further build your employer brand:

- **Branded Content:** Content is key to your employer branding activities – it's made up of the stories and information you tell to demonstrate who your organization is to potential candidates. This content isn't intended to be promotional or salesy. Instead it should help candidates decide why they want to work with you based on your culture, quality of patient or resident care, career development opportunities, etc. Examples of branded content include blog posts, infographics, eBooks or whitepapers and case studies or client stories, to name a few.
- **Videos:** A type of branded content, video content deserves its own bullet: Viewers spend an average **2.6x more time** on pages with video – and video can even **boost conversion rates by 80%**. Creating short, digestible video content gives a closer look into your people and organization. Examples of the type of videos you can publish include employee testimonials, culture-related activities and even a general 'about' video that explains your mission and background. Video content is an engaging, effective addition to your career site and makes excellent social media and email content as well.
- **Search Engine Optimization (SEO):** The words you use to tell your story are key in the digital age. When building your website and publicly searchable content, you want to think about the questions your target audience might have and the phrases they use to search for information online. Working that into what you write on your website, social media, in job postings and other content that comes up in search will help your organization rank higher, leading to more eyes on your brand.

- **Automated Job Distribution:** You can gain additional exposure for your open roles by using automated job distribution services. These tools allow you to place targeted digital ads to the social channels and job boards your prospects already use, so your organization is at the forefront of their search. Automating the job distribution process will help you take a proactive approach to sourcing so that when it's time to fill a position, top-tier candidates already have your organization in mind and will be more receptive to recruitment outreach (or may even apply on their own!).

Using these recruitment marketing tactics will help you boost your employer brand, increase ROI and position your organization for a more competitive future. A solid digital presence that helps you proactively fill your talent pipeline is an investment worth making for continued long-term recruiting success.



**Video content can
boost conversion
rates by 80%**

Use Proactive Sourcing Tactics To Fill More Roles

When a job goes unfilled, there are three ways to cover shifts: Pay staff members overtime, use contingent labor or simply leave those shifts unfilled, impacting the care that your patients or residents receive. But when you proactively build a pool of qualified talent to pull from when vacancies arise, your recruiting team is more empowered to land quality hires in less time – helping them avoid the less desired, more costly options.

Because the labor market is tight and **28% of healthcare roles** take four months or more to fill, healthcare organizations need to proactively source talent for high turnover and critical roles. But sourcing talent is different from recruiting and requires a skillset that might take some adjusting for your hiring teams.

In a nutshell, proactive sourcing is really all about data mining. This means pulling together every possible source of talent you can find with the candidate data you have – like previous applicants and reference providers – as well as conducting online searches to locate additional qualified candidates. It may sound time-consuming, but sourcing technology can help you streamline and automate these processes so you can find the right people to fill your roles quickly.



28%
of healthcare roles take
four months or more to fill

Leverage Technology to Speed Up Time-to-Fill

Today's hiring technologies can help you do more than recruit – they can help you proactively source candidates so your talent pipelines are continuously full of potential hires. When you leverage technology to help you source, you can spend more time vetting and interviewing the people in your talent network. When a new position is posted, you will already have a set of candidates you can reach out to. Here a few ways technology can help:

- **Connect with Third-party Resume Databases:** Searching for talent across disparate platforms can be inefficient and ineffective. With the right technology, you can connect to third-party resume databases to search for talent to add to your pipelines in a single interface. This helps you consolidate your search while also giving you more resources to source from.
- **Allow Candidates to Join Your Talent Network:** Creating an opt-in talent network allows jobseekers who visit your career site or in-person events to provide their resumes for future consideration if a position meeting their expertise isn't currently available. This gives you the upper hand to quickly fill roles in the future, as it helps you gather talent in advance instead of starting a new search for every position.
- **Organize and Categorize Talent:** Effective technology allows you to organize the candidates you have sourced in a convenient way based on your recruiting process. For example, tags allow you to group candidates based on key attributes, or you can set up review stages such as "new" and "reviewed" to move candidates more effectively through the internal review process.
- **Keep Talent Engaged with Candidate Relationship Management (CRM) Technology:** CRM is used to nurture candidates, giving them the personal and professional connection to your brand they are looking for. Aside from sending job postings, these nurture campaigns can be managed through CRM in channels like email, social and even texting to share other information, such as educational events or webinars, candidate newsletters and materials that help them get to know your brand.

When you can proactively gather talent from various sources and engage with them regularly through different channels and CRM technology, you'll be in a better position to decrease your time-to-fill in the future.

Consider A Dedicated Healthcare Recruitment Marketing Partner

We often hear that healthcare organizations are interested in recruitment marketing, but they don't have the technology or headcount to actually get started. Using a full-service recruitment agency is a great option for organizations facing these challenges.

Partnering with an agency will help you get started on the journey of becoming fully enabled recruitment marketers in the future, as these partners take the burden off your organization to build these tactics and strategies from scratch. HealthcareSource partners with [Fusion Marketing Group](#), a healthcare recruitment marketing agency, to bring our combined solution to clients in this position.



Fusion's re-engagement program has reduced applicant drop-off by an **average of 10% at a fraction of the cost** of traditional advertising



An agency partner like Fusion can:

- Build your custom talent network to create brand awareness and an online community to attract candidates
- Develop custom marketing campaigns and email templates to engage with a larger percentage of your labor market and nurture candidate relationships at scale
- Provide additional retargeting marketing tactics, extending your reach with targeted social media ads, paid search ads and more traditional digital methods
- Track and measure campaign performance to inform investment decisions
- Provide more advance tactics like digital ads, SEO optimization and audience retargeting

This approach to recruitment marketing is especially worthwhile if you know this recruiting strategy is the direction you'd like to go, but you need a successful proof-of-concept to get the rest of your leadership team's buy-in.

A Robust Recruitment Marketing Strategy Produces Strong ROI

Jobseekers have high expectations for your recruitment process. To meet their expectations, you need to invest in recruitment marketing to establish your organization as an employer of choice, keep your talent pipelines full and make meaningful connections with potential candidates.

When healthcare organizations leverage recruitment marketing tactics, they reduce costs associated with employing contingent staff, manually searching for candidates and leaving roles unfilled. Keeping your talent pipelines full of quality candidates will help you optimize your recruitment efforts, reduce time-to-fill and improve your quality of candidates.

It pays to invest in recruitment marketing.

To learn more about the benefits and how HealthcareSource can help you on your recruitment marketing journey, contact us today.



About HealthcareSource

HealthcareSource® is the only comprehensive talent management suite designed specifically to support the healthcare talent ecosystem. Our software, services, content, and analytics enable more than 3,500 healthcare organizations, senior care providers, and staffing agencies, spanning over 6,000 locations, to ensure quality patient and client care by recruiting, retaining, and developing quality talent. HealthcareSource and its award-winning healthcare talent management solutions have been recognized by industry analysts and trade groups.

Looking for more on recruitment marketing?

Take advantage of our other resources:



Free webinar:

Recruitment Marketing –
From Pause to Full Throttle



Client story:

Hugh Chatham Memorial Hospital



Datasheet:

Recruitment Marketing – Source & CRM



Solution overview:

HealthcareSource Recruitment Marketing



Meet our partner:

Fusion Marketing Group



Contact Us Today!