



RECRUIT LIKE A MARKETER

Know your value proposition

What value does a candidate get from choosing to work at your company versus your competitor's? Is it development opportunities? A flexible schedule? Know what your company brings to the table.

Uncover your target audience

Who is your ideal employee? Where can you find others online who have these values? Consider the strengths of your current team and try to attract people with complementary skills.

Make a strategy

Be proactive about your recruiting plan. Recruitment should be an ongoing, long-term strategy so that you build up your talent community even when you aren't hiring.

Build a community

Building a community takes time and energy. This effort grows awareness and creates ambassadors for your brand. By focusing on community, you will inherently build your employer brand.

Tell stories

Take some time to gather testimonials from your employees about why they work for you, then share these stories with your target audience. These stories will undoubtedly connect with ideal candidates who want to join your team.