

FACT SHEET

PeopleScout Talent Advisory: Recruitment Marketing



Stand-Out Candidate Attraction Campaigns

Sometimes even the best talent acquisition teams need reinforcement. PeopleScout's Talent Campaign: Surge Support solution provides project recruiting services to support your talent acquisition team during demanding periods of peak volume, for special projects or for hard to fill positions—all without increasing your permanent recruiter headcount.

If your organizations is struggling to meet a sudden need for talent or your internal recruiting resources are stretched thin, this project-based recruitment solution can drastically improve your talent acquisition outcomes. Talent Campaign: Surge Support is a great option for organizations for who need support with any part of the recruitment process including sourcing, interviewing, assessment, offer management, onboarding and more.

Benefits of Recruitment Marketing with PeopleScout



Lower cost per hire

By monitoring the effectiveness of recruitment marketing channels, you'll find you'll spend less budget to attract quality candidates.



Faster recruitment

With fewer, higher quality applications from great candidates, you spend less time sourcing and cold calling and more time reviewing applicants and making offers.



Improved employee retention

Getting in front of the right target audience means you attract the right kinds of people. This means they'll be far less likely to leave in the short to medium term.



Increased candidate advocacy

Candidates who have a good experience, regardless of whether they secure the role or not, are more likely to apply again and admire your overall employer brand.

PeopleScout Recruitment Marketing Services

Here are some of the recruitment marketing packages we offer. Not sure which one is right for you? Want to discuss a more customized approach?

LET'S CONNECT

Recruitment Marketing Diagnostic

Our Recruitment Marketing Diagnostic looks at your recruitment content through the lens of a candidate. We score you across social media, website and job descriptions through a series of key indicators. You'll get a customized report that pinpoints areas for improvement.



Campaign Creative & Imagery

Based on one role group

EXISTING IMAGERY

Review, selection and treatment application to existing imagery based on chosen campaign creative

STOCK IMAGERY

Review, selection and purchase of stock imagery in line with chosen campaign creative

LIGHT

- » Creation of creative brief using existing information
- » Creation of 2x campaign creative concepts
- » Playback session
- » Development of chosen campaign creative concept and mock up 5 assets

CORE

- » Story gathering with
- » 3x telephone interviews to inform creative brief
- » Creation of 2x campaign creative concepts
- » Playback session
- » Development of chosen campaign creative concept
- » mock up 7 assets

PREMIUM

- » Story gathering with 3x stakeholder interviews & 1x focus group to inform creative brief
- » Creation of a persona card
- » Playback session
- » Creation of 2x campaign creative concepts
- » Playback session
- » Development of chosen campaign and mock up 10 assets creative concept

Social / Content Creation

3-month package

LIGHT

Using existing information and imagery, we create 24 pieces of content. Assets include a combination of copy, image and headline content, gifs and three video edits using existing footage.

CORE

After carrying out six telephone interviews, we create 36 pieces of content. Using a combination of existing imagery, assets include a combination of copy, image and headline content, gifs and three video edits using existing footage and audio clips from the telephone interviews.

PREMIUM

After carrying out six telephone interviews we create 36 pieces of content. Using a selection of stock imagery, assets include a combination of copy, image and headline content, gifs and three video edits using existing footage, audio clips from the telephone interviews and long-form blog articles developed from the responses from each interviewee.

Film

LIGHT: PHOTOGRAPHIC NARRATIVE

Based on your chosen campaign creative, this film option tells your story through an image- and copy-based film.

CORE: GLOBAL PERSPECTIVE

Using your chosen campaign Creative, this option uses stock footage from around the world layered with a voiceover to tell your story.

PREMIUM: YOUR PEOPLE

Using a combination of user generated content and existing film footage, this option tells the story of your people through film.

Microsites

CAMPAIGN DESTINATION PAGE	MICROSITE	MICROSITE WITH HERO FILM
<p>Creation of a single campaign landing page to host your vacancies. Includes:</p> <ul style="list-style-type: none"> » Application of branding » 3 months hosting » Media source tracking » Google Analytics 	<p>Build of a five-page microsite with Google for Jobs enabled. Includes:</p> <ul style="list-style-type: none"> » Application of branding » Application of campaign creative » Bespoke copy » 12 months hosting » Media source tracking » Google Analytics 	<p>Build of a five-page microsite with Google for Jobs enabled. Includes:</p> <ul style="list-style-type: none"> » Application of branding » Application of campaign creative including a hero brand film on the homepage » Bespoke copy » 12 months hosting » Media source tracking » Google Analytics

Activation

Our specialist Digital Strategy and Media and Attraction teams can take your new campaign creative and advertise in the right places. We can support with:

