

Marketing to recruit; Recruiting to market

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Consider this. Most active jobseekers in Las Vegas today recently relocated or are in the process of relocating to the area. Your help wanted ad is your company's first exposure to a potential customer and potential employee.

Think about it. If you moved to southern Nevada did you immediately start looking for places to spend money? Or, did you begin looking for a job? My guess is the second and when looking for a job, you learned a lot about the companies that exist here. You learned that our job market is dominated by the gaming industry and that many of the non-gaming jobs were directly tied into the gaming industry, whether by serving as vendors or suppliers.

As a company writing a help wanted ad, remember it is often times the first exposure a person will have to your company. Leave a lasting impression and use it as an opportunity to market and brand your company while trying to hire for a position.

Now days, jobseekers research and learn about a company's culture, product or service line and the market they serve when they are looking for that perfect job. As a matter of fact, jobseekers spend as much time researching the company as they do learning about the real job opportunity.

Nationally recognized companies such as IKEA take a proactive approach to hiring and make it a point to invite every applicant into their store before they make an offer. They do this by offering to buy them a cup of coffee in their café. This allows that candidate to learn more about IKEA, its products and even meet some of the team members. It forces them to walk through the store and get introduced to the IKEA product line and business model. IKEA's philosophy is that if a person does not become an employee of IKEA, they will at least become a customer.

Make sure your company's recruiting efforts are integrated with your company's marketing efforts. You are marketing to a potential customer as well as recruiting a potential employee.

*Doug Geinzer is chairman of the We Care committee
and is president/founder of Recruiting Nevada.*