

Job Search Marketing Strategies

Written by Dick Gunderson

July 2018

Contact and Feedback: info@jobtransitionresources.com



Introduction

There are many reasons that people are looking for work. In most cases, the job searcher's employment was involuntarily terminated resulting in some level of anxiety. One of the common reasons for the anxiety is financial stress. There are bills to be paid, less revenue with which to pay those bills, and uncertainty about how long it will take to find another job.

The old school of thought was that it takes 1 month to find a new job for every \$10,000 of annual salary. There is no concrete evidence to support this. According to the [Bureau of Labor Statistics](#) the average duration of unemployment in June 2018 was 19.4 weeks. Job Searchers want it to be a quick and painless process and many find it to be neither quick or painless. The type of work you're looking for will affect the length of the search. The job search marketing strategy will also impact the length of the search.

This report is an overview of fifteen alternative job search marketing strategies. It is not an endorsement for any strategy. It is simply an introduction to each strategy.



In an article titled '[10 Best Job Search Strategies for 2017](#)' the following ten strategies were presented.

1. Online Job Postings

In recent history, online job sites that post job openings have been the number one resource for finding jobs. In an article titled '[The Ten Best Websites for Jobs](#)' the top 10 sites are:

- Indeed.com [Tips for Using Indeed.com to Job Search](#)

Indeed has millions of job listings from thousands of websites, company career sites, job boards and other sources

- CareerBuilder.com <https://www.careerbuilder.com/>

CareerBuilder is one of the largest job boards providing listings, career advice, and other related resources.

- Dice.com <https://www.dice.com/>

Dice is a leading site for tech job seekers.

- Glassdoor.com <https://www.glassdoor.com/index.htm>

Glassdoor is a career community that helps people find jobs and companies.

- Google for Jobs [Tips for Using Google for Jobs](#)

Google provides this site to help job seekers find listings from many different sources including other job posting sites.

- Idealist.com <https://www.idealist.org/en/?type=JOB>
Idealist is the premier clearinghouse for information on full-time internship and volunteer positions within the non-profit sector.
- LinkedIn.com [The Most Effective Ways to Use LinkedIn](#)
LinkedIn is the world's largest professional networking site where you can search for jobs, identify contacts, and get information on companies of interest.
- Linkedup.com [Tips for Using LinkUp.com to Job Search](#)
Linkedup claims to only post jobs provided on company websites, providing applicants with often unadvertised jobs. They claim this will aid in avoiding spam, scams, and duplicate listings.
- Monster.com <https://www.monster.com/>
Monster is one of the original job boards. It has expanded over time to include a variety of other relevant resources and apps for job seekers.
- US.jobs <http://us.jobs/>
US jobs claims to provide job seekers with access to a database of more than a million unique, verified positions from nationwide employers.

2. Connect with Recruiting Agency

Another marketing strategy is to work with a recruiting agency. Recruiting agencies serve as a bridge between jobseekers and employers. Often referred to as headhunters, their primary role is to be a source of candidates to be considered by their business clients for specified positions.

There are [five different types of recruiters](#). They are:

- Contingency Recruiters
In this case, a recruiting contact is considered a contingency because the recruiter does not get paid their fee until a candidate is hired. That fee may be a pre-determined fixed fee or a percentage of the new hire's first year's salary. It's important to keep in mind that a contingency recruiter is not working for the job searcher. They're working for the client company on a non-exclusive basis, meaning they are competing with the client's internal HR department, applications sent directly to HR, and typically one or more other recruitment companies. This forces the recruiter to expedite the process working faster than competing sources in hopes their candidate will be hired and the recruiter will have earned their fee. Normally the job seeker does not pay a fee.

- **Retained Recruiters**
A retained recruiter is paid to find a candidate for the job within a specified period-of-time. This is an exclusive arrangement wherein all job applicants will be directed to the recruiter. Retained recruiters are paid expenses, plus a percentage of the employee's salary regardless of whether the candidate is hired. In case a person is hired directly by the company, the retained recruiter will be paid their full fee. Generally, companies will request a retained search when they're looking to fill a senior position. Throughout the search, there is a close working relationship between the retained recruiter and the company. Job seekers do not have to pay a fee.
- **Corporate Recruiters**
Corporate recruiters work within a company through which they are paid a salary and benefits just like other employees of the company. Their role is to find new employees for the company. Generally, corporate recruiters work for large companies that need the recruiter's services to fill their ongoing recruiting needs.
- **Temporary/Contract Staffing Agency**
Temp agencies are generally hired by companies when the company has short term staffing needs required due to seasonal increases in business, temporary leaves of absence, etc. When a temp agency places a job seeker in a position, the agency pays all the job seeker's wages, taxes, insurance, and benefits and they are reimbursed by the company at an hourly rate.
- **Outplacement Agency**
When a company decides to downsize their workforce, they'll often hire an outplacement agency to assist their terminated employees with the task of finding a new job. The agency generally provides career counselling, assistance with resume writing, interviewing skills, and guidance in strategically searching for open positions. The fees paid to the outplacement agency are paid by the company doing the downsizing.

3. Attend Career Events

Career events take the form of job fairs, career seminars, and networking events. In each case, the event provides the job seeker with an opportunity to meet interesting people that may provide helpful advice or referral to other professionals. In any case, to get the most out of a career event, the job seeker will need to do some preparation.

An article that may be helpful is '[Getting an Employer to Notice You at Career Fairs](#)' available through the Minnesota Department of Employment and Economic Development (DEED). To access this link, click [here](#). This article includes:

- How to Make the Most of the Career Fair Experience
- Selection of a Career Fair
- Preparation for the Career Fair
- How to connect during the Career Fair
- Follow-up activities after the Career Fair

4. Mobile Career Websites

Mobile career websites are being used as a tool by recruiters for social recruiting, sourcing and talent acquisition to target the right talent. As far back as 2014 a [Glassdoor survey](#) of 1000 employees and job seekers revealed that “nine in ten (89%) job seekers report they use a mobile device during their job search”. A more recent [survey](#) indicated that 72% of active job seekers use mobile devices to view a career company site.

5. Social Media

Recruiters are actively using social media to seek candidates for their open positions. To be found by these recruiters, the job searcher needs to be present on platforms the recruiters are using, like: Facebook, Twitter, Instagram, LinkedIn, and Snapchat. It's not likely a job searcher will be able to manage use of all these sites, so pick those you plan to actively utilize.

According to a recent [CareerBuilder survey](#), “70 percent of employers use social media to screen candidates and 57 percent are less likely to interview a candidate they can't find online”. However, it's critically important that job searchers “remove any content that may be deemed inappropriate or no longer accurately represents who you are”.

6. Old-Fashioned Networking

A [recent poll](#) found that up to 85 percent of those employed claim networking has aided them in landing a job”. Networking is all about meeting people. Sitting in the office at home 4 hours a day searching for online job postings is not a good use of a job searcher's time. The old school thinking about networking is that it's important to inform as many persons as possible that you're unemployed, looking for work, and appreciative of any advice they can provide. Get out in the community and go to events that you might otherwise attend. Get the word out.

7. Cold Calling

Cold contacts are people that don't know you and you don't know them. Cold calling means taking the initiative to make direct connection with employers with whom you have no other connection. This is a risky move and it may not be the best marketing strategy, but it does show employers that you want to work for them and willing to take the initiative to attempt to establish contact.

To increase your chance for success in a cold call, you need to prepare. Do your homework. Research the company. Are they privately held, publicly held, or non-profit? Are they growing, stagnant, or declining? What is their product or service? What challenges are they dealing with? How might you be able to help them? Prepare a script of what you would say to them.

8. Personal Branding/Personal Websites

Your reputation in the industry is your personal brand. It influences what people say and how people feel about you as a prospective employee. It helps you develop credibility and it differentiates you from your competition in the job search.

“To help define your [personal brand](#), it's important to outline your goals, values, motivations, and passions”. What is it that makes you an exceptional candidate? Whatever that is, communicate that in your social media profiles, your resume, and cover letter. As an option you can use other tools to broadcast your personal brand such as a personal website, blogs, podcasts, online chat group, and industry events.

Whether it be social media profiles, your resume, cover letter or any other personal marketing materials, make sure that your content is an accurate reflection of your interests and expertise.

9. Internship

If you are a college student, obtaining and completing an internship will likely increase your chance of getting a full-time job once you graduate. That was my experience. I worked for a company during the summer after my junior year in college. I had a good experience that was recognized by the company. It gave me a clearer sense of direction about what specific career I would prefer and others with which I was not interested in. Upon graduation, I was hired for a full-time position with the company.

10. Company Websites

Some companies post their job openings on their company website. Checking company websites is evidence that you've made the effort to search for open positions with the company. It demonstrates an interest in the company and initiative to conduct research on the company, who they are, and what they do.

In addition to the ten strategies listed above, consider the following five additional strategies:

11. Event 'Spot Opportunity' Marketing

Use the news to identify potential job opportunities before anyone else. Use industry news websites to stay current with what's happening within a sector or a specific company within the industry. Attending trade conferences in your preferred industry may reveal upcoming changes in the industry. This could uncover opportunities regarding companies that will be hiring. Look for companies that are preparing to expand because of a large contract they've recently won. It may be due to a recent technological breakthrough or regulatory agency approval.



12. Targeted Networking

Old fashioned networking is about getting the word out to anybody and everybody with the message that you're looking for a new job. Targeted networking is about strategically targeting companies and developing relationships with target employees within those companies.

The most important element in the success of the targeted networking marketing strategy is the development of an employee referral. The referral is provided by an employee in the target company. The referral is a recommendation communicated to the decision makers and the hiring manager in the target company when the decision has been made to hire a new employee with the skills of the job searcher.

YOU'RE
RE-HIRED!

13. Contact Past Employers

In an article titled '[The best job search strategy you're probably overlooking](#)' the author indicates the following:

- "According to a recent Monster poll, nearly 30% of respondents have already boomeranged back to their former employer. And 51% said they haven't done it yet but would consider it."
- "85% of HR professionals say they have received job applications from former employees. According to research by 'The Workforce Institute and WorkplaceTrends.com, 40% of the HR professionals say they hired about half of the former employees that re-applied,
- "The great news is that one of the best ways to boost your pay at a company involves leaving and coming back".

volunteer
do good, feel good

14. Volunteering

[Quantitative research](#) shows that volunteering can help a person at various stages of their career path. This includes identifying their career calling, building critical skills, and helping them stand out in the interview and hiring process.

Skills-based volunteering means leveraging the specialized skills and talents of individuals to strengthen the infrastructure of nonprofits, helping them build and sustain their capacity to successfully achieve their missions.

94% of career advisers say that skills-based volunteering helps bring clarity to the job search.

74% of managers agree that people with applicable volunteer experience are more likely to make it on their teams.



15. Research Hot Industries

Key industries often emerge as [markets change](#). This also impacts the job market. Technology companies continue to have some of the [hottest career](#) opportunities such as cyber security, artificial intelligence, robotics, drones, and wireless networking. You may not have any experience in these industries. Nevertheless, it's worth your time to do some research to see if your [transferrable skills](#) might fit with job opportunities in any of these hot jobs.



Summary

I'll conclude this report with the following quotations from an article titled "[How Will Job Searching Change in 2018 and Beyond?](#)"

"The way people search, and indeed apply for jobs is changing, and it's changing even faster than we've ever seen before. Undeniably, technology is playing a huge part here, with candidates now looking for opportunities using a combination of search engines, job boards, recruitment websites and social media platforms".

"Your online presence will matter more than ever before"

"You will be targeted with job adverts [pop-up advertisements] more regularly"

"Technology can play an even greater part in your job applications"

"Face-to-face relationships remain essential"