

7 COMPONENTS OF A RECRUITMENT MARKETING STRATEGY

1 A SOLID EMPLOYER BRAND.



2 KNOW YOUR COMPANY CULTURE.



3 DEVELOP KEYWORD-RICH CONTENT.



4 PROMOTE YOUR EMPLOYER BRAND AND ATTRACT CANDIDATES.



5 ENGAGE AND NURTURE YOUR PROSPECTIVE CANDIDATES.



6 CONVERT PROSPECTS TO APPLICANTS.



7 MONITOR, MANAGE, AND CONSTANTLY IMPROVE.



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