



6 REASONS WHY CONTENT IS ESSENTIAL IN A RECRUITMENT MARKETING STRATEGY

More than half (53%) of marketers say content creation is their top inbound marketing priority¹, and for good reason.

From generating new business leads to building, then establishing, an employer brand, content has found its seat at the top table. For recruiters, so what? This is no different, and when allocated the necessary time and resource a content strategy will add significant value.

Need convincing? Here are six reasons why content should be key to your recruitment agency's marketing strategy.

1. NURTURE PROCESS



Strong candidates can be few and far between – 65% of recruiters cited talent shortage as their biggest hiring challenge². This means that when you find a great candidate, you want to hold onto them, even if you don't have a job for them right now. Recruiters are notoriously busy, and probably don't have time to ring them just for a chat on a regular basis. Sending them value add content will help keep them warm, so that when a job comes in they'll remember you.

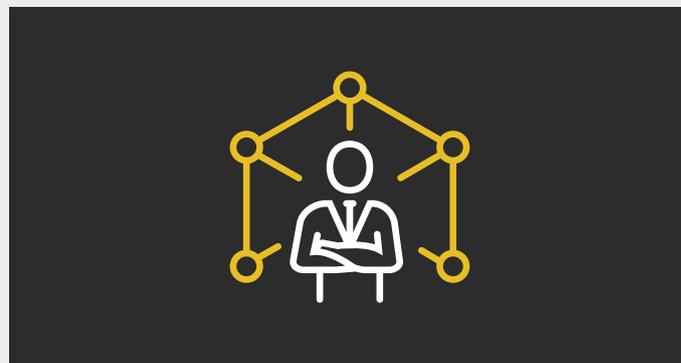
3. WAR FOR TALENT



With 35,275 recruitment agencies currently trading in the UK³, the battle to beat the competition has never been tougher. It's vital to set yourself apart by offering something your competitors don't.

Thought-leading, hard-hitting, well written content that adds genuine value will distinguish you from the recruiters who bombard your prospects with calls and emails, in the hope that one day they'll get back in touch.

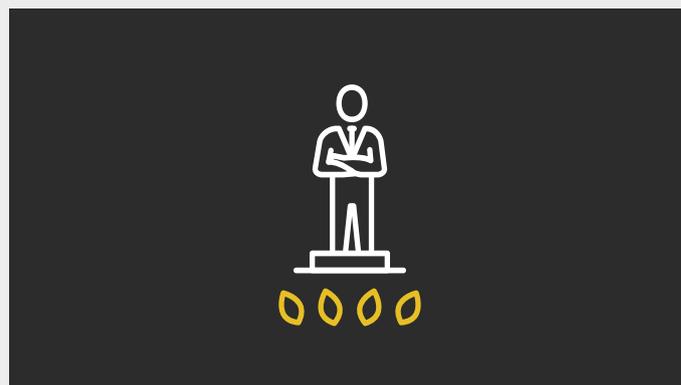
2. LOOSEN THE SHACKLES



Recruiters spend an average of 30% of their budget on job boards⁴, an astronomical figure when you consider how that money could be better spent in your business.

By using content to build your own talent pool, through engaging with strong candidates and keeping them on board, you'll be able to rely less on job boards and, ultimately, save money.

4. THOUGHT LEADERSHIP



By sharing industry-leading insights, you can position your business as expert, who your clients can look to for advice. Clients will always have a need and an appetite for thought leadership content within their industry.

By establishing yourselves as the ones in the know, you can become their go-to for all the latest news and insights, further boosting your business's reputation.

5. BUILDING YOUR BASE



The danger of only ever sharing content about jobs you're currently recruiting for is that anyone in your network who isn't currently looking for a job will skip past it.

They'll also be less likely to want to read your content in future. You need to post content that will appeal to a broader demographic, to keep them interested in you even if you're not working with them at the moment.

6. SIZE MATTERS



Your content strategy can have a huge impact on the perceived value of your business. There's no denying larger agencies tend to win bigger clients because they are seen as more credible by prospects. However, you can boost your smaller agency's chances of being perceived as far bigger by publishing thought leadership content, commenting on the big topics of the day. This space has traditionally been dominated by the big hitters.

Are you currently taking advantage of content in the six ways we describe in this report? If any resonate with you and you'd like to discuss in more depth, feel free to get in touch with the GoldSand Digital marketing team, by [clicking here](#).

¹HubSpot, 2017

²Jobvite, 2016

³Insider.co.uk, December 2017

⁴Statista.com

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