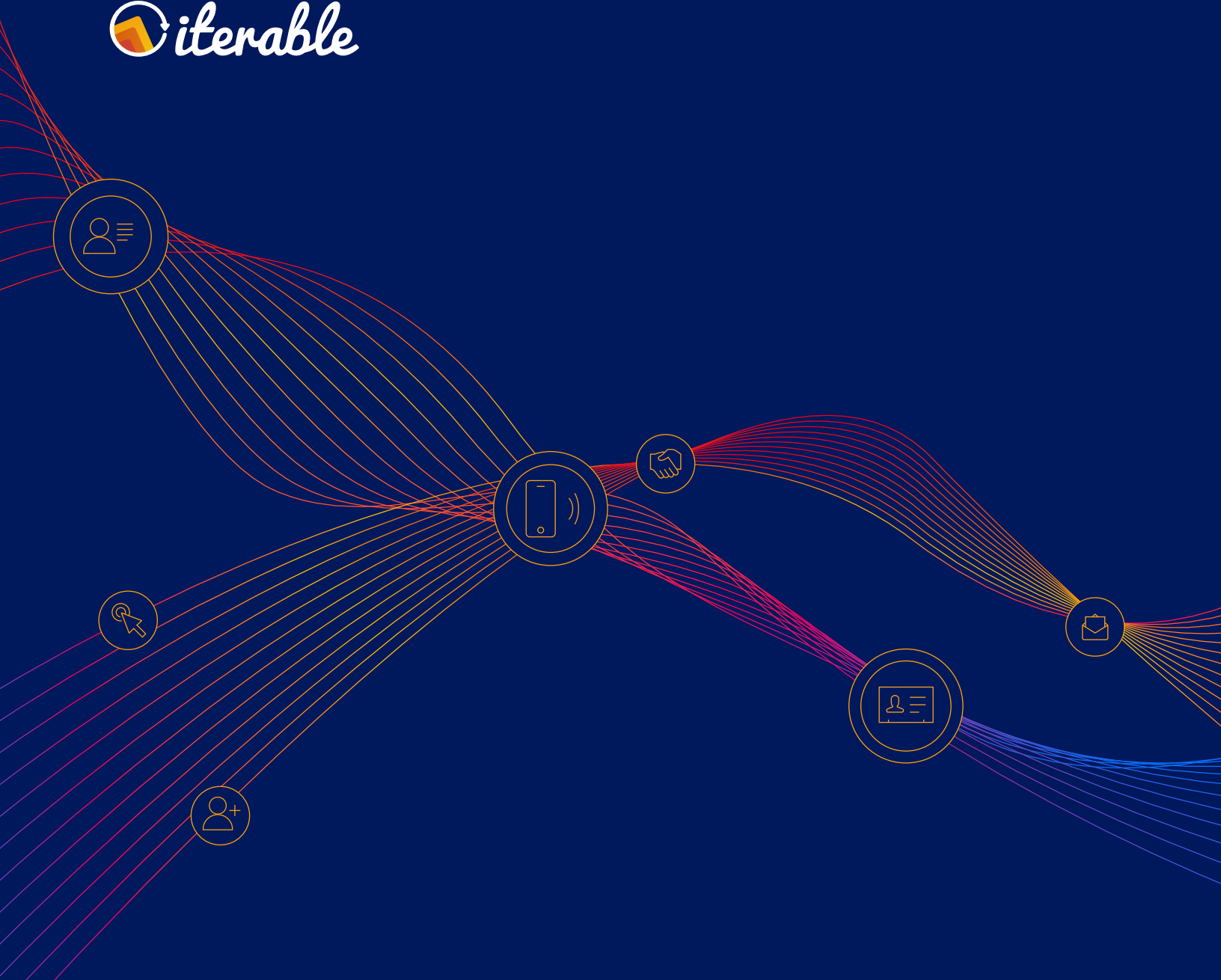


The Growth Marketer's Guide to the Recruiting Industry

Building Loyalty That Drives Lifetime Value



Engage, Recruit, Win.

The competition is fierce in the recruiting services industry, and it has been escalating for decades. Companies like LinkedIn, CareerBuilder, Hired, Indeed and Glassdoor are entrenched as they slug it out for the mindshare of candidates and companies alike—and rightfully so, considering the prize at stake.

Now a [\\$200 billion](#) industry, the stakes are high and *extremely* lucrative. In 2016 for example, [41 million](#) job hunters across the U.S. resorted to these types of online recruitment providers to find a new job—noting that, it's not surprising that industry revenues grew on aggregate by 9% and experts remain bullish that this number will continue rising.

\$200B

Estimated market value of the online recruitment space

41M

Estimated yearly job hunters

Stimulators of the Recruitment Economy

A Need for Talent



10 years of decreasing unemployment rates »



A red-hot job market »



Companies vying for highly skilled workers »

An Untethered Workforce



Low levels of affinity toward current jobs »



Millennial workforce pursuing work-life balance »



New lows of tenure under current employers »

Back to the Basics

So what can you do as a marketer in this space to tip the odds in your company's favor? You can do what you do best and build customer loyalty. A time-tested principle, customer loyalty is actually the silver bullet that solves the B2C side of your company's revenue model, while also influencing your different B2B revenue streams.

Your success or failure when it comes to growing loyalty plays a much more momentous role than it might seem, and here's why.



Great Experiences Build Loyalty

Only by implementing a strategy which delivers omni-channel relevance can you effectively deliver the high-touch, personalized candidate experiences that earn you loyalty. Inside this guide, we'll help you identify the roadblocks which detract from your candidates' current experience and introduce three principles to build upon when implementing your own omni-channel marketing program.

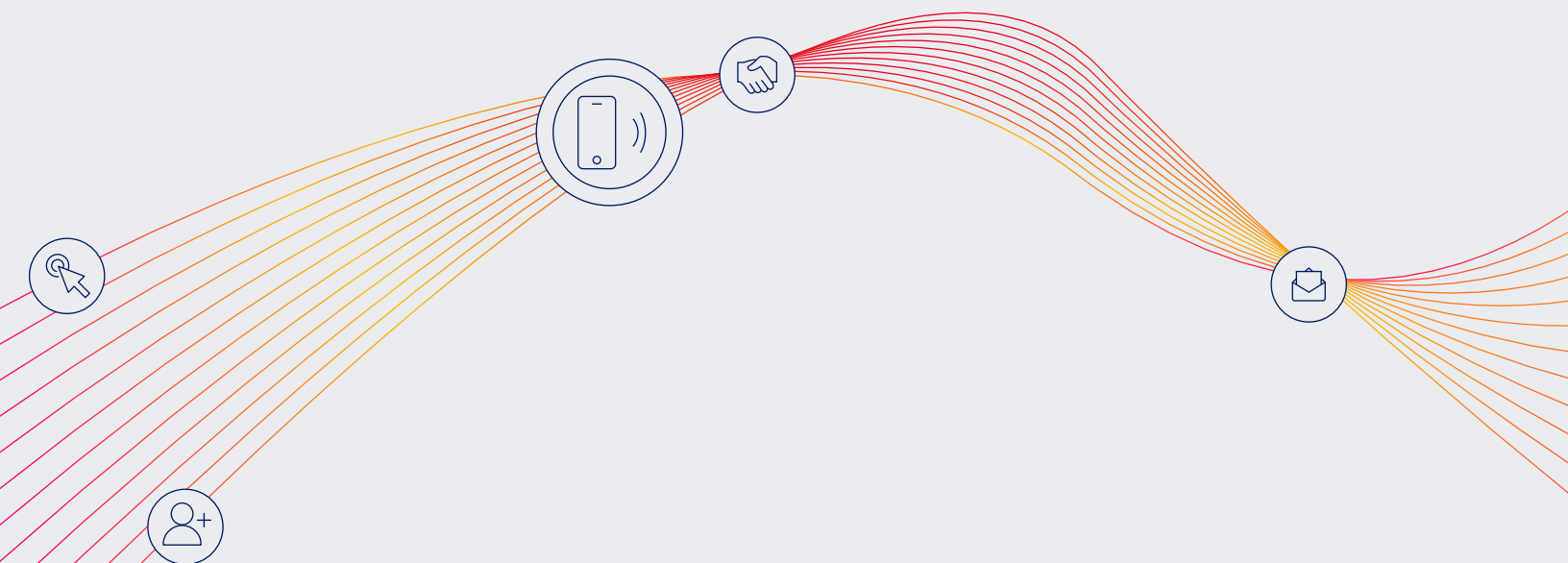
What Is Omni-Channel Relevance?

Omni-channel relevance is 1-to-1 messaging personalization that is consistent and scaled across all channels. By activating the potential stored inside your data, your branded marketing resonates deeply within customers as every single message you send is individually personalized. Seamlessly crossing between different engagement channels, your messaging is responsive and pertinent to the changing moments throughout the customer journey.

Relevance redefines what it means to engage—omni-channel marketing builds meaningful experiences which deliver tangible and intangible value to the each individual customer.

What This Means for Job Hunters

It's simple: omni-channel relevance delivers useful, personalized information to candidates during the moments they need it most as part of a streamlined recruitment journey. Remember, job change is difficult enough as-is—execute the things which are most important to your candidates in engaging ways to truly captivate them! As you read the requirements below, think critically about how effectively you are currently doing this.



Go To Your Candidates

Actively jumping between screens, devices, online channels and social platforms has become second nature—this is especially true for candidates who might be discreetly searching.

Omni-Channel Requirements



Make sure you're delivering across all the preferred channels of your candidates: email, mobile, web, social, direct. Whenever, wherever they decide to look, you need to be there.



Don't unintentionally hamper engagement. Optimize all outreach for easy consumption and use for your candidates: test for device continuity, deep-link relevant CTAs, stand out and be memorable.

Evaluation:

How effectively are you catering to your candidates?

Y

N



We communicate with candidates using more channels than just email.



We offer a messaging-capable app as an option for our candidates.



We optimize our full candidate experience across all devices.



We provide notification controls for candidates to manage their preferences.

Give Them What They Want

Candidates on the move don't want filler. They want relevant roles served up and your credibility relies on them believing your next message might just contain the details of their dream job.

Omni-Channel Requirements



Learn from their demographic, professional and behavioral data to build a highly personalized message stream for them. Create vertical- or role-specific content streams that will add value to their journey.



Show them they're more than a static profile in your database. Integrate their preferences into the messaging experience so you can respond to them in meaningful ways: no duplicate messages, irrelevant roles, or inapplicable content.

Evaluation:

How effectively are you catering to your candidates?

Y

N



We utilize candidate-specific content programs to build engagement.



We use candidate behavior data to build progressive profiles.



We only promote or feature opportunities which are relevant to segmented candidates.



We have a social strategy which informs communication strategy.

Delivering When It Matters Most

Timing is everything in recruiting—windows of availability are fleeting and decisions must be made quickly. Speed and relevance are some of your best competitive advantages, and if your messages are getting left behind, so are your candidates.

Omni-Channel Requirements



Enhance your candidates' experiences by delivering messages that captivate at just the right moment: alerts, follow-up actions, reminders and more. Orient your content to prompt actions across all the channels to help them along their recruitment journey.



Unify across all the different communication channels and ensure your candidates are receiving the right content at the right time, regardless of the channels they engage. Learning preferences around accessibility maximizes candidate responsiveness.

Evaluation:

How effectively are you catering to your candidates?

Y

N



We send content that is complementary to our candidates' current journey.



We have a notification strategy for deploying high-value messaging.



We coordinate candidate-specific messaging across multiple channels.



We have behaviorally-responsive messaging capabilities.

As you evaluate the current state of your marketing, think about how your different responses are contributing to the broader candidate experience. Remember, their end-to-end journey is heavily influenced by marketing-led interactions; only those interactions which contribute to great experiences earn long-term customer loyalty.

An Unwavering Foundation

We've highlighted why omni-channel relevance is the best approach to build candidate experiences worthy of loyalty, and we recognize that getting started is much easier said than done. However, as you formulate your company's own omni-channel recruitment experience, prepare to build upon each of these three foundational principles.

Go. Be everywhere.

Open the lines of communication and start a conversation with your candidates. Seek them out wherever they may be, and converse with them to learn about them.

Embrace all the channels—experiment with permutations of email, web, mobile, direct, and social to discover which modes your candidates prefer.

All data matters—utilize a marketing platform capable of capturing, storing and activating all of the potential signals hidden within candidate data trails.

“Manufacture” your insights—build creative campaigns where new behavioral nuances can be gleaned through ongoing engagement and interaction.

Show. Bring it all to life.

Personalize outreach using the 360° data-informed customer profiles you've built. Engage with relevant content on the channels they like as part of a memorable journey.

Tear down the silos—the open exchange of data between systems is the only way you can ensure messaging is reflective of your candidates'

Unify all data streams—demographic, behavioral, sentiment, external and 3rd party to show your your candidates you understand them and their exact needs at this moment.

Real-time responsiveness—agility is critical in order to move at the speed of your candidates as their behaviors and interaction levels evolve.

Grow. Engage at scale.

Deliver high-touch content experiences to millions of candidates across multiple channels. Individualize each experience for all of your customers and bring purpose to interaction.

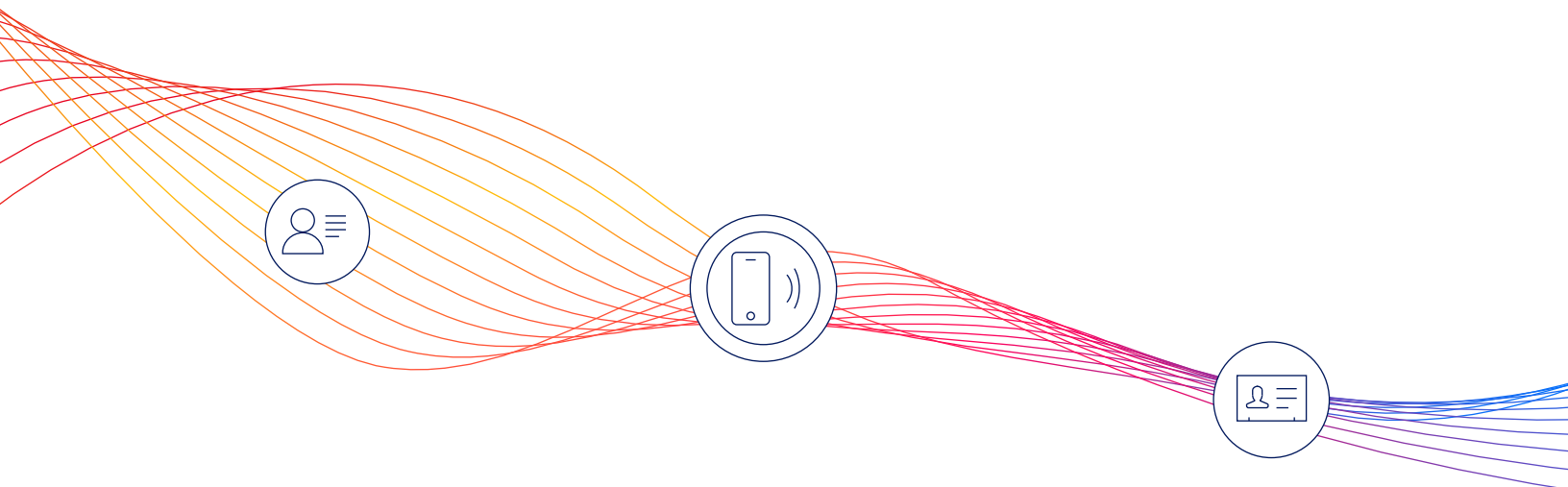
Empower your marketers to do more—deploy the technologies which are intuitive, easy to use but capable of delivering intricately designed campaigns.

Remove the engineering roadblocks—eliminate tools requiring custom coding, scripting or querying and let your marketers re-focus on creating experiences that captivate.

Real-time is a must—static is the enemy of growth and acting upon all candidate behavioral signals to trigger automated events inside your workflow is imperative.

Omni-Channel Recruitment

So much of recruiting success is founded upon the right message, to the right person, at the right time; and this is the same exact foundation upon which modern growth marketers have built omni-channel marketing. Candidates are quick to anoint companies capable of delivering on their promises of personally tailored experiences and don't forget them once they've ended—that's the loyalty that enables growth, scales engagement and champions your brand.



About Iterable

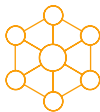
Iterable is the growth marketing platform that powers personalized omni-channel marketing at scale. Iterable captivates consumers with highly relevant and personalized messaging, activates campaigns on any type of internal and external customer data, and allows marketers to automate campaigns across all channels that matter to their consumer.

Iterable exists to create rewarding relationships between people and brands. By making it easy to build campaigns and test strategies at scale without engineering support, Iterable gives marketers the freedom to focus on the nuance in messaging and magic in storytelling.



Modern Architecture

Iterable is built with industry-leading Elasticsearch technology. Onboard unlimited data, segment on real-time behaviors, personalize your message at scale and deliver to millions across multiple channels.



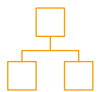
True Omni-Channel

Amplify your messaging resonance at enterprise scale with a personalized, true omni-channel experience across email, mobile, direct mail, web and social.



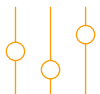
Single Data Platform

Ingest unlimited data from any platform, including commerce, service and data providers. Understand your customers' actions while reducing data silos.



Workflow Studio

Iterable's highly visual, drag-and-drop workflow builder triggers campaigns with an unlimited number of steps, branching and A/B tests.



Easy to Use

Iterable is built for marketers, who can now create sophisticated campaigns without technical resources. Use one platform to plan, execute and manage omni-channel campaigns.

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