

# Ignite Recruitment Marketing

## THE SPARK YOUR TALENT SEARCH NEEDS

When you need a product, you don't sit back and wait for someone to come knocking at the door with the perfect product in hand.

So why would you do so when you need talent?



### Ignite Recruitment Marketing Drives Real Recruitment Results

- Bolster your employment brand reach
- Connect you with previously unidentified candidates
- Expand the candidate funnel and amplify your pipeline

To attract the volume of talent you need, you need modern marketing techniques. Relying on traditional recruitment methods just isn't enough in today's market. You need to connect with candidates where they live and play. Intrigue them. Get them interested in your employment brand and your value proposition. **Differentiate yourself.**

You need a partner who has comprehensive candidate engagement experience and that lives and breathes talent attraction. Let Ignite do the heavy lifting.



#### Research and Planning

- Immerse ourselves in your brand
- Assess labor availability and demand in local markets
- Profile demographics of related roles
- Evaluate target audience profiles and create candidate personas
- Creative team crafts targeted messaging and develop visual assets



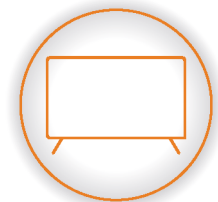
#### Launch and Analysis

- Marketing Strategists finalize advertising approach and media buy schedule
- Media buyers finalize and place advertisements
- Ongoing ad optimizations with daily reviews
- Metrics collected at consistent intervals
- Reporting distributed to key stakeholders

#### Strategic Offerings



DIGITAL



OUT-OF-HOME



TRADITIONAL



GRASSROOTS

## Case Study

### Strategy Triumphs Over Inefficient Spending to Outperform Agency

A national window and door manufacturer enhanced their TA strategy with recruitment marketing to hire production operators throughout multiple U.S locations. In addition to the recruitment marketing efforts managed by Ignite Recruitment Marketing, they also hired a nationally recognized advertising agency to assist with the marketing campaign.

Our success strategy included:

- Determining what **messaging** resonates with potential applicants
- Creating content rooted in their employer value proposition
- Increasing the **volume** of sourced candidates
- Nourishing the client relationship to fully understand the TA landscape for these roles

By applying this strategy, Ignite Recruitment Marketing delivered **three times the number of hires** with approximately **one-sixth of the budget** than that of the agency.

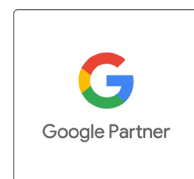
**Ignite Recruitment Marketing is part of ManpowerGroup, a workforce leader with over 70 years' experience powering the world of work.** In addition to our innovative, full-service recruitment marketing solutions tailored to your brand, our most popular job-level advertising packages include:

	THE ESSENTIAL PACKAGE	THE ENHANCED PACKAGE
<b>Campaign Goals:</b>		
Supports Lead Generation Goals	✓	✓
Supports Top-of-Mind Market Awareness Goals	–	✓
<b>Inclusions:</b>		
Number of Digital Advertising Channels*	3	5
Campaign Strategy, Set-Up & Management	✓	✓
Employment Branding, Messaging & Positioning	✓	✓
Supports Diversity Messaging & Positioning	✓	✓
Media Buying	✓	✓
Video Editing	✓	✓
Copywriting	✓	✓
Graphic Design	✓	✓
High-Touch, Branded Candidate Experience	✓	✓
Reporting & Metrics	✓	✓
<b>Best For:</b>		
Non-Exempt / Hourly Roles	✓	–
Basic Digital Marketing Coverage	✓	–
Competitive Digital Marketing Coverage	–	✓
Niche Roles	–	✓
Professional / Corporate Roles	–	✓
Moderate-to-Large-Scale Hiring Initiatives	–	✓
<b>Costs Per Job Type/Target Audience:</b>		
Per Market, Per Month	\$3,989	\$4,998
Additional Markets, Per Month (running concurrently)	\$2,593	\$3,249

2023

 Microsoft | Advertising

Partner



Contact [rposales@manpowergroup.com](mailto:rposales@manpowergroup.com) to learn how **Ignite Recruitment Marketing** can bring value and results to your organization.