



# TRANSFORMING RECRUITMENT

CREATING A CANDIDATE-CENTRIC WORKPLACE



**ADVANCE**  
RECRUITMENT

2025 RECRUITMENT OUTLOOK

# Contents

## **3 INTRODUCTION**

## **4 CANDIDATE-CENTRIC WORKPLACES**

## **5 BRANDING THE WORKPLACE**

- Employer Value Proposition
- Employees Drive Your Brand

## **7 HOW TO RECRUIT WHEN NO ONE IS JOB HUNTING?**

## **8 RECRUIT PASSIVE AS WELL AS ACTIVE CANDIDATES**

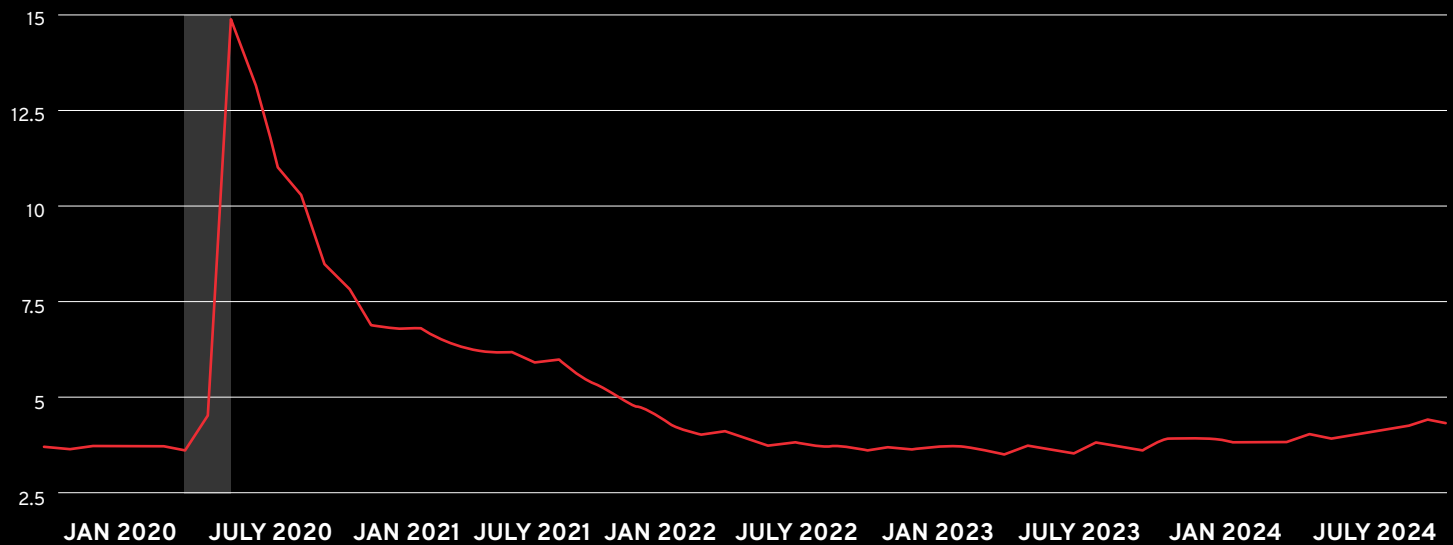
- STAGE ONE: Aware but Not Looking
- STAGE TWO: Exploring the Possibilities
- STAGE THREE: Digging Deeper into Available Options
- STAGE FOUR: Reaching Out to Learn More
- STAGE FIVE: They're In – Applying for the Job
- STAGE SIX: Hired and Loving the Brand

## **15 CONCLUSION**

How Advance Recruitment Can Help Your Company

# Introduction

Since the COVID restart, the nation's economy has continued to grow at a record pace. Despite news of tech layoffs and slowdowns in some sectors, businesses across the country are still challenged by a tight labor market as they strive to expand. The unemployment rate has significantly decreased compared to 14.8% in April of 2020 at the height of the pandemic.

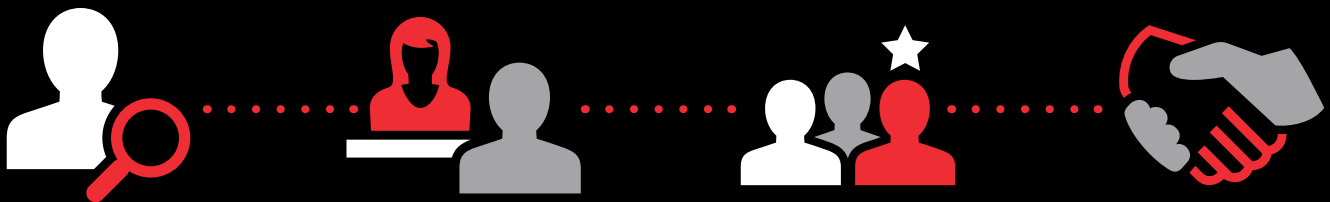


Jobseekers have gained the upper hand. Low unemployment rates have led to more open jobs than candidates to fill them. And candidates hold more power in deciding where they prefer to work. That means organizations will have to work harder to stand out to attract the best talent.

# Candidate-Centric Workplaces

Many companies are now offering long-term remote work options, approximately 22.8% of U.S. employees work remotely at least part of the time. This reflects a significant shift in work patterns, with many companies and employees adapting to more flexible work arrangements. So, having a streamlined process from application to interviewing to onboarding will be important to companies working to attract and smoothly onboard new hires.

If you want to win the hiring game, you must understand this is a candidate-centric marketplace. They are entertaining multiple offers, and a long, drawn-out process will turn off top candidates. If you want to win the hiring game, you must understand this is a candidate-centric marketplace. They are entertaining multiple offers, and a long, drawn-out process will turn off top candidates.



**65% of tech employees THINK they can find a better job somewhere else.**

With all the news of the great resignation, satisfied employees in every job can start to question whether the grass is greener at another employer. Even if it's not true, the doubts can cause them to question and open to what else is out there.

Which brings us to one of the most weapons your company must affect **BOTH RETENTION and new-employee ACQUISITION: The Workplace Brand.**

# Branding the Workplace

I'm not talking about your products or your logo or your Facebook page –  
I'm talking about **your workplace brand**. That's the real differentiator for both  
CURRENT and FUTURE EMPLOYEES!



Before you can start to brand your workplace, you need to honestly face what your workplace means to the people who work there. And that can be different depending on who you ask.

## EMPLOYER VALUE PROPOSITION

Your brand is really based on your EVP – your Employer Value Proposition. I'll bet you all know your products or services value proposition to each of your customer segments. But what is the value prop of your workplace to your employees? A paycheck? Benefits? Is that it?

Whatever that truly is – that's what your workplace brand is to the marketplace – the hiring marketplace and (internally) the retention marketplace. It's why employees keep coming to work every day and why some of them leave you.

## EMPLOYEES DRIVE YOUR BRAND

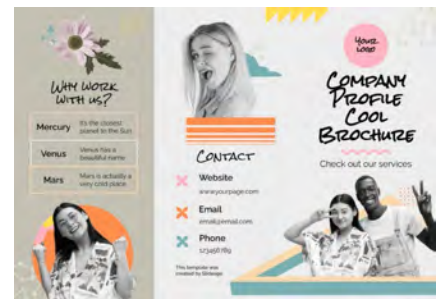
If you do not know your brand, or you don't like your brand, you need to start asking your employees (all of them) what's right about your workplace – and what's wrong about your workplace. Once you have done that hard work – you can start to fix the wrongs and sell the rights – to both your prospect pool and your existing employees.

While EVP is the start of your workplace brand, there is a lot more to consider:

### WHAT IS A WORKPLACE BRAND?

- Your brand is people
- Your brand is culture
- Your brand is work-life balance
- Your brand is appreciation
- Your brand attitude
- Your brand is how people feel at work
- Your brand is what you accomplish as a team
- Your brand is winning in the marketplace
- Your brand is the quality of your product, your service
- Your brand is what employees say about where they work

### NOT THIS



What makes your company unique? It's some or all the things on this slide. Certainly, your people define your culture, but it goes beyond that to how they work, how they think, how they live their lives in balance with their work – and how they make your company and its products work.



**In the end – the most authentic representation of your brand is what your employees say about where they work – and what your company means to them.**

# How to Recruit When No One is Job Hunting?

Once you've figured out your company's brand – it's time to leverage the brand to attract new recruits and retain and motivate your existing workforce.

How do we do that?

Employees are influenced every day whether they are aware of it. Economic news and trends influence how workers feel about their industry and their job security. Uncertain economic news may move them towards the active seeker spectrum.

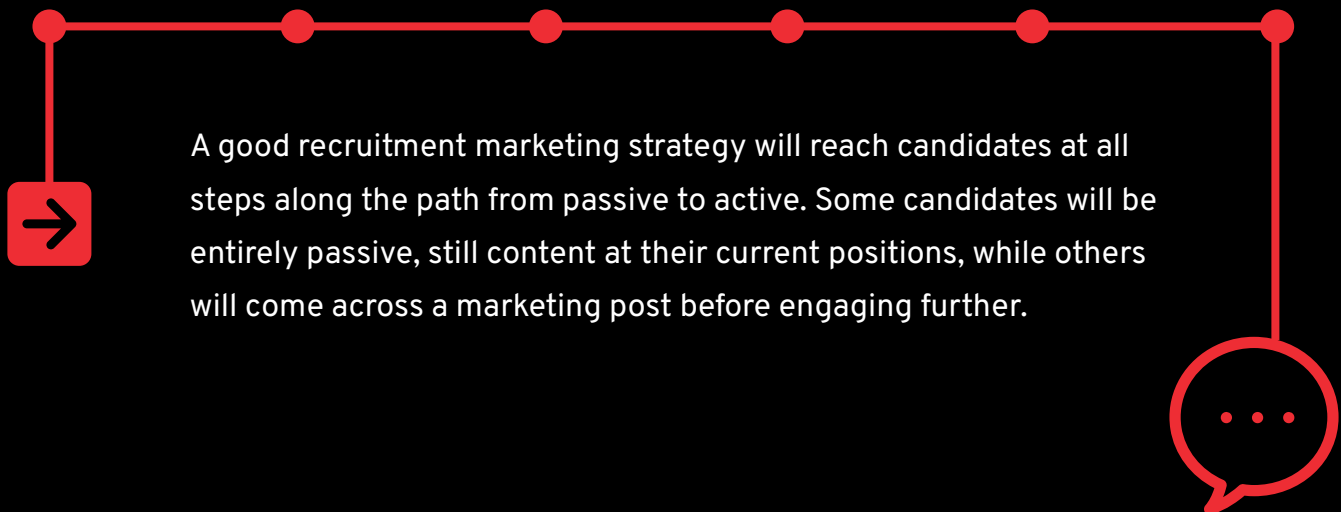


Many influencers move workers either towards passive or active status – from social to economic to personal circumstances. All of these are outside of a company's control. But there a lot of things companies can do through recruitment marketing to move workers from the passive side of the spectrum towards the active.

# Recruit *Passive* as well as *Active* Candidates

Employees are *not* staying at companies for years at a time like before. Some of the best talents are keeping one ear to the door for better opportunities even while actively employed. Companies can target these employees through marketing that moves the candidate from passive to *actively excited* about joining the organization.

According to LinkedIn, passive candidates make up 70% of the global workforce. Only 30% are active job seekers, so companies' recruitment strategies should not neglect the gainfully employed. Workplace branding campaigns will need to reach candidates already employees somewhere else – even those of competitors and partners.



Strong branding and a recruitment strategy that engages candidates at six steps of the talent acquisition process will help you engage and attract the top candidates. Your ads and messaging should speak to the candidate of each stage and grab their attention quickly.



# STAGE ONE:

## AWARE BUT NOT LOOKING



Passive candidates are not currently looking for new job opportunities. In most ways, they are content with their current positions, while still keeping up with other businesses and opportunities in their industry.

This candidate might see company posts or ads through sponsored content, organic and paid social media posts, or digital display advertising. They could see news articles or blog posts talking about the company, or maybe they have a friend or family member who works there.



## AT THIS CANDIDATE STAGE, COMPANIES SHOULD:



Build brand recognition so that targets become familiar with your brand through repeated exposure.



Use creative pictures and videos to engage.



Mention what makes your company stand out from others.



Invite targets to learn more about you through “learn more” calls to action.

# STAGE TWO:

## EXPLORING THE POSSIBILITIES

The next stage happens when an employee gets curious. They think about what it might be like to move to greener pastures – and if those greener pastures even exist. They start opening up to the idea of a new job if it comes along. Speed is critical here. Your strategy should get the candidate’s attention right as they are starting to look at other companies (like yours).

The candidate might see a social media post from you or read a blog post on your company. Maybe they browse your company’s About and Careers pages to see what open positions you have and what it’s like to work for you.



Marketing channels for stage two can include paid social media boosting, geofencing that targets based on location, digital display advertising, and sponsored content.

## AT THIS CANDIDATE STAGE, COMPANIES SHOULD:



Build trust by sharing why candidates should work for you over other companies.



Create and share long-form content like blog posts and white papers that establish you as an expert.



Show how your company, culture, and values match the candidates.

# STAGE THREE:

## DIGGING DEEPER INTO AVAILABLE OPTIONS

If your marketing was relevant to the candidate, they could dive deeper into what you offer. Through regular exposure to your brand, the candidate feels a sense of loyalty and trust towards your company. They begin to imagine what it will be like to work with you.

At this point, the candidate will search for more information about your company and culture. That can include looking up reviews on sites like Glassdoor, seeing if anyone has discussed a “day in the life” working for you and looking for details about the work conditions and benefits you offer.



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Marketing channels can include paid social media videos, hyper-targeted responsive digital displays, pre-roll, mid-roll, and post-roll videos, and SEO and SEM strategies to appear in search rankings.

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## AT THIS CANDIDATE STAGE, COMPANIES SHOULD:



Segment re-messaging campaigns to fit the pages the candidate visited.



Create and share blog posts, social posts, testimonials, and other content showcasing the company.

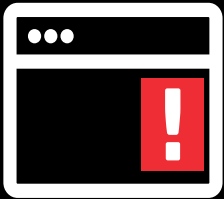


Use Geofencing to target candidates at work.

# STAGE FOUR:

## REACHING OUT TO LEARN MORE

By stage four, the candidate is looking even deeper into your company and opportunities. They want to learn everything they can about being your employee. Steps could include reaching out to someone the candidate knows who already works for you, reading through company reviews, going back to your blog posts and social media pages, and reading employee profiles on your site or social media.



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Marketing channels here focus on re-messaging to digital display networks and Facebook.

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## AT THIS CANDIDATE STAGE, COMPANIES SHOULD:



Have a short application or “learn more” contact form on your websites for candidates who want more information before formally applying.



Create a high-quality video or webinar that covers the biggest FAQs applicants ask.



Designate a candidate advisor or work with recruiters who can speak with candidates in lower pressure settings before formal interviews.



Promote all of the above through re-messaging campaigns to website visitors who viewed relevant pages.

# STAGE FIVE:

## THEY'RE IN – APPLYING FOR THE JOB

At this point, the candidate has decided they want a shot at your position, and they apply for the job. While this is good news, you're not out of the woods yet. User experience will have a significant impact.

In this time of low unemployment, candidates are in-demand – they know they have lots of options. You'll need to ensure their application process is streamlined and straightforward; otherwise, you could lose them. From passive interest to the job offer, your entire hiring method will also impact the overall view candidates have towards your brand.

### FOR THIS CANDIDATE STAGE, COMPANIES SHOULD:



Ensure the application process is smooth, from uploading resumes to sending a confirmation email that you received their application.



Update candidates in the hiring process, including letting them know if they were not a fit.



Use applicant tracking systems to follow the candidate process.

# STAGE SIX:

## HIRED AND LOVING THE BRAND

At last, the candidate has become your employee – but your work isn't done. After onboarding and training, you'll need to keep fostering a healthy and supportive environment to keep employees excited.



The new employee might shout out the company on LinkedIn or other social media channels. Brands can take advantage of this by sharing the employee's enthusiasm and welcoming them aboard.



### AT THIS CANDIDATE STAGE, COMPANIES SHOULD:



Like and share any public shoutouts from employees after hire.



Use employee testimonials on social media and your website.



Connecting the employee with support groups within the company and encouraging sharing about their experiences.

# Conclusion

If companies want to stand out in their industry to hire and retain the best talent, they must upgrade their branding game. One thing is clear: **traditional recruiting methods are too stale to rely on successfully anymore.**

A solid rebranding and marketing strategy is necessary to keep up with the current landscape. Businesses should get clear on their values, culture, and messaging about the type of workplace they can offer. That includes prioritizing diversity, flexibility, and more remote opportunities as much as possible.

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## ARE YOU SET UP TO ATTRACT TOP-TIER PASSIVE AND ACTIVE CANDIDATES?

Advance Recruitment Marketing can help your company create the best plan of action for your workplace and needs. We employ the most up-to-date recruitment processes in the industry. While we're local, we have a national reach. **Reach out today**, and we'll help ensure you're ready for this challenging time and beyond!



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