

23 INSPIRATIONAL

Recruitment Marketing Examples

INTRODUCTION:

As a recruiter or hiring manager, marketing tactics play a role in getting qualified candidates to notice the job you're looking to fill and the company you want them to join. In fact, 62% of job candidates rank employer brand —the company's reputation as a great place to work—as the deciding factor when applying for a job.

But, if you're not a marketing guru, where do you start to get their attention?

Answer:

Start browsing through this lookbook of 23 recruitment marketing examples! It'll inspire awesome ideas that you can implement right away to start reeling in top candidates.



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Ready to be dazzled? Ok, let's do this! Click on any of the following categories to view inspirational recruitment examples from top companies.

Happy hiring!

LinkedIn Talent Solutions

LINKEDIN CAREER PAGES

A **LinkedIn Career Page** complements your [LinkedIn Company Page](#) by giving you an opportunity to showcase your employer brand. This is important because companies that have a strong employer brand see up to 50% less cost per hire and 28% less [turnover rate](#).

[Learn more](#)

[Request a Demo](#)




XACTLY

Tech is a challenging category when it comes to competing for great talent. Xactly Corporation's Career Page grabs candidates attention right way with a clever headline highlighting their recent "best place to work" award.

Why we love it:

Xactly uses video featuring employees to bring its award winning culture to life in a way that text just can't.



The hero section features a large, stylized '5X' graphic in white on an orange background. To the left of the '5X' is a white box containing the text 'Small & Medium', 'GREAT PLACE TO WORK®', '2017', and 'Best Workplaces™'. The background image shows a person's legs and feet on a scooter, with orange sneakers.

Leadership

Christopher Cabrera
Founder & CEO

Patrick Morton
Head of Sales - EMEA

Anil Sharma
Managing Director

Micheline Nijmeh
Chief Marketing Officer

Work at Xactly Corporation

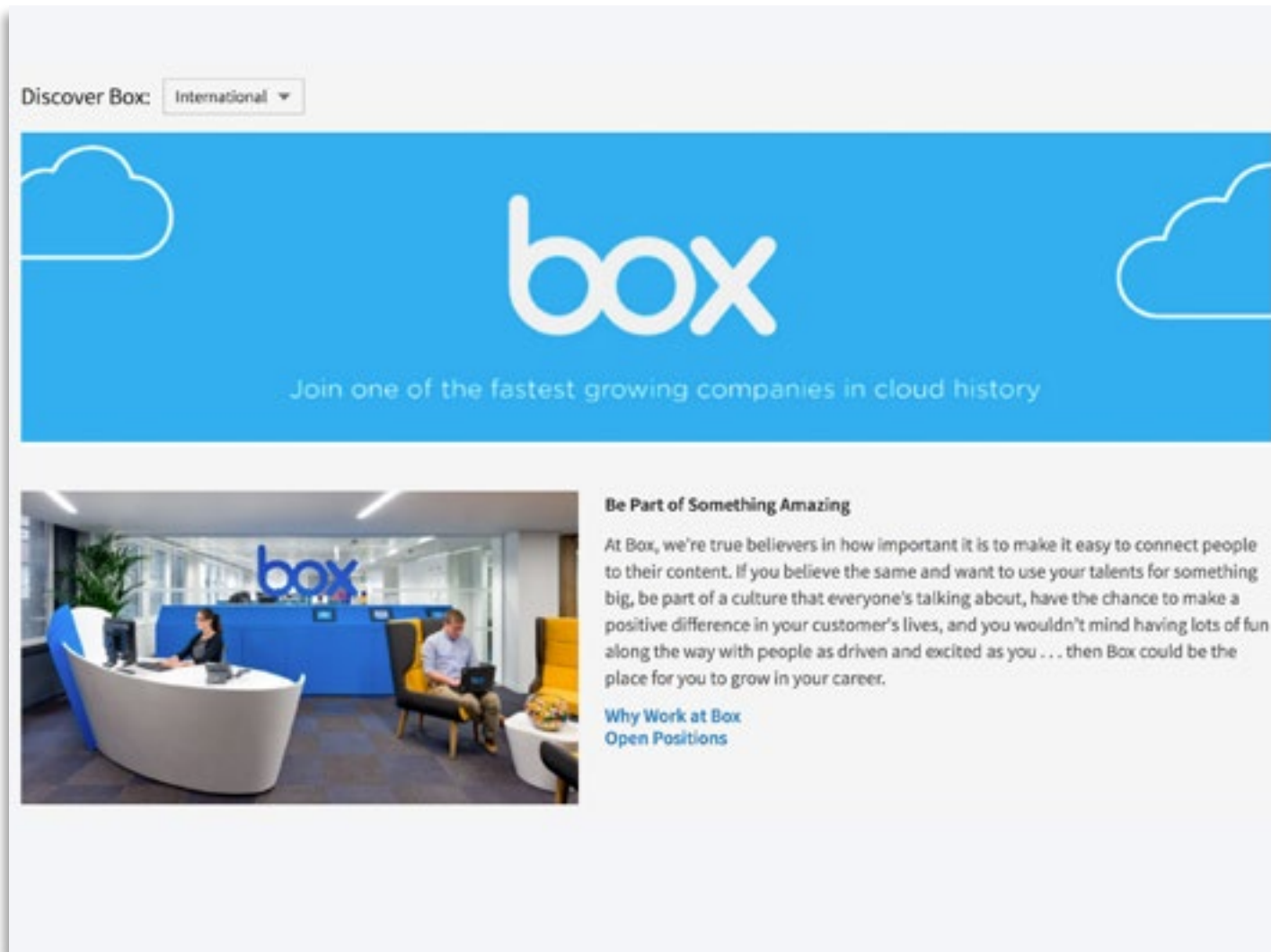
Xactly is a fast-paced, growing company with a vibrant culture that is deeply committed to customer success.

We're a 2016 "Great Place to Work" thanks to our atmosphere of respect and accountability, work-life balance, and the openness to chat up the CEO about your ingenious new idea.

We're revolutionizing the way companies pay and motivate their people.

Care to join us? Take a look at our openings to see where you fit with Xactly.

[Click on image to view example](#)



B O X

This cloud content management platform is looking for people who excel at sales, and it uses a headline on its Career Page to target this type of candidate.

Why we love it:

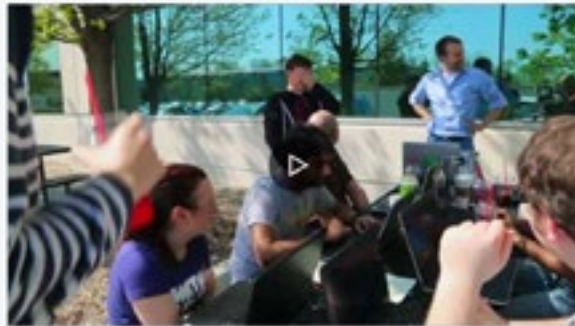
Box offers a custom and dedicated career page experience that explicitly targets sales candidates. We love the sales-focused messaging and visuals.

UNITED SHORE

United Shore's Career Page demonstrates that the company offers a culture where "you can be you."

Why we love it:

They use both copy and engaging video to give a real-life glimpse into this forward-thinking, fun-loving company.



be you here

We can't wait to see how you can apply your skills, advance your career and improve our business. But we're also eager to come to know the real you, and how your crazy ways will contribute to the culture that makes working at United Shore different from any other financial services company.

So dance. Smile. Wear your crazy socks. Show us your Star Wars action figure collection. Be a dream maker. But most of all be you. Be You Here.

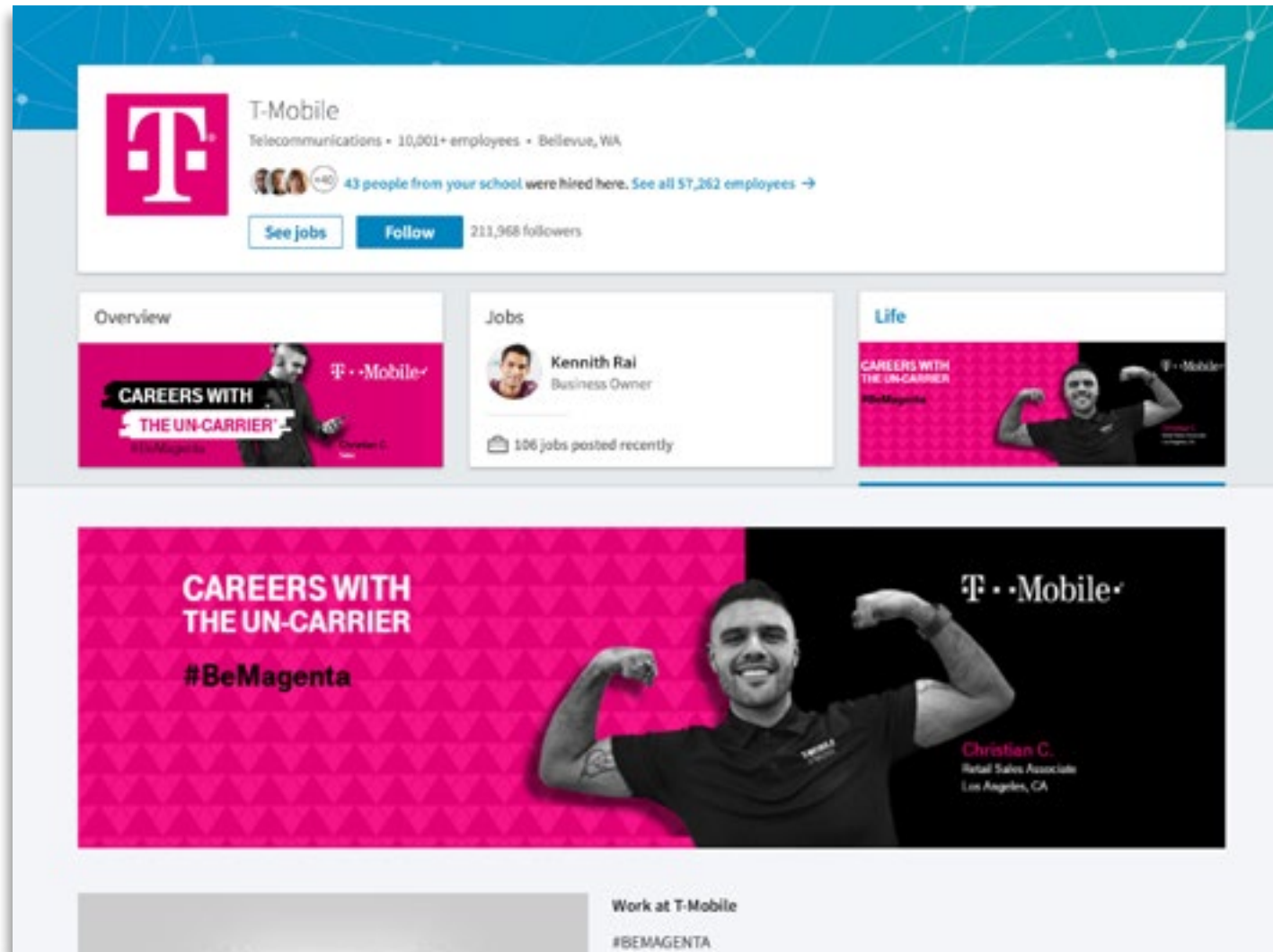
[Click on image to view example](#)

T - M O B I L E

The mobile industry is hyper-competitive whether in the race for new customers or new talent. T-Mobile uses their Career Page to stand out from their peers as the “Un-carrier.”

Why we love it:

T-Mobile makes great use of their unique brand colors to grab candidates' attention, while featuring an employee front and center. Integration of their hashtag, #bemagenta, encourages candidates to actively engage with T-Mobile on social media and immediately extends the reach of their recruiting message.



[Click on image to view example](#)

COMPANY CAREER SITES

According to the Society for Human Resource Management, a good career site should have these four elements:

- Support your employer brand by sharing insights to your company culture
- Sell your company to job candidates
- Include creative media, such as pictures, graphics and video
- Focus on the applicant experience by being easy to use and informative

Check out the following 5 companies with awesome company career sites.



TINY PULSE

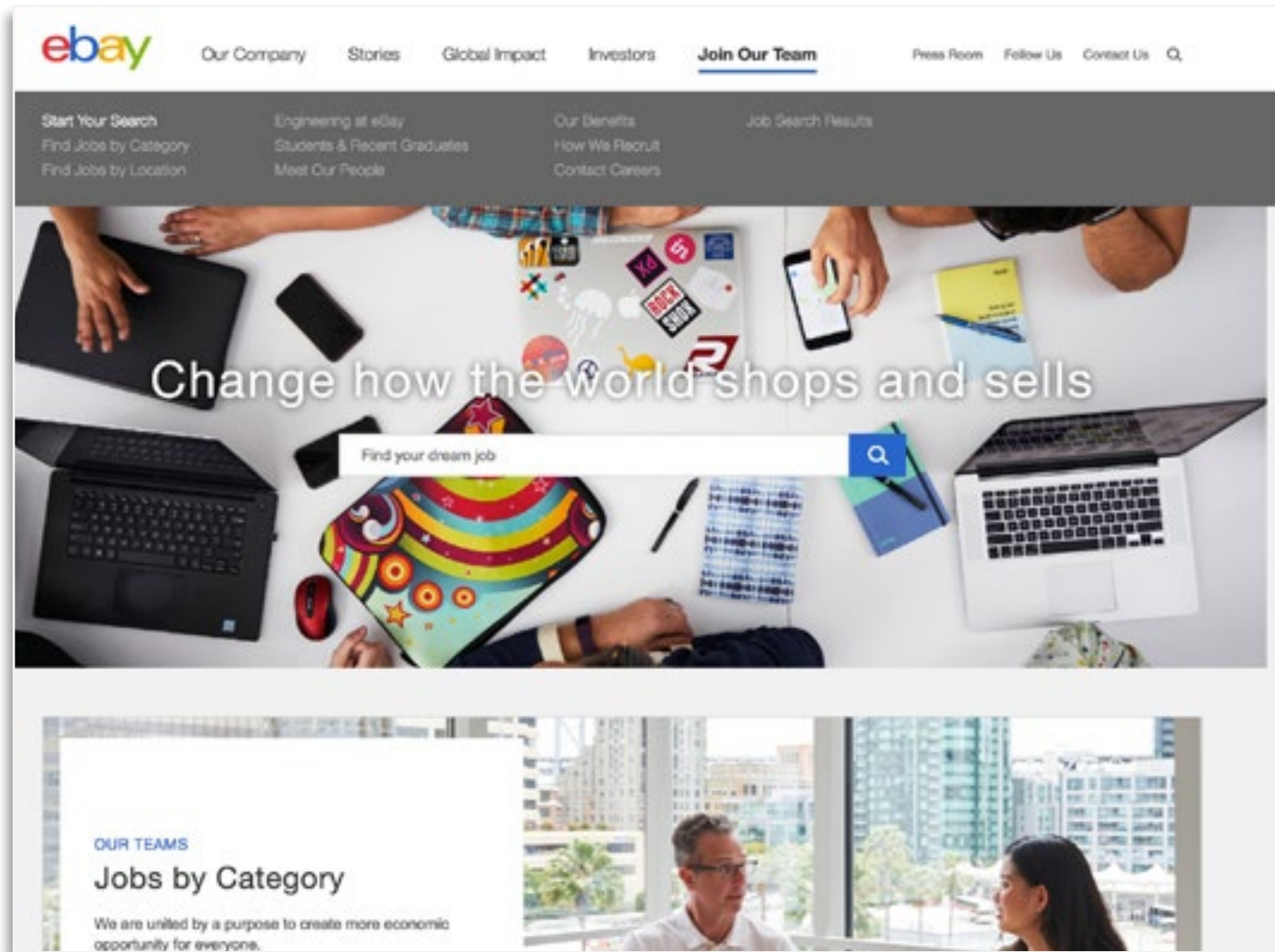
This software platform provider prides itself on creating and maintaining a strong culture by choosing the people who add to the culture.

Why we love it:

This company targets its talent market with a fun photo of employees and a list of questions about exactly what TinyPulse is looking for. Candidates will immediately know if they're a fit.



[Click on image to view example](#)



E B A Y

eBay is the world's online marketplace; a place for buyers and sellers to come together and buy or sell almost anything! This global company provides a wealth of information for candidates in a clear, easy-to-navigate format.

Why we love it:

eBay helps candidates find the right job by allowing them to search with an easy-to-use search interface. Candidates are prompted to start their job search with a welcoming "Find your dream job" message.

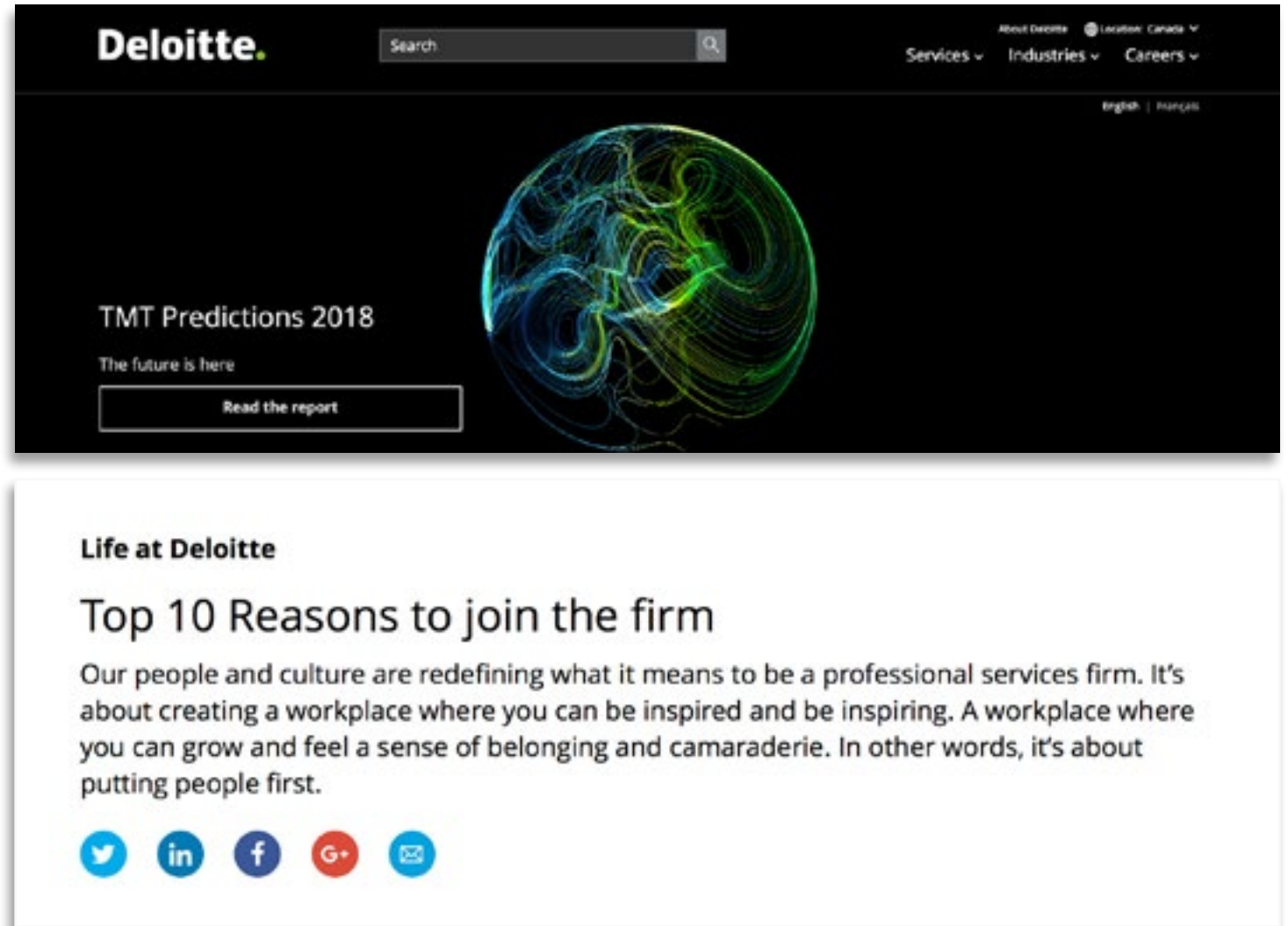
[Click on image to view example](#)

DELOITTE

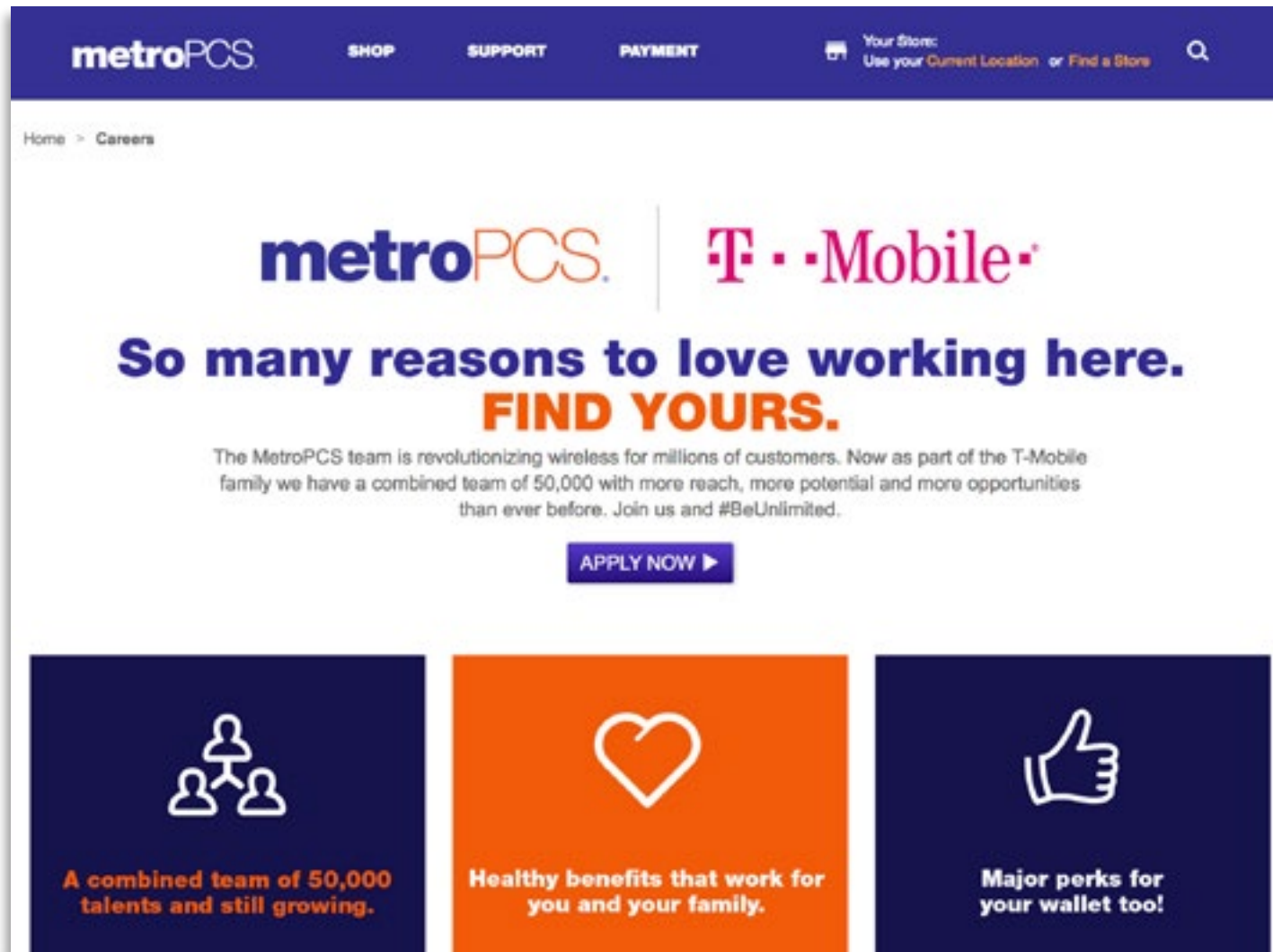
Deloitte is a consulting, audit, risk management and financial services company looking to diversify their workforce by recruiting students, experienced professionals, and leading executives. Deloitte's career site addresses each target talent market with specific information catered to the audience type.

Why we love it:

Deloitte understands that recruiting is a two-way street, and it sells its company by sharing the top 10 reasons to join the firm.



[Click on image to view example](#)



METROPCS

Candidates may not know that MetroPCS is part of the T-Mobile family, so their career page introduces this relationship and highlights the benefit of the broader organization.

Why we love it:

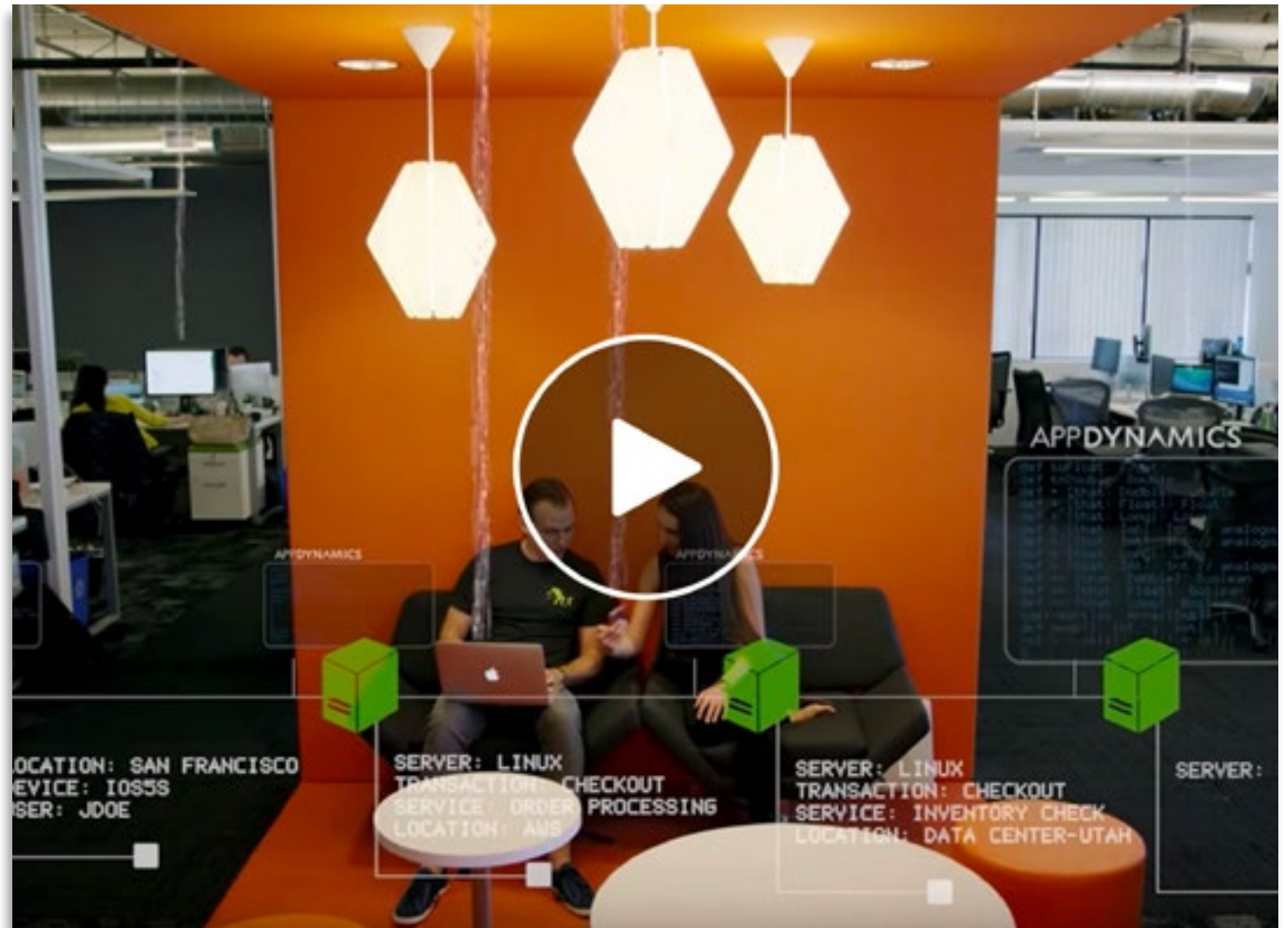
The MetroPCS page starts with a focus on what information will resonate with candidates by offering more information on topics they care about; culture and team, health benefits, and additional perks.

APPDYNAMICS

The AppDynamics platform gives today's software-defined businesses the ability to analyze and optimize digital business performance in real time, in production. They greet career page visitors with an inspirational "Be an AppDynamo" mission video.

Why we love it:

Use of video allows candidates to learn what AppDynamics is about directly from AppDynamic's founder and chairman. Hosting the video on YouTube expands their reach to candidates who might not visit their site directly.



[Click on image to view example](#)

RECRUITMENT ADVERTISEMENTS

Creating a recruitment ad and featuring it on [LinkedIn's Work With Us Ads](#) is more about just advertising your vacancies. It's an opportunity to showcase your employer brand and corporate culture in an effective and innovative way. An effective recruitment ad has these four elements:

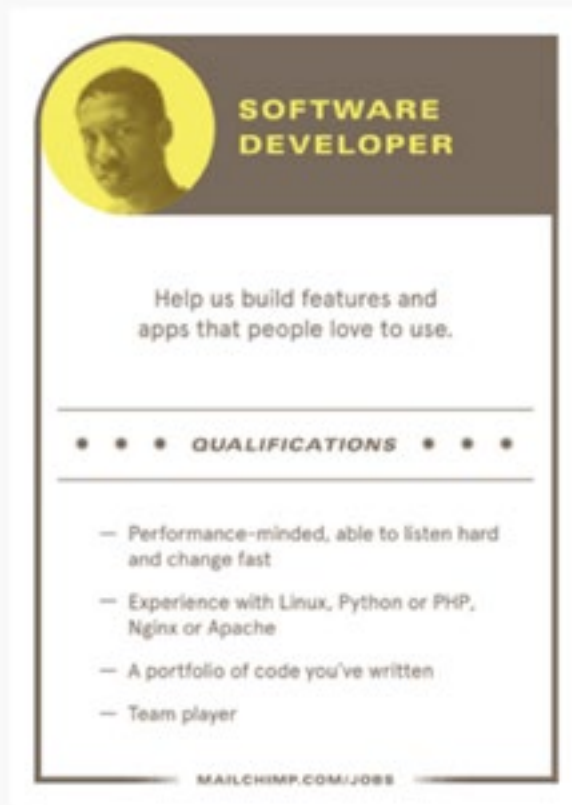
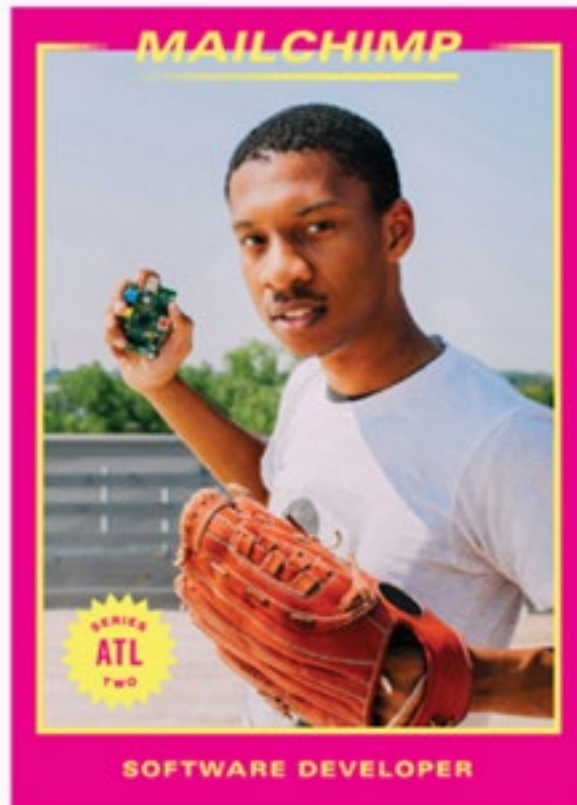
- It focuses on what the employee wants
- It uses language that is easy to understand
- It shares your company's culture, mission and values
- It has a clear call to action

Here are eight companies with awesome recruitment ad examples.

[Learn More](#)

[Contact Us](#)





MAILCHIMP

To win talent in the tech industry, you have to figure out a way to stand out and represent your employer brand.

Why we love it:

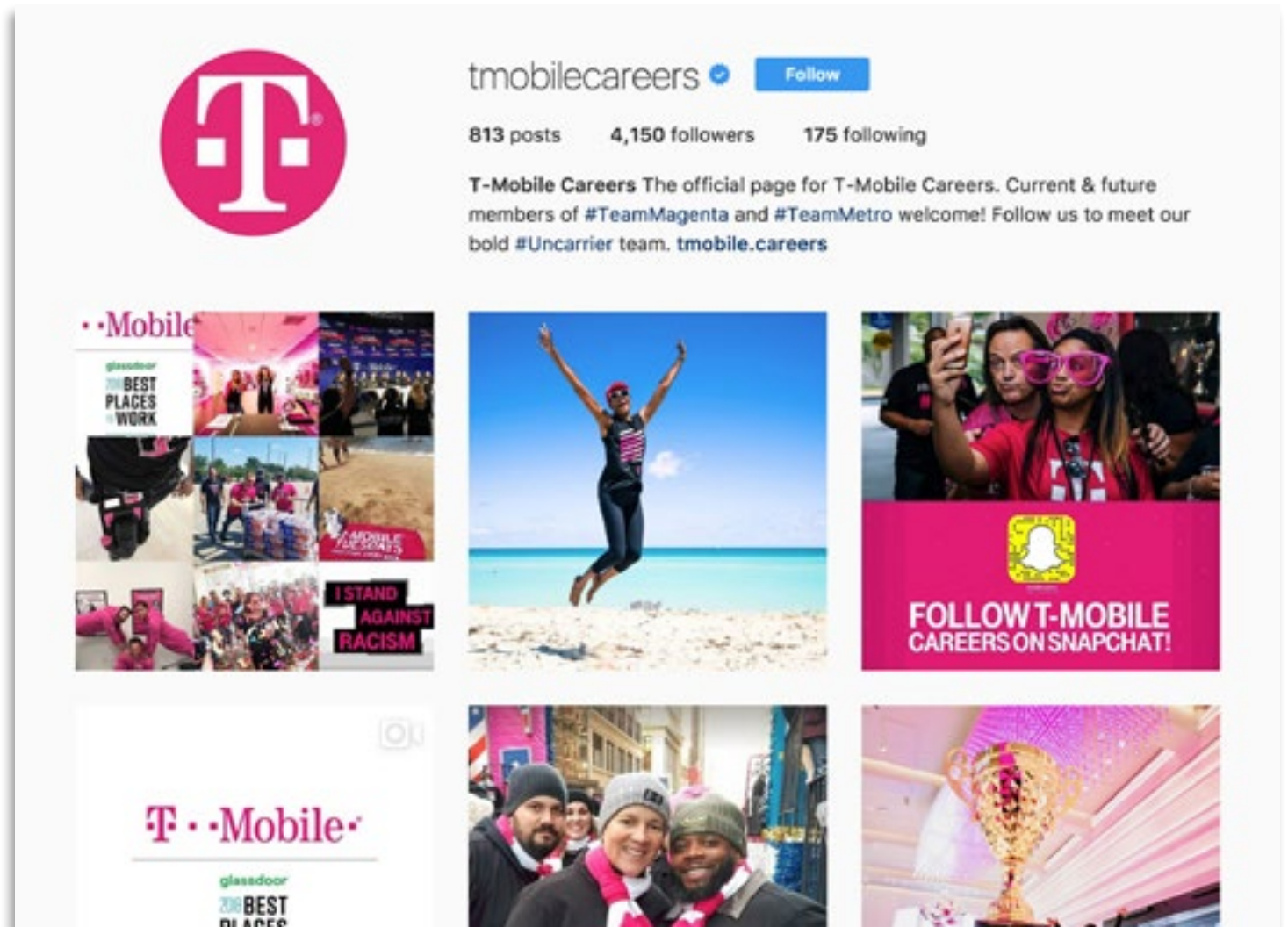
MailChimp created baseball cards and passed them out at job fairs for an approach that is memorable and fun.

T - M O B I L E

T-Mobile recruiting efforts don't stop with their career sites. They find their target wherever they might be online using a range of digital advertising and social media placements.

Why we love it:

Each of T-Mobile's recruiting ads takes advantage of the unique formats afforded by Twitter, Facebook, Instagram or traditional digital advertising units, all while consistently showcasing their brand personality and what it is like to work at T-Mobile.



[Click on image to view example](#)

INSPIRATIONAL
RECRUITMENT
VIDEOS



B P

The animated video helps candidates prepare for their interviews by coaching them on each step of the application process.

Why we love it:

This friendly video helps remove some of the fear of interviewing, and uses animation and motion graphics to make the useful delightful to consume.



[Click on image to view example](#)



HERMAN MILLER

Herman Miller uses video to make their talent brand as artful as the company's products.

Why we love it:

Their videos speak from the heart with a tone that is sincere and echoes their company's values.



[Click on image to view example](#)

FACEBOOK

Facebook created a series of video ads to showcase their company culture, targeting specific types of candidates from engineers to marketers, and from interns to international positions.

Why we love it:

This series features employees of all types in an authentic way and includes an interesting peek into their offices.



[Click on image to view example](#)



HUBSPOT

Inside Hubspot “It’s a start-up. We have a lot of fun. We work really hard.”

Why we love it:

HubSpot isn’t afraid to talk a little “nerdy” in their video showcasing their company’s employees, offices and values.

[Click on image to view example](#)

INMAIL

One of the most effective vehicles you can use to reach out to candidates is [LinkedIn InMail](#). InMail's response rate is three times higher than regular email, and 87% of our members are open to learning about new job opportunities.

Personalized communications build relationships, and the last thing you want to do in your recruiting efforts is to sound generic. To write a great InMail, do these four things:

- Use a compelling subject line
- Make the first sentence personal, hooking the recipient with a common connection or sincere compliment
- Tell the recipient what's in it for them
- Ends with a clear call to action

Take a look at these InMail examples.



New InMail message

Career opportunity

Hi Masan! Love your profile picture. :-) We are looking for a Japanese localization specialist to work in a fun and creative role in our new office in Tokyo. We are a public company based in Cambridge, MA, USA. Any chance you'd be interested in learning more? If so, happy to share more details and/or jump on a video call sometime. Thanks! Nataly

Thank you very much for your kind message, Nataly. I'm honored to be able to get your attention during your candidate search.

The position of JP localization specialist seems intriguing so I'd like to know more about it. Meanwhile, I've been looking for

HUBSPOT

When Nataly Kelly, HubSpot's vice president of marketing, was looking to hire a localization specialist, she found a top candidate on LinkedIn and sent him a personalized InMail.

Why we love it:

The InMail is clearly targeted to its receiver, and includes fun language that reflects HubSpot's culture. Short and sweet, it ends with a simple call to action.

S O C I A L T A L E N T

Social Talent provides training to the recruitment industry so they need understand how to deliver an effective Inmail, not just for their clients, but their own recruiting efforts as well.

Why we love it:

The reference to the candidate's social media posts and shared alumni status are a level of personalization that will make a candidate feel obligated to reply.

New InMail message

Hi Siofra,

My name's Johnny Campbell, a recruiter with Social Talent. I came across your blog post about creating great job ads on Instagram the other day, and I had to get in touch!

You seem like exactly the person we seek - a content/social media whizz who values the subtle details that make for truly great marketing (as proven in your blog post!). Oh, and a Twitter feed that includes both Mean Girl's quotes *and* links to excellent marketing blog articles doesn't hurt either!

I also saw that you studied Commerce in UCD, I'm a fellow alumni and thought you might really love working on our team. We're fun, young and fast-growing, with a marketing strategy we believe could benefit from your expertise.

Can you take a call at 5:30pm this evening to discuss further?

(No Regina George-style "three-way calling attacks" I promise ;)

New InMail message

To

15/150
InMail credits

1 Fast track to leadership! Opportunity to build a team below you

Hi Joan,

2 Even with thousands of restaurants at our fingertips, doesn't it always feel like our favorite spots – our neighborhood gems! – are the ones that don't deliver? This startup is the solution. With your background at LinkedIn, you would be the perfect fit for their city manager role!

- Extremely flexible hours: work from anywhere at any time!
- Rare opportunity to build out your city's FIRST TEAM
- Proven success & profitability in San Francisco and NYC!
- Competitive salary, full benefits & transportation cost coverage

3 Let's schedule a time to chat this Monday!
Are you available between 1:00 p.m. and 5:00 p.m.?

Sarah Madan
Technical Recruiter
Ahead Recruiting
Tel 408.555.5678

Send

G R O W T H O P P O R T U N I T Y



Sarah Madan
Technical Recruiter
at Ahead Recruiting

- 1 Engaging subject line
- 2 Unique opening line
- 3 Presumptive Call to Action

What we love:

The reference to the candidate's social media posts and shared alumni status are a level of personalization that will make a candidate feel obligated to reply.

SALES OPPORTUNITY



Kean Sumner
Senior Recruiter
at STW Staffing

- 1 Use research to pay a compliment
- 2 Include both a summary and link to background info
- 3 Targeted CTA

What we love:

Flattery will get you everywhere and this InMail does a nice job of using research to pay a compliment. The article link showcasing a recent #1 ranking is great, but putting the headline text in the InMail gets the message across without the candidate having to click. This call to action respects the candidate's time and recognizes that salespeople are on the go.

New InMail message

To 15/150 InMail credits

Fast track to leadership! Opportunity to build a team below you

Tara,

I recently came across your profile as we have a few connections in common and was **intrigued by your current role and some of the success you've had** up to this point. I would love to connect to chat about your career path and to fill you in on an amazing opportunity that just opened up at one my client's company on the account operations team.

A couple good articles to add a little color on our client's company:



Business Today article - #1 company to work for to advance your career - <http://www.businessinsider.com -bestcompaniesforadvancingyourcareer>

A short video...<http://www.youtube.com/watch?stwstaffing>

Connecting for a quick 5-10 minute call in the next few days would be great. Shoot me the best number to give you a ring at, assuming you have interest. I look forward to hearing from you.

Kean Sumner
Senior Recruiter
STW Staffing
Tel 408.555.6789

Send



New InMail message

To

15/150
InMail credits

Are you ready for your next play?

Hi Kim,

Very nice to meet you via LinkedIn. By way of introduction, I am a senior executive recruiter in the technology practice at KTR Partners.

We recently launched a search for a Manager, Industrial Design for one of our large client's Design Product Group - encompassing the entire existing and future product roadmap for the company's high-end consumer and enterprise products. This individual will lead a globally distributed team of senior design leaders in defining the vision and design strategy for mobile, PC, hybrid and enterprise devices.

Our client's leadership team has been ramping up investment in all areas of design, including the opening of design centers all over the world. As the leader of the Industrial Design team, **this individual will play a key role in the evolution of the company.**

1

Based on your background, I thought that this role could be an interesting fit for you or, if not, **for someone you might highly recommend.** Either way, it would be great to connect as I lead many senior design searches for our firm each year.

2

Would it be possible to find a few minutes for a call? Thanks in advance.

Nancy Klein

Send



MIDDLE MANAGEMENT OPPORTUNITY



Nancy Klein
Senior Recruiter
at KTR Partners

1 **Emphasize the significant impact of the role**

2 **Make a referral request**

What we love:

Experienced candidates like to hear that a role would give them the opportunity to make real impact on the organization. This InMail makes that opportunity clear, as well as complementing the candidate's background and making a soft request for referrals.

B O N U S

LinkedIn Talent Solutions includes a suite of smart recruiting technology engineered for growing businesses. Small to enterprise-sized companies use Talent Solutions to build a strong employer brand, market their jobs and hire qualified candidates for all of their open roles.

Check out this guide to learn about the recruitment solutions you can start using today!

Have a question about LinkedIn Talent Solutions? Our friendly team can help.

Contact Us

bit.ly/LNKDcareerpages

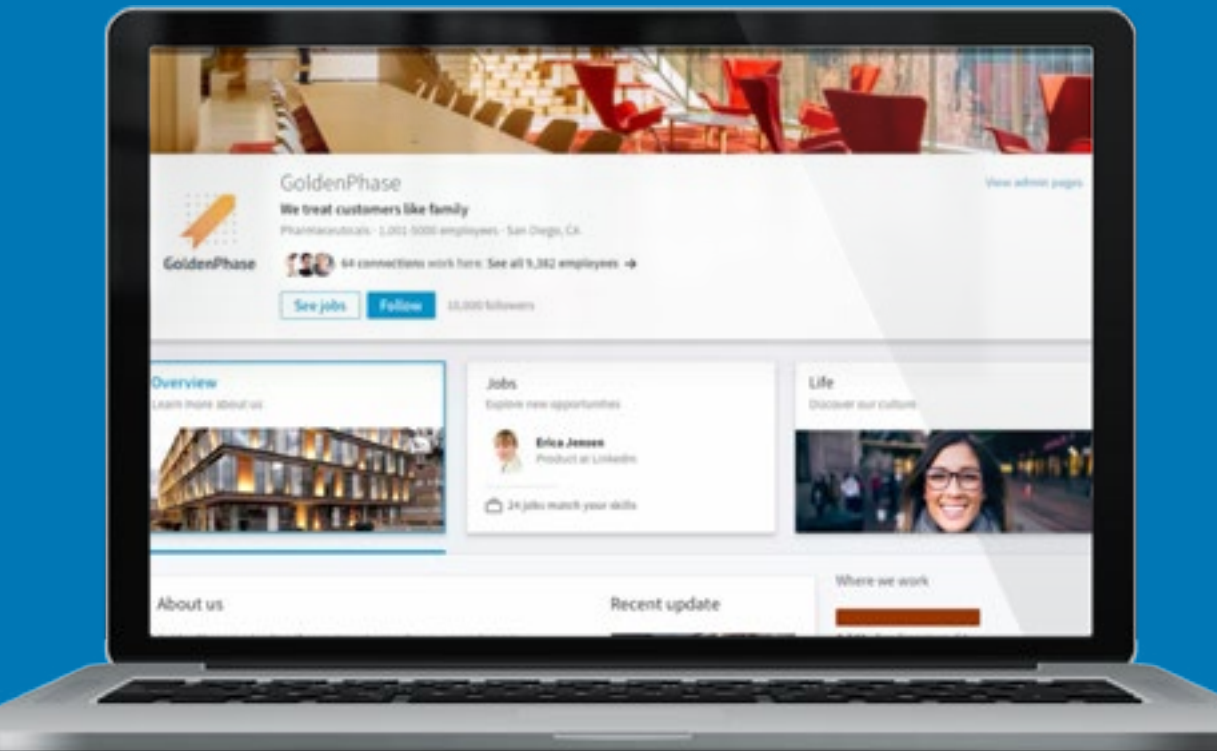
bit.ly/LNKDjobslots

bit.ly/LNKDworkwithusads

bit.ly/LNKDRecruiter

CAREER PAGES

Build a powerful talent brand that attracts top talent and positions your company as a great place to work.



Communicate your message and differentiate your employment brand with rich content, unique insights, and employee testimonials.



Your Career Page will automatically display jobs targeted to each viewer, letting potential candidates know you're hiring people like them.



Deliver a custom experience unique to each visitor. Customize your message based on a member's location, industry, job function, and more, to capture the attention of every potential candidate who visits your page.






Engage potential candidates over-time with Company Status Updates that allow you to interact with your followers and build relationships with a highly engaged talent pool. With Targeted Updates, it's easy to keep content relevant and engagement levels high by selecting specific audiences to receive each update.

Request a Demo

bit.ly/ContactTalentSolutions

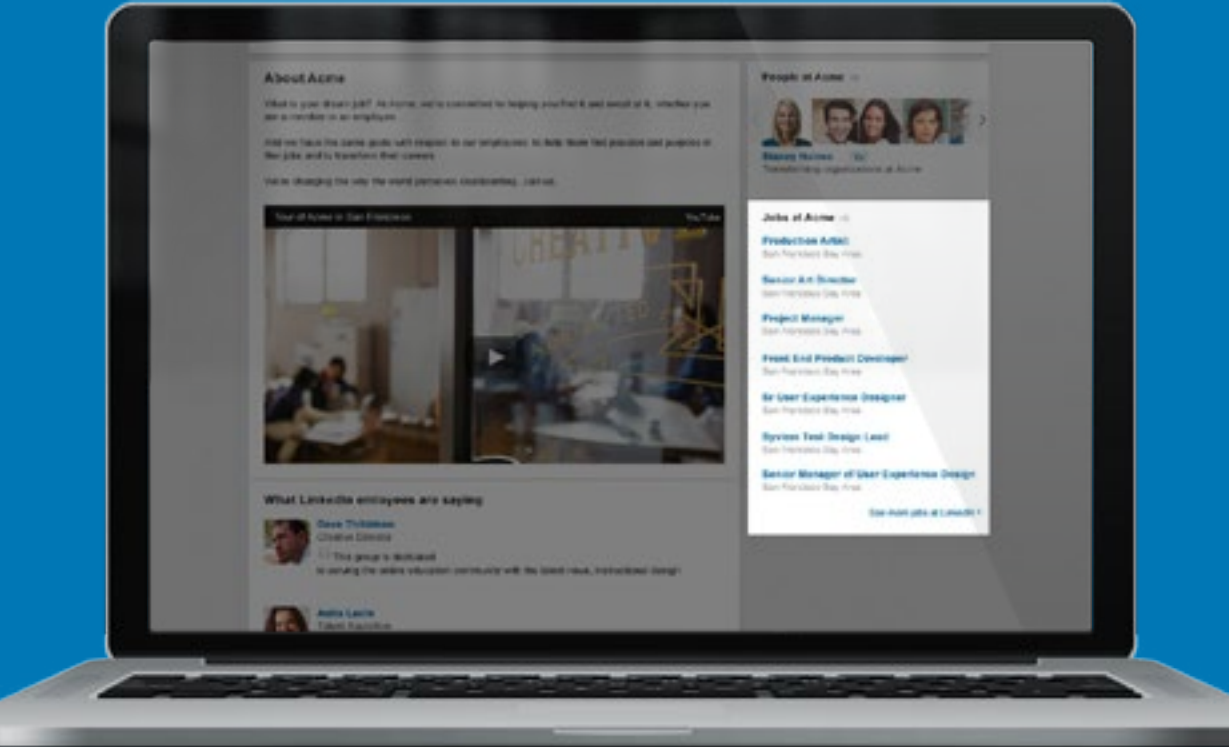
WORK WITH US

Own the ad space on your employees' profiles. Work With Us engagement rates far exceed those of typical banner ads, driving more relevant professionals to your jobs, Career Page, and other destinations.

-  Own the ad space on all of your employees' LinkedIn profile pages to tell your story more effectively
-  Join the conversation every time a potential candidate researches or connects with one of your employees
-  Display jobs personalized to each viewer to let professionals know you're hiring people like them

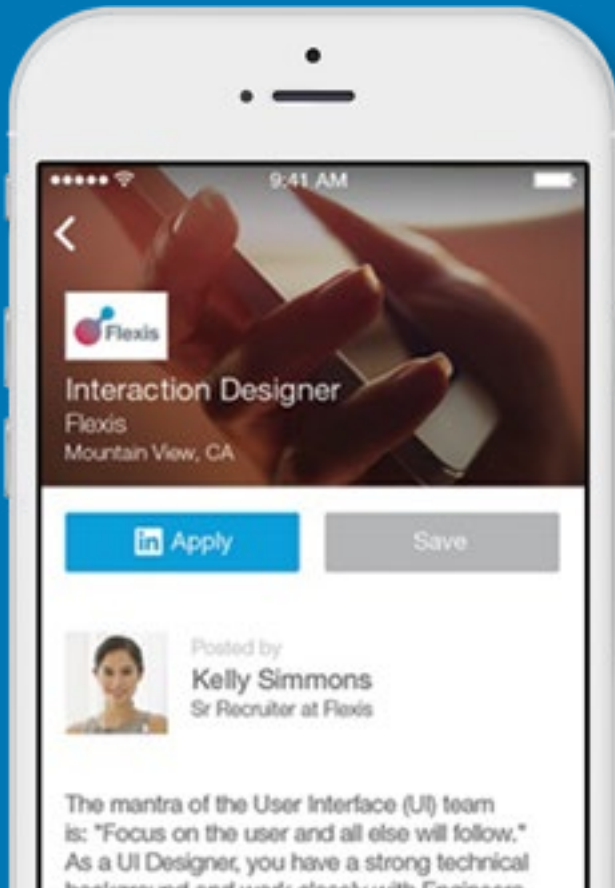
Request a Demo

bit.ly/ContactTalentSolutions



J O B S N E T W O R K

LinkedIn Jobs find the best passive and active candidates on the world's largest professional network.



Expand visibility of your Job Post to passive candidates



Let your jobs find the best candidates with our matching algorithms



Give your Job Posts a viral boost where members can forward your post and share it on LinkedIn, Facebook, and Twitter

Available solutions for posting your jobs include:

Job Posts

Post one or multiple job posts for 30 days.

Post Your Job

bit.ly/LNKDjobpostings

Job Slots

A year-round Job Slot allows you to change your job posting as often as you like – even daily.

Contact Us

bit.ly/ContactTalentSolutions

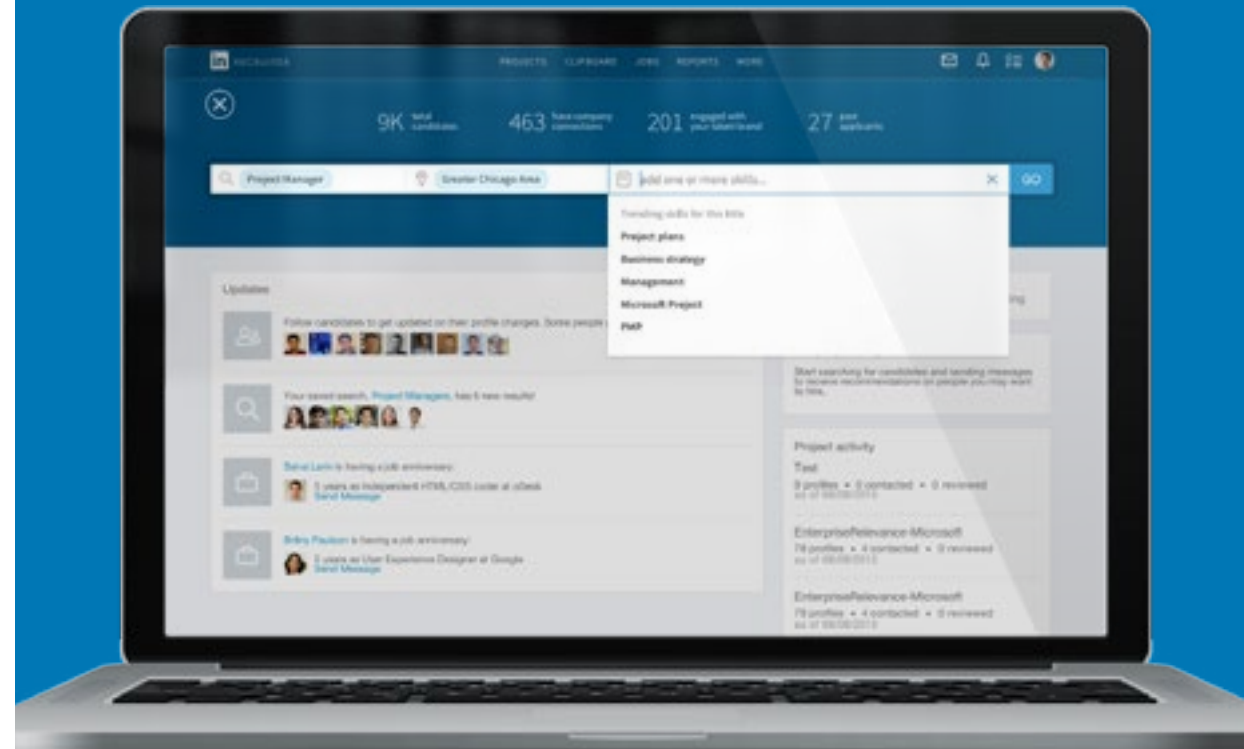
- See full names and profiles beyond your 1st and 2nd full degree network.
- Zero in faster on your ideal candidates with premium talent filters.
- Contact anyone directly with 50 InMail messages per month per seat.
- See up to 1,000 profiles in search results.
- Use Talent Updates to reach out to targeted followers of your company.
- Use Recruiter Mobile to find, engage, and manage talent from anywhere at anytime.
- Manage candidates with project folders and see your team's activities on shared projects.
- Add a tag, status, or a source to candidate profiles so you can search smarter and manage better.
- Create your own descriptive fields to meet the needs of your organization.
- Contact more candidates faster with one-to-many InMail messages and templates.
- Get best-in-class customer service, support, and training.
- Retain data on historical team activity.
- Audit activity to support OFCCP compliance.

Contact Us

bit.ly/ContactTalentSolutions

RECRUITER SOLUTION

Find, engage, and nurture your ideal candidates faster and more cost-effectively than ever.



Want to start recruiting like a marketer?

LinkedIn's Talent Solutions Specialists can help you get started.

Put your recruitment marketing hat on and show off your dazzling LinkedIn Career Page and Work With Us Ads. Take your efforts to the next level by posting your jobs on a network of over 467+ million professionals and use Recruiter to reach out to top candidates.

Our team is here to make sure you're successful in filling open roles this year. Let us help you identify the recruitment tools you need to find, attract, and hire qualified candidates.

Contact Us › business.linkedin.com/talent-solutions/contact-us

1-855-655-5653

For more recruiting resources and tips, visit:

business.linkedin.com/talent-solutions

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