

EXECUTING A  
**DIGITAL CONTENT STRATEGY**  
A GUIDE FOR RECRUITERS

UK'S LEADING  
**GRADUATE RECRUITMENT** AGENCY

# CONTENT MARKETING

**WHEN TRYING TO SOURCE THE BEST CANDIDATES FOR A ROLE**, recruiters sometimes forget that a well-planned content strategy can make their job a lot easier for them. Engaging and informative content attracts top talent through ranking your site higher in Google, drawing people who are looking for information and helps you build a reputation in the saturated sector as industry experts and thought leaders. Here are some examples of types of content that can feature in your content marketing:

## BLOGGING

According to online statistics agency [Hosting Facts](#), over three million blog posts are published online every single day. In addition to the millions of personal blogs out there, more and more companies are realising the incredible power blogging can have and are embracing it as part of their marketing strategy.

There are all sorts of reasons you should create a company blog if you haven't already done so. For starters, companies that blog see around 97% more inbound links, according to [Blogging.org](#); Google rewards websites

that are continually updated with good content, so blogging could help your ranking. It can also help you rank for certain topics and key terms, if you produce high quality blogs on in-demand topics which receive lots of traffic.

Scour Google for top ranking blogs surrounding careers and recruitment. Think of how you can improve or add to the existing results in order to outrank what's already out there. Considering keeping an eye on the news section of Google to see what's currently trending.

## INFOGRAPHICS

People have short attention spans and research has found [65% of us are visual learners](#). Therefore, adding infographics to your site can help you engage more potential customers and candidates.

Online blog posts which include images [get 94% more views](#), so it pays to condense the

information you want to convey into an easy to understand, bite-sized infographic. Most people will only skim read a blog and may not retain all the salient points but add an infographic and you can quickly give them all the information they need in a nutshell.

Your infographics don't have to be all singing, all dancing, but they do have to be well done if you want people to engage. It's probably worth outsourcing graphic design work

(unless you have an in-house designer), and ensuring the graphic is uncluttered, branded and eye-catching if you want to attract new business.

## WHITE PAPERS

Put simply, a white paper is an authoritative and in-depth report on a specific subject. Marketers use white papers to educate their audience about a particular topic. In the recruitment industry, it could be on statistics or a survey on candidates, information into a certain industry or the latest

government statistics on employment and unemployment rates.

If you can demonstrate your knowledge through a series of reports, you give people more reason to trust you and more reason to want to work with you.

## EMAILS

Think email marketing is dead? Think again. In the world of GDPR, it's very easy to dismiss email marketing as a nuisance. However, 59% of B2B marketers say that email is their most [effective channel](#) and for recruitment, an industry that relies on email, it couldn't be more true.

Email marketing is cheap, quick, easy and direct. It can be used to share blog posts and articles, advertise roles and attract clients. There are many mass mailing platforms out there, including MailChimp, Mail merge.

# WHY USE CONTENT MARKETING?

## BUILDS TRUST

One of the key aspects of any successful marketing strategy is positioning your business as a trusted source of advice and knowledge. And this is no exception for recruiters. Sharing up-to-date, accurate insights

about your industry lets clients know that they can trust you for useful information. You want to offer clients the kind of news, articles, blog posts, and thought pieces that they can't find anywhere else.

## MONEY-SAVING POTENTIAL

It is estimated that recruiters spend around 30% of their budget on job boards. Which is a significant cost, especially when you consider that job boards may not always be an effective way to source top talent. Having a

website which is continually posting great content which readers are engaging with does wonders for your SEO and ranking highly in Google will result in natural traffic.

## ATTRACTS CANDIDATES TO APPLY FOR YOUR ROLES

There are hundreds of jobs advertised online – make yours stand out. Job descriptions tend to use the same generic phrases. Go a step further- include real accounts from people

who work at the company, quotes from candidates who you've placed before, insight into the office culture and day-to-day tasks.

# KEEPING CANDIDATES INTERESTED

Finding a strong candidate is the first challenge for any recruiter. After all, according to one [survey](#), 65% of recruiters say that talent shortages are one of the biggest obstacles they face. The next challenge confronting recruiters – perhaps an even bigger one – is keeping strong candidates interested.

When you find top talent, you want to be able to stay in contact with them, even if you don't have the perfect role for them at present. By sending out content such as your top jobs of the month or the latest blog post, you can keep them interested in potential roles that could arise.

# BUILDING A BASE

When formulating a recruitment marketing strategy, you want to make sure that your content is broad and diverse in nature. The goal should be to build a base of candidates who are suited to both existing roles

and any future roles. When recruiters create content that is limited only to current vacancies, many people may find the content irrelevant, and stop reading.

**IN ORDER TO DEVISE A TRULY COMPREHENSIVE AND EFFECTIVE MARKETING STRATEGY**, recruiters should pay close attention to search engine optimization (SEO). Your Google search rankings are of paramount importance to your brand's visibility, credibility, authority, and organic traffic.

However, [less than half](#) of small businesses have a budget for SEO, and of those that do have one, 17% spend less than \$100 a month on it. There are also simple things recruitment agencies can do to improve their SEO strategy without breaking the bank.

## ON-SITE SEO

[On-site SEO](#) involves optimising what is on a website by making it easy for search engines to:

- Understand what a webpage is about
- Identify a page relevant to search queries ([which relates to the use of keywords](#))
- Find a page that is useful

Small changes you can make that will help to improve your on-site SEO:

- Conducting basic keyword research ([using tools like Google's Keyword Planner](#))
- Testing your [website's speed](#)
- Adding more content your website
- Making changes to your metadata
- Including more hyperlinks, and adding alt tags for pictures

In contrast, [off-site SEO](#) refers to techniques that boost a search engine or user's perception of a site's popularity, relevance, authority, and trustworthiness. This involves actions that encourage reputable sites to link to your webpage or through the promotion of your website.

# LINK BUILDING

In a nutshell, [link building](#) is the process of getting other websites to link to your website. And you do this by promoting your website to other businesses with the primary goal of securing a link on their site that links back to your webpage. You can achieve this by:

- Getting customers to link to you, which you can do by sending out partnership badges – graphic icons that link to your site
- Building and maintaining a company blog that is valuable, informative, and engaging
- Creating content that is designed for viral sharing and natural linking
- Being newsworthy
- Press activities
- Outreaching useful content
- Guest blogging

Link building is a highly effective tactic in SEO because links signal to Google that the information on your site is useful, trustworthy, and authoritative.

By following some of these tips on improving both on-site SEO and link building, you can ensure that users will be able to easily find your recruitment website, as well as feel confident about the services you offer.

# SOCIAL MEDIA

**RESEARCH HAS FOUND** [92% of recruiters](#) use some form of social media to find candidates. Each social media has its own uses and benefits.

## LINKEDIN

As a recruitment agency, LinkedIn is one of your most important tools, with [575 million current users](#) and 87% of recruiter using it. After all, it's a huge pool of working professionals, many of whom are searching for their next opportunity. Set up a company page with all your key

information. You can post content such as your jobs, blogs and share the content of others. LinkedIn can also be used by individuals to find candidates. You can join groups, discussions, discover rival companies, discover who is hiring and find alumni from specific universities.

## TWITTER

Twitter can be useful in engaging with other businesses and you can refine what you are looking for by searching various hashtags

based on location, job types and sectors. Twitter is a very interactive platform so it's a great place to promote your content.

## INSTAGRAM

Instagram can be used in demonstrating the values of your company and instilling trust, as well as posting jobs. Bear in mind that

it has a younger demographic, with [59% of its users](#) aged between 18-29.



## FACEBOOK

Although Facebook has feigned in popularity the past year, dropping 8% of users, it's still used by [over one billion people](#). Facebook is a good way to keep in touch with candidates

currently on your system. It can be useful in posting jobs and content and answering inquiries.

## YOUTUBE

YouTube has grown into the second largest search engine, gaining 30 million visitors every day. Recruitment agencies have been slow to use video, but there are many reasons why it's a good idea. [With 3.25bn hours](#)

[watched on YouTube every month](#), video is a digestible, easy way to advertise roles and offer candidates great advice. Video can help you stand out in a very saturated market.

**OVERALL**, content can take many forms from emails, short blog posts, to long white papers. Content marketing is an important way to build your company's reputation, keep in touch with candidates and clients and has numerous SEO benefits. Consequently, it should remain an imperative part of your 2019 growth strategy.

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