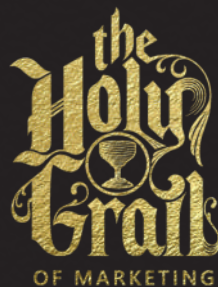


# WHY YOUR RECRUITMENT EFFORTS ARE DAMAGING YOUR BRAND



*AND WHAT YOU CAN DO  
TO CORRECT IT*

*Prepared by*





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## INTRODUCTION

A company's brand and recruitment efforts are intrinsically linked to one another. Recruitment campaigns are effectively marketing campaigns aimed at potential employees. This audience represents a valuable stakeholder who will develop strong impressions of your company's brand during the recruitment process. In some cases the candidate is an existing or future customer of your company's products and services, which means they can have strong influence through word-of-mouth. Making sure that your recruitment efforts create positive experiences with job candidates is part of a healthy recruitment strategy and company brand.



## TECHNOLOGY CREATES BRAND TRANSPARENCY

Technology has created an increased awareness among candidates about an employer's brand. This has made hiring a tough job for recruiters. Employee reviews on Glassdoor, Indeed and Google give candidates insight on employee brand experiences both positive and negative. Social networking platforms like LinkedIn and Facebook give candidates a chance to reach out to someone in their network to trade opinions on a current or past employer. This increased transparency has given companies all the reason to create positive experiences with candidates during recruitment efforts.

## YOUR COMPANY'S BRAND IS EVIDENT DURING EVERY PHASE OF RECRUITMENT

Branding is your identity and it is evident at every phase of recruitment. Branding promotes recognition and distinguishes you. It is present in your recruitment ad, your email communications, your website, your LinkedIn profile, the signage in front of your building when the candidate arrives for their first interview – it is married to your recruitment process. This makes your recruitment a major touchpoint of your brand. This means you must manage the process carefully in order to protect your brand's reputation.







## **SHORING UP YOUR RECRUITMENT PROCESS AND PROTECTING YOUR BRAND**

**The following are ways that your company's recruitment efforts may be damaging your company's brand and what you should be doing to correct it.**

# 1. Your Job Application Process is not Mobile Friendly

*According to a study on Glassdoor, 89% of job seekers say their mobile device is an important tool for job searching and 45% use it to search for jobs at least once a day.*

Some companies are still hanging on to outdated recruitment systems that require a traditional device like a laptop to access. Companies without mobile friendly systems run the risk of damaging their company's brand. Not only does the lack of user-friendliness frustrate applicants during a major moment of interaction with a company's brand, it also creates a major obstacle in recruitment efforts, as nearly half of potential applicants are not being addressed with their chosen form of technology.



## **Solution:**

### Adopt a mobile-enabled application system

The key to creating positive first impressions with your brand, as well as hiring the right talent, means utilizing technology that not only increases the potential applicants but also reduces frustration among applicants. Frustration should never be an emotion that anyone experiences with your brand. Therefore you must have an application system in place that is mobile friendly. Furthermore, the impression that you will be giving off once you adopt mobile standards in your application system is that you understand your potential employees by addressing their technological needs. This is a win for your brand.



## 2. Lengthy Job Applications

*According to CareerBuilder, 60 percent of job seekers quit in the middle of filling out online job applications because of their length or complexity.*

Application fatigue among applicants is a very real problem that some recruiters are creating for their company's recruitment brand. Some firms have created such lengthy application processes, which cause applicants to throw in the towel long before completing the application. When a company chooses lengthy processes over short and easy processes, it's creating frustration with users while reducing the number of qualified applicants.





## **Solution:**

### Shorten Your Application to just a few clicks

Instead of having applicants visit your website and create a lengthy profile in your system, send them to a landing page that is designed to be just a few clicks for the applicant. Many popular job posting sites (e.g. Indeed.com) offer a shortened application form, where the applicant is only required to upload their resume with a few pertinent details. These forms can often be set up to handshake with your applicant tracking system. If you must rigorously vet applicants due to regulations in your industry, try adding these requirements in an additional step. Streamlined and shortened applications will boost your brand appeal with applicants.



### 3. Black Hole Applicant Tracking Systems

#### *Over 98% of Fortune 500 Companies Use Applicant Tracking Systems (ATS)*

One of the goals of an Applicant Tracking System (ATS) is to automate some of the repetitive tasks associated with recruitment. A filter can be added to an ATS to separate out resumes that are not relevant for the position being filled. Although this can have time saving benefits, some drawbacks from these systems can be damaging to your brand. Because tracking systems only look for resumes that meet the exact requirements of the position, borderline candidates or those switching careers or those that didn't write their resume exactly like the job description will be at a disadvantage. The resumes that you are left with will be from a very limited job seeker audience. This often is a causation of a black hole application system. Qualified candidates are not being identified in the process. Having a system that is so automated that it overlooks quality candidates can be most damaging to your brand and recruitment efforts as perfectly good resumes of candidates are rejected for unnecessary reasons.



## **Solution:**

### Have a human read and review the resumes of all applicants

The key to creating a healthy brand for your company through a major brand touchpoint, your recruiting efforts, means not automating tasks so much so that you develop a reputation as a black hole application system company. Instead employ people to read and review resumes which will add a very important personal and human element to your process that allows you to see candidate potential beyond what an automated system can detect. Don't develop a reputation as a place where candidates' resumes go to die! Place the human element back into your human resource department.



## 4. Poor Social Media Skills

*80% of companies in a survey conducted by Talent Now said that Social Media recruiting helps them find passive job seekers*

Attracting the best talent over and beyond the competition is the goal of any recruitment department. Having strategies in place that help you achieve this starts with where you source talent. Social media is where a large number of people spend their free time. LinkedIn is an obvious place where many recruiters turn to. Yet there are other social media channels which offer an opportunity to reach those that are in a more passive state of mind. For example Facebook, has over 1 billion users and represents a large source of passive job seekers. Other social media platforms to consider include Instagram (800 million active users), Pinterest (250 million monthly active users).

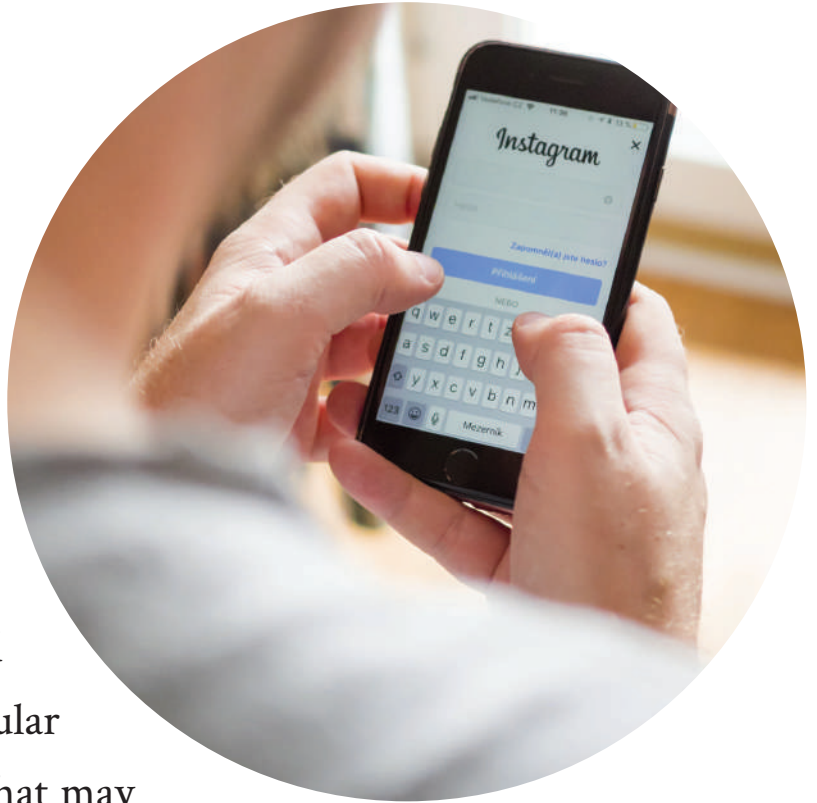




## **Solution:**

### Fully utilize social media channels to boost your brand appeal

The key to attracting the best talent is getting your brand in front of the talent at places where they spend their time. Instead of just recruiting on LinkedIn like all the other recruiters, fully expand all available social media channels. Beef up your presence on Facebook, Twitter, Instagram and Pinterest. If you are seeking a particular audience like millennials then Snapchat may be good place to explore. Get creative with your recruitment brand, so the best employees are finding you.





## 5. Poor Communication with Applicants

*Ineffective communication exacts a high toll for companies in lost relationships, business, profits, and productivity.*

Building credibility with applicants is a major construct of healthy recruitment practices which extends to the overall reputation of your company's brand. As an applicant, nothing is more frustrating than lodging an application and not hearing a word back. When companies neglect the communication process, they are also damaging the company's brand with an important stakeholder. Even worse, an applicant's opinion of your company may be that this type of behavior also extends to other relationships like your customers. This could result in negative word of mouth about your company.



## Solution:

### Humanize your communication at every step of the application process

It's essential to be transparent with candidates throughout the entire hiring process, from confirming receipt of a resume to checking in throughout the decision-making process. These are all important opportunities to make positive brand impressions with candidates. When you're sending rejection letters, make sure to always leave it on a positive note. A good format for a rejection letters goes like this:



1. Say thanks.
2. Deliver the news.
3. Give the main reason.
4. Offer hope.



## 6. Putting off candidates during an interview

*A poor interviewer can damage brand reputation while losing an excellent prospective employee.*

As an interviewer, you are a representative of the company's brand. In some instances, you may be the only point of contact that a candidate with the company has. An interviewer that comes unprepared, overly brags or even offends can damage a company's brand. From a recruitment standpoint this can lead to loss of an excellent prospective employee. Excessive interviews and irrelevant questions that don't add additional insight or value to the interview can irritate a candidate and leave a negative impression.



## **Solution:**

Create an efficient interview and look at every possible opportunity to create a positive impression with the candidate

Companies with strong brands think about the interview from the candidate's perspective. As an interviewer this means coming to the interview prepared to make positive impressions. Reading the candidate's resume and researching their background is first step to being prepared. Also, having prepared statements and talking points about the role, the company, your company's culture is of essence. Having manners is also of most importance. This includes making sure the candidate is not waiting too long in the lobby before the interview while also being cognizant of their time and consideration that they are putting forth in the interview. Look at the interview process as them interviewing you as much as you are interviewing them. Make sure you leave candidates with a positive impression of your company and yourself. Always be thinking of yourself as the company's spokesperson.



## 7. Lowballing your candidates during the offer stage

*Being uncompetitive and unrealistic with your salary ranges cheapens your company's brand in the eyes of the candidate*

While a majority of companies are reviewing market data to determine salary ranges for a particular job title, some companies still do not. If you are not consulting market data – there are plenty of resources both paid and free that offer salary ranges to compare against. A salary range for a small company may often differ from a larger corporation for the same position title. While regional data may also see the position's pay scale fluctuate across cities. If you are offering 15% or more lower than market rate in your region, you by definition are lowballing.





## **Solution:**

If you are a hiring manager, consult market data and don't low ball candidates

If the employee realizes they are being paid unfairly, it is likely to increase the chance of the employee jumping ship as soon as possible. Negotiating is fine within reason. However, if your range is insultingly below market rate, consider changing the title that fits within a salary range you can afford. Otherwise you will waste candidate's time and risk developing a negative perception.



## CONCLUSION

A company's brand and recruitment efforts are married to one another. Making sure that your recruitment efforts create positive experiences with job candidates is part of a healthy recruitment strategy and company brand. Companies that don't move with the times by not having social media strategies in place or mobile friendly recruitment systems run the risk of losing out on quality candidates. Those that rely too heavily on technology, such as Applicant Tracking Systems, also run the risk of losing candidates by creating a black hole in their recruitment processes. Additionally, companies with long application processes can create application fatigue and abandonment. Recruiters are encouraged to look at every communication touchpoint as an opportunity to improve a company's brand. This includes creating a transparent recruitment process that informs candidates at every stage. Furthermore, recruiters must be good company spokespeople during interviews as well as respectful during salary negotiation, which means not low balling candidates with salary offers. Minding all of this creates a strong recruitment approach as well protects your company's brand reputation.



# Leverage the Holy Grail of Marketing in your Recruitment Efforts

At the Holy Grail of Marketing, we have worked exclusively with recruitment departments creating successful recruitment campaigns that attract and retain top talent. We utilize the best in branding, advertising, digital and marketing strategy to arrive at recruitment solutions that stand out from the competition and speak to your valued stakeholder. Contact us today, so we can begin the process of building a recruitment campaign that breaks through the noise and helps you attract the very best talent.

## About the Holy Grail of Marketing

At the Holy Grail of Marketing, you are getting access to cutting edge marketing consultancy services that many companies pay a king's ransom to access through expensive advertising agencies and large marketing departments. We are a seasoned marketing consultancy firm that has clocked tens of thousands of hours handling our client's marketing needs with success. With experience comes a natural tendency to arrive at solutions at a much faster rate than less seasoned marketing firms. Contact us today at (480) 888-5526 and we will arrive at a marketing plan that goes beyond your expectations of what you think can be accomplished in marketing.



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