



WINNING THE BATTLE FOR TALENT

Using HubSpot for Successful Inbound
Recruitment Marketing

Appleton HubSpot User Group | July 2022

HI, I'M

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Connect with me!



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HubSpot Certified Partner



President of Weidert since 2001
Inbound marketer since 2011



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

HI, I'M



**KEITH
VOSS**

Strategist



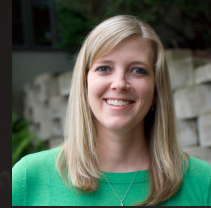
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Healthcare recruiting background



**KELLY
WILHELME**

Marketing Manager



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Not-so-secret hobby: organizing

TODAY'S AGENDA



TRENDS

Current State of Employment
& Recruitment



WHERE TO START

Audit & Get Rid of Friction



THE VISION

The New Recruiting &
Retention Playbook



IN PRACTICE

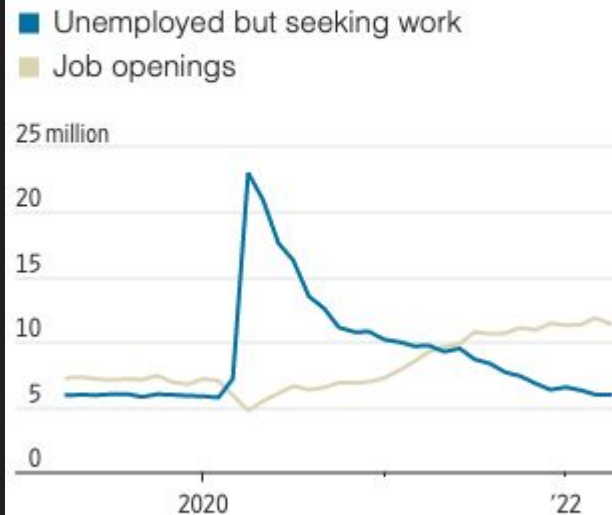
HubSpot Tools for
Executing Your Playbook

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

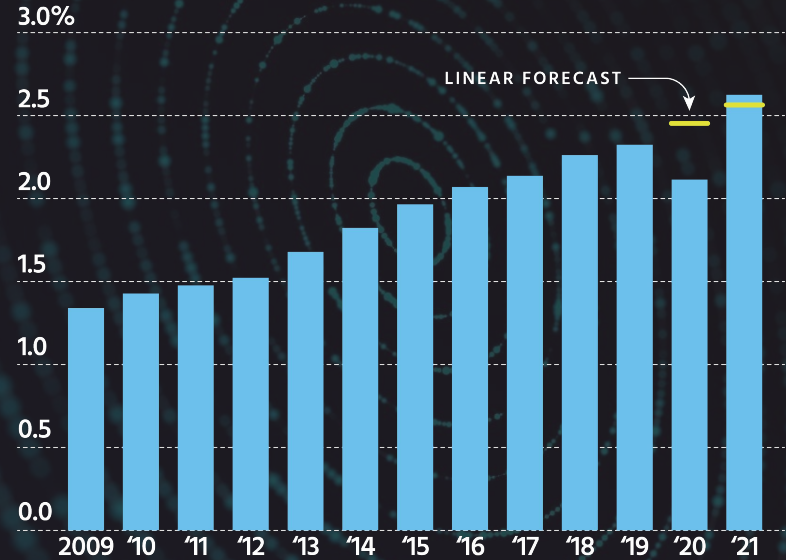
Source: Labor Department

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

KEY QUESTIONS

- + What are you doing now & who are your targets?
- + What's working & how do you know?
- + What's not?
- + How do candidates view your approach & brand?
- + What are your 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

A WARNING!

**TODAY, THAT'S
NOT ENOUGH**



THE VISION

THE NEW RECRUITMENT PLAYBOOK



THE VISION


INBOUND RECRUITING METHODOLOGY



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 & job opening promotion via social & paid media
 - + Referral program
 - + Nurturing based on segmentation

THE VISION

CANDIDATE CONVERSION & CLOSE

- + Live chat with team members
- + Chatbot assistants to help ID the right position, answer FAQs, offer content & encouragement
- + Calls-to-action
- + Landing pages & blog subscription
- + Forms for content downloads
- + Online application
- + Automated candidate nurturing emails & internal alerts
- + 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

THE TOOLS

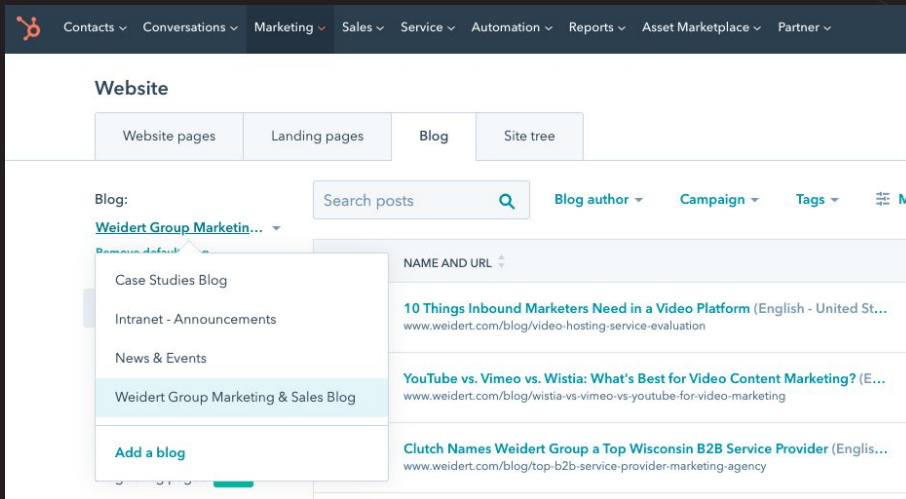
HOW TO EXECUTE YOUR PLAYBOOK USING HUBSPOT





THE TOOLS — ATTRACTION

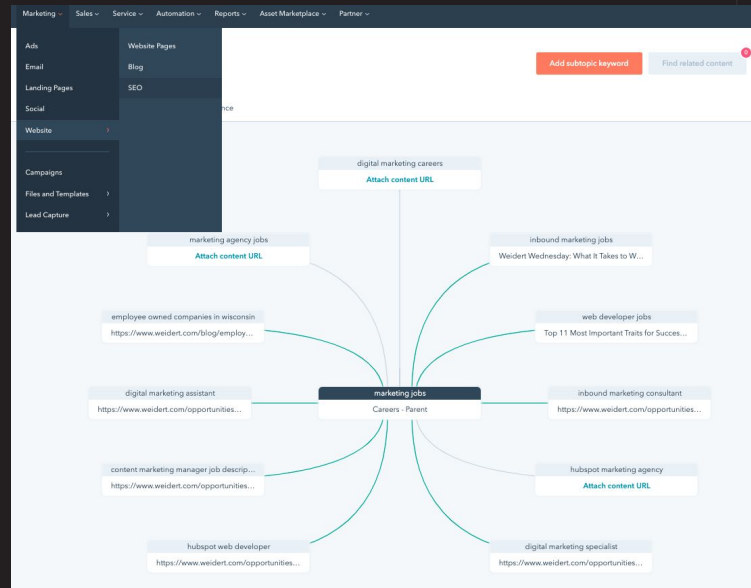
- + SEO
- + Blog
- + Site pages (careers page)
- + Landing pages (job postings)
- + HubDB
- + Social publishing
- + Paid Ads





THE TOOLS — ATTRACTION

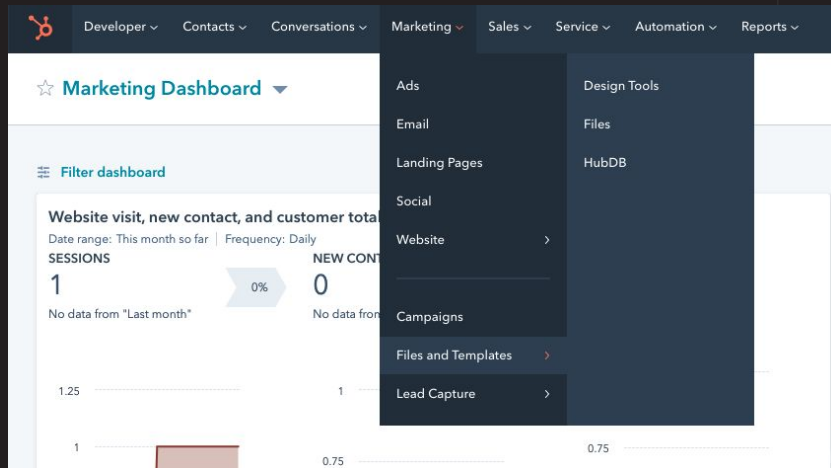
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- + Landing pages (job postings)
- + HubDB (list of job postings, auto creates LPs)
- + Social publishing
- + Paid Ads





THE TOOLS — ATTRACTION

- + SEO
- + Blog
- + Site pages (careers page)
- + Landing pages (job postings)
- + HubDB (list of job postings, auto creates individual job Landing Pages)**
- + Social publishing
- + Paid Ads





THE TOOLS — CONVERSION

+ Forms

- + subscribers
- + job applications
- + pop-ups: exit-intent, banners, slide-in

+ Smart Content in CTAs ([resource](#))

+ Conversations >

+ Inbox

+ Chatflows

The screenshot displays the HubSpot Forms tool interface. At the top, there's a search bar and filters for date range (01/01/2022 to 07/05/2022), team (All teams), and type (All forms). A dropdown menu for 'Type' is open, showing options: All forms, Non-HubSpot forms, Regular forms, Pop-up forms, and Blog comments. The main area is titled 'Choose your form type' and asks 'What kind of form would you like to create?'. It shows a 'Select a business unit' dropdown set to 'WG HS Demo Portal (Account)'. Below this, there are six form type options: Embedded form, Standalone page, Pop-up box, Dropdown banner, Slide in left box, and another Slide in left box. A progress bar at the bottom indicates the steps: RULES, DESIGN, OPTIONS, and FINISH. Below the progress bar, a section titled 'Step 1: To make a smart CTA, you create different CTAs with specific display rules. First, you need to configure these rules.' shows a grid of rule options, each with a radio button: Contact's list membership, Contact's lifecycle stage, Visitor's device type, Visitor's country, Referring source of visit, and Visitor's preferred language.



THE TOOLS — CONVERSION

+ Forms: subscribers, job applications, pop-ups

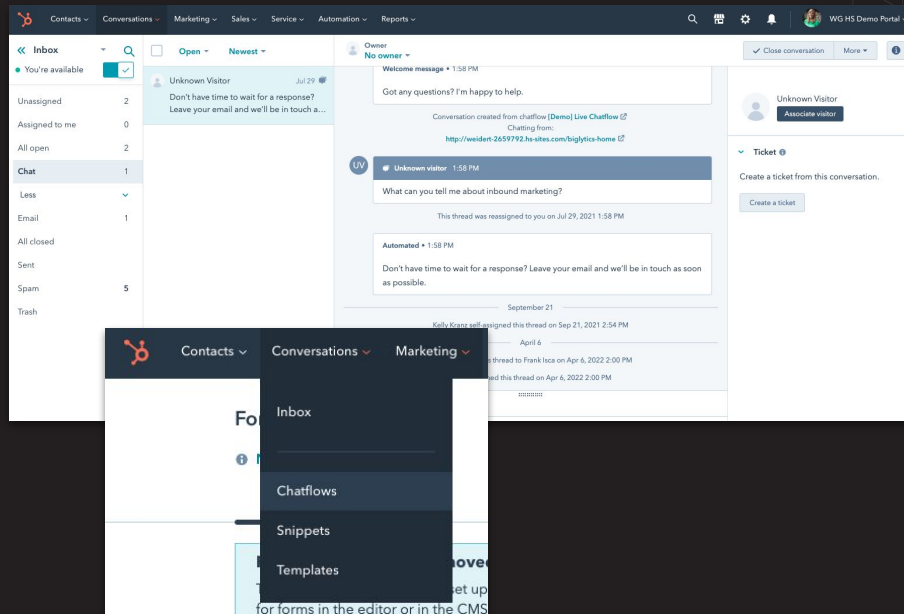
+ Smart Content in CTAs

+ Conversations >

+ **Inbox** — to manage messages from multiple channels

+ **Chatflows**

Sales or Service Hub may be required depending what you want a bot to do
([Resource](#))





THE TOOLS — CLOSE & DELIGHT

+ Workflows & Emails

+ Nurturing:

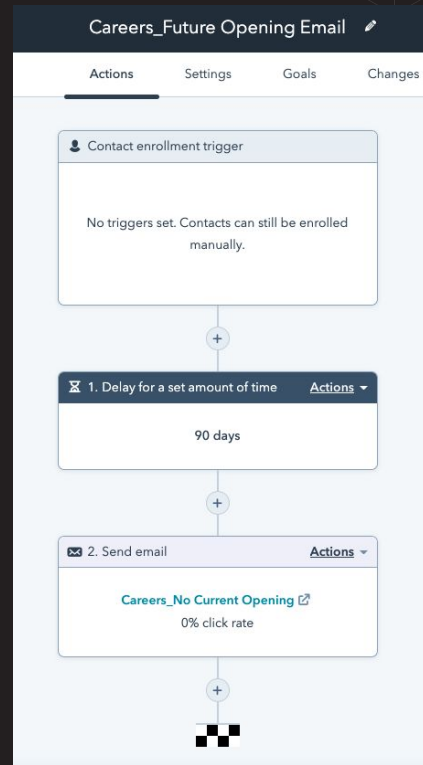
Subscriber > Applicant,
Applicant > Accepted Offer,
Re-engage a Qualified Applicant

+ Admin: set CRM properties, notify team, follow SLA protocols

+ Smart content in Emails and Webpages

+ Tickets & automation (Service Hub)

+ Feedback surveys (Service Hub)





THE TOOLS — CLOSE & DELIGHT

+ Workflows & Emails

+ Nurturing

+ Admin

+ Smart content in Email and Webpages
promote relevant openings and company info
based on department ([Resource](#))

+ Tickets & automation (Service Hub)

+ Feedback surveys (Service Hub)

“

HubSpot Smart Content Basics:

- WHAT you can make smart: text, form fields, and CTAs
- WHERE you can use smart content: web and landing pages, emails, and chatbots
- WHO: set your smart content logic based on list membership, device type, ad source, lifecycle stage, referral source, country and language, or query parameter



THE TOOLS — CLOSE & DELIGHT

+ Workflows & Emails

+ Nurturing

+ Admin

+ Smart content in Email and Webpages

+ Tickets & automation: for applicant management (Service Hub)

+ Feedback surveys (Service Hub)

The screenshot shows a web application interface for managing tickets. At the top, there's a navigation bar with tabs: Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. Below this, the 'Tickets' section is active, showing a Kanban board for 'Candidates: Candidate Pipeline'. The board has columns for different stages: NEW: REVIEW APPLICATION, PHONE INTERVIEW, IN PERSON INTERVIEW, OFFER PRESENTED, OFFER ACCEPTED, OFFER DECLINED, and REJECTED: NO OFFER MAD. Each column has a count of tickets. The 'NEW: REVIEW APPLICATION' column has 1 ticket, 'PHONE INTERVIEW' has 0, 'IN PERSON INTERVIEW' has 1, 'OFFER PRESENTED' has 0, 'OFFER ACCEPTED' has 0, 'OFFER DECLINED' has 0, and 'REJECTED: NO OFFER MAD' has 0. The ticket in the 'NEW: REVIEW APPLICATION' column is for 'Jamal Smith', opened for 2 minutes, with a medium priority. The ticket in the 'IN PERSON INTERVIEW' column is for 'Faux McPauster', opened for 1 minute, with a medium priority. The interface includes a search bar, filters, and action buttons like 'Actions', 'Import', and 'Create ticket'.

NEW: REVIEW APPLICATION	PHONE INTERVIEW	IN PERSON INTERVIEW	OFFER PRESENTED	OFFER ACCEPTED	OFFER DECLINED	REJECTED: NO OFFER MAD
<p>Jamal Smith Open for 2 minutes Ticket owner: Kelly Wilhelm Medium</p> <p>No activity for 2 minutes 1 No activity scheduled</p>		<p>Faux McPauster Open for 1 minute Ticket owner: Kelly Wilhelm Medium</p> <p>No activity for 1 minute 1 No activity scheduled</p>				



THE TOOLS — CLOSE & DELIGHT

+ Workflows & Emails

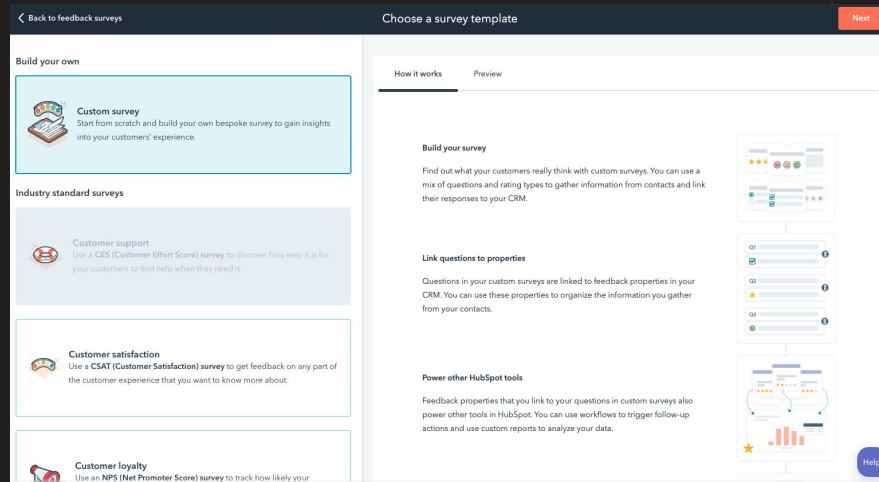
- + Nurturing
- + Admin

+ Smart content in Email and Webpages

+ Tickets & automation (Service Hub)

+ Feedback surveys (Service Hub)

- + Custom surveys
- + Net Promoter Score
- + Customer satisfaction





THE TOOLS — TRACK & ANALYZE

- + Campaigns tool ([resource](#))
- + Custom & attribution reports ([certification](#)). Custom Reports available in Enterprise only. Attribution are Pro+
- + Partitioning by Users & Teams ([resource](#))

The screenshot displays the HubSpot Forms management interface. At the top, there is a search bar labeled 'Search for forms' and a date range filter set to '05/24/2022' to '06/22/2022'. The 'Team' filter is set to 'All teams' and the 'Type' filter is set to 'All forms'. Below the filters is a table with columns for 'NAME' and 'VIEWS'. A dropdown menu is open next to the 'Team' filter, showing a list of teams: 'All teams', 'Client Services Team', 'Customer Experience Team', 'Developers', 'TEST KELLY', and 'Test Team'. The table lists three forms:

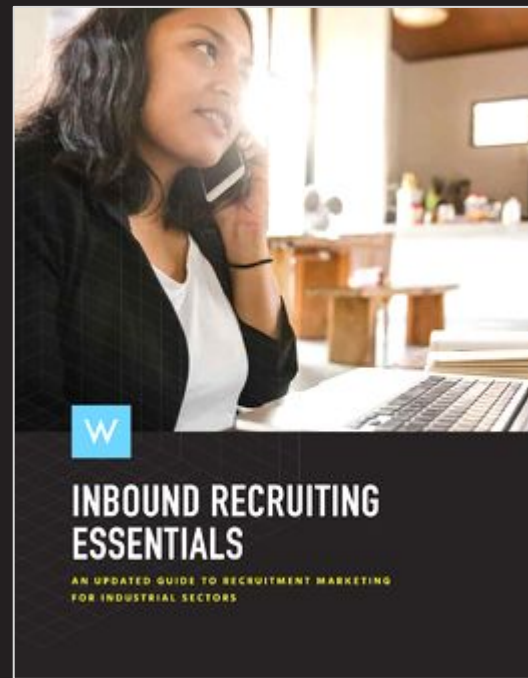
NAME	VIEWS
Unidentified Form (2021-12-17 11:16:57) ● Turned on Non-HubSpot form	N/A
New eBook download form (April 28, 2022 9:01:04 AM CD) ● Published Regular form	0
HubSpot AE Consultation Requests ● Published Regular form	0

At the bottom right of the table, there is a progress bar showing '0%' and a '1 page' indicator.



ADDITIONAL RESOURCES

- + Ebook: [A GUIDE TO INBOUND RECRUITMENT MARKETING](#)
- + 2021 Appleton HUG Recording [Smart Content & Personalization](#)
- + HubSpot Academy courses
 - + [Service Hub Software](#)
 - + [Contextual Marketing](#)
 - + [HubSpot Reporting](#)



THANK YOU!