



WINNING THE BATTLE FOR TALENT

Make Inbound Recruiting Work for You!

HI, I'M

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President of Weidert since 2001
Inbound marketer since 2011



1 wife, 2 kids, 2 grandkids,
2 dogs!

TODAY'S AGENDA



TRENDS

Current State of Employment
& Recruitment



WHERE TO START

Audit & Getting Rid of Friction



THE VISION

The New Recruiting &
Retention Playbook



IN PRACTICE

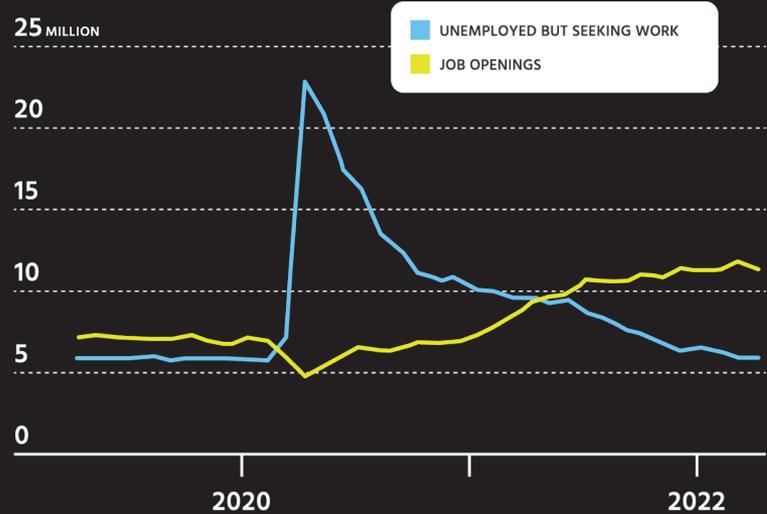
Case Study of
WI Industrial Manufacturer

TRENDS

CURRENT STATE OF EMPLOYMENT & RECRUITMENT

JOBS GAP

Openings have exceeded the total number of people unemployed but seeking work since last spring.



Note: Seasonally adjusted via St. Louis Fed
Source: Labor Department

TRENDS

2021-22

AKA "THE GREAT RESIGNATION"



TRENDS

DID THE PANDEMIC CAUSE THE GREAT RESIGNATION?



TRENDS

THE 5 Rs OF LABOR PARTICIPATION TRENDS

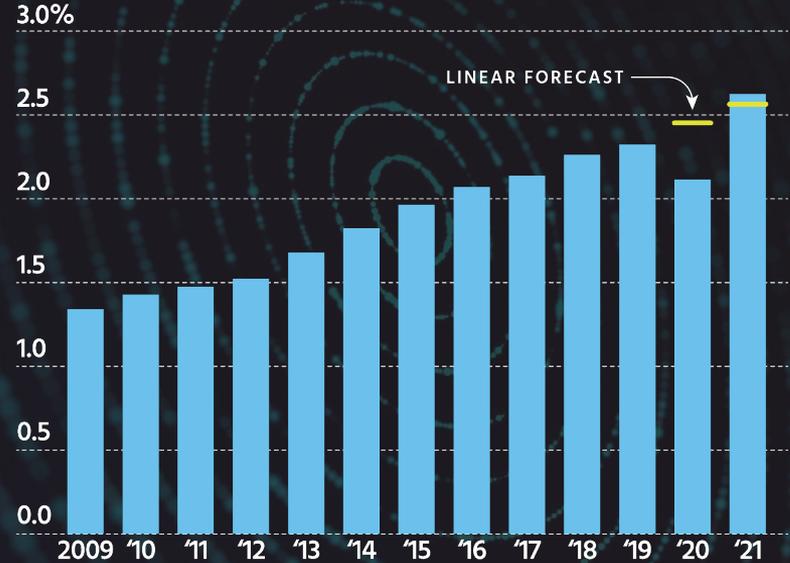
- 1 Retirement
- 2 Relocation
- 3 Reconsideration
- 4 Reshuffling
- 5 Reluctance

RESIGNATIONS DIPPED IN 2020 AND REBOUNDED IN 2021

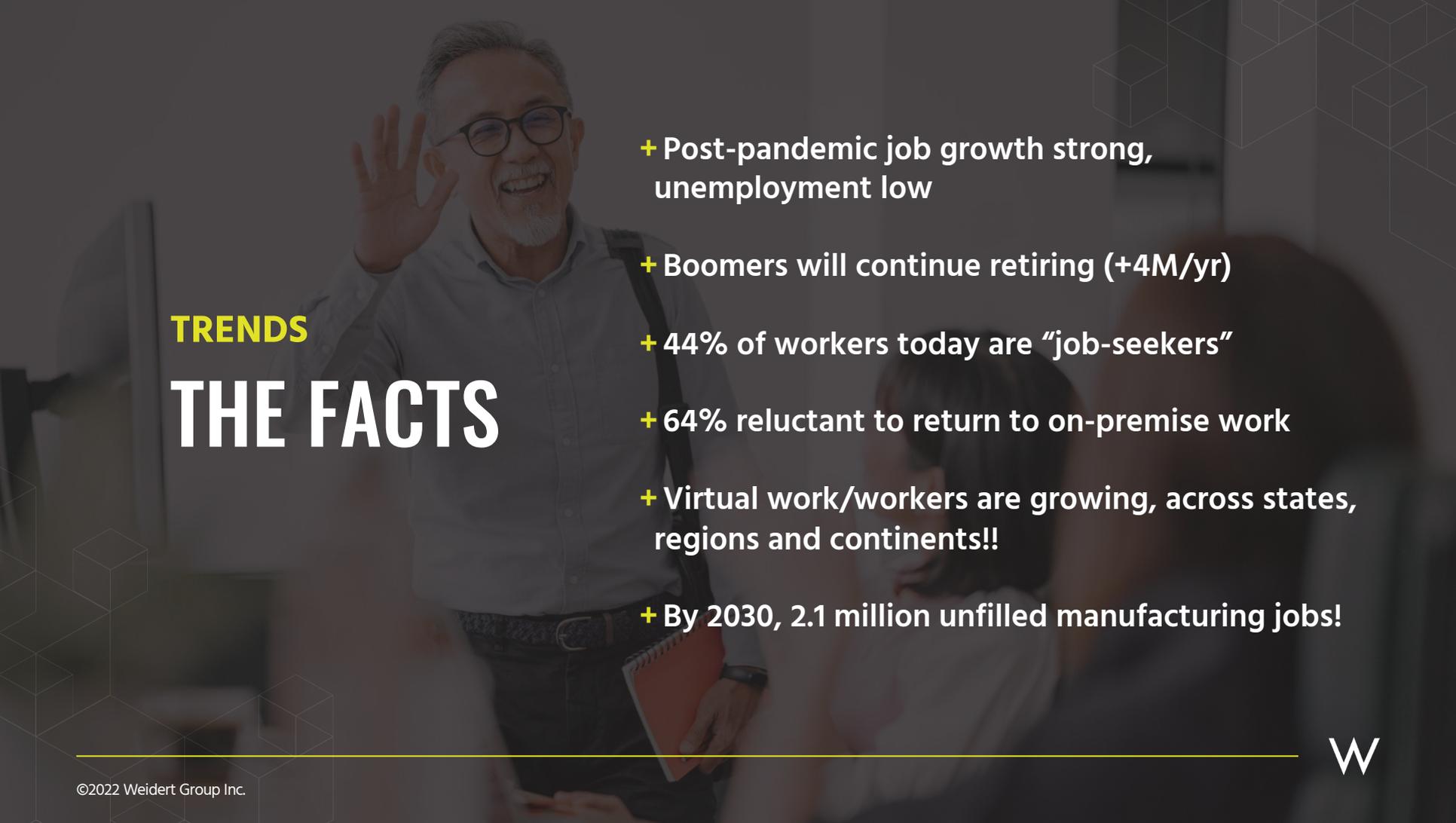
Average Monthly Quit Data

Data on total employment from 2009 through 2019 reveals that the Great Resignation is not a pandemic-driven anomaly.

SHARE OF WORKERS
VOLUNTARILY LEAVING JOBS



Source: Bureau of Labor Statistics, author's calculations



TRENDS

THE FACTS

- + Post-pandemic job growth strong, unemployment low
- + Boomers will continue retiring (+4M/yr)
- + 44% of workers today are “job-seekers”
- + 64% reluctant to return to on-premise work
- + Virtual work/workers are growing, across states, regions and continents!!
- + By 2030, 2.1 million unfilled manufacturing jobs!

TRENDS

THE FACTS

What Do Workers Want Today?

+ Flexibility

+ Appreciation

+ Professional development

+ Fulfillment

WHERE TO START

AUDIT YOUR CURRENT STATE





WHERE TO START

||

Insanity is doing the same thing
over and over and expecting
different results.

Albert Einstein

WHERE TO START

KEY QUESTIONS

- + Who are your critical targets?
- + What are you doing now, what's working & what's not? ?
- + How do candidates view your approach & brand?
- + What are your recruitment & retention KPIs? Outputs vs Outcomes?
- + What are your performance gaps?

WHERE TO START

GET RID OF THE FRICTION



WHERE TO START

THE USUAL SUSPECTS

- + Website isn't optimized for mobile
- + No easy online application
- + No employee testimonials on career page
- + Career page doesn't answer FAQs
- + No relevant expression of company purpose or culture

A WARNING!

**TODAY, THAT'S
NOT ENOUGH**



THE VISION

THE NEW RECRUITMENT PLAYBOOK





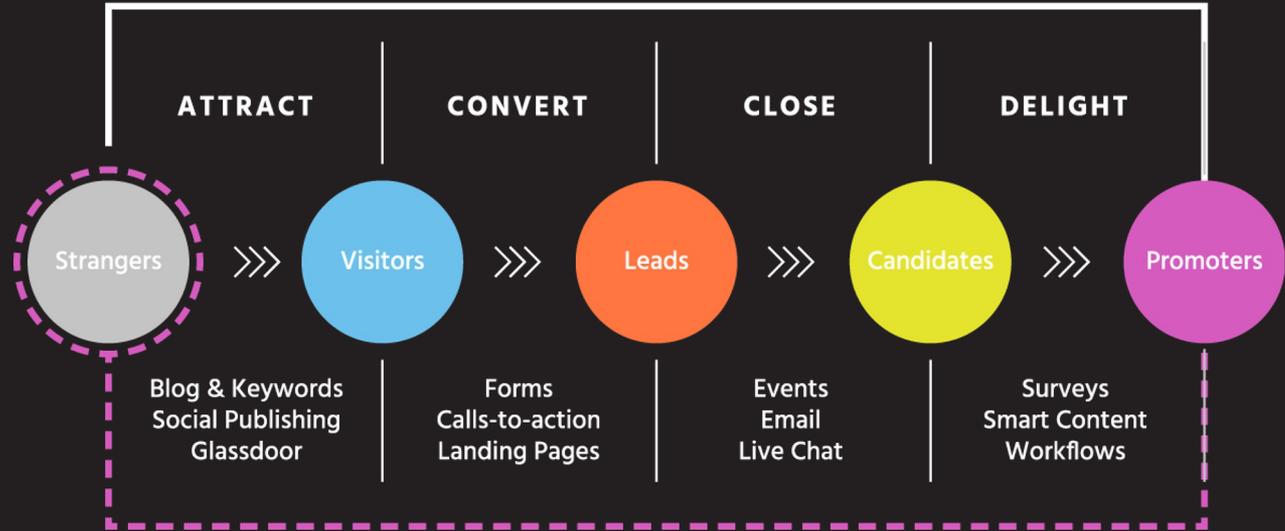
RECRUITING & RETENTION

INBOUND **VS** OUTBOUND



INBOUND RECRUITING METHODOLOGY

THE VISION



Source: HubSpot

THE VISION

CANDIDATE ATTRACTION

+ Candidate-focused content plans via blog

+ Gated content to encourage conversion

+ Optimized for SEO

+ Video testimonials for relevance & culture

+ Content & position promotion via social & paid media

+ Referral program

+ Nurturing based on segmentation

THE VISION

CANDIDATE CONVERSION & CLOSE

- + Live chat & bots
- + Calls-to-action
- + Landing pages & blog subscription
- + Forms for content downloads
- + Online application
- + Automated candidate emails, internal alerts & workflows
- + Service level agreement for candidate management



THE VISION

CANDIDATE & EMPLOYEE DELIGHT

- + Milestone surveys
- + Smart content
- + Contextual updates
- + Proactive engagement

THE VISION

TRACK, ANALYZE, & REPORT

- + Start with a baseline
- + Establish KPIs & goals
- + Measure Outputs & outcomes
- + Commit to measurement, reporting & improvement cadence

THE VISION

BUILDING THE PLAYBOOK

- + SMART Goals
- + Employer brand
- + Target personas
- + SEO & content plan
- + Promotion plan
- + Website optimization
- + Conversion optimization
- + Candidate scoring & qualifying
- + Segmentation & nurturing
- + Frictionless application & interview process

CASE STUDY

INDUSTRIAL MANUFACTURING CLIENT

101

Employees Hired & Onboarded

65,000

Sq Ft Facility Expansion



NEXT STEPS

GUIDE TO INBOUND RECRUITMENT MARKETING



THANK YOU!