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**TALEMETRY**  
BY JOBVITE



# Connecting the Dots to Build Talent Pipelines with the Right Candidates

Stay ahead of your company's needs and your competition through targeted audience planning.

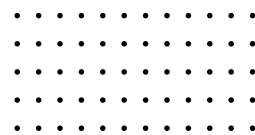
## Connecting the dots between your talent processes, people, and technology.

Over the last few years, there has been a lot of innovation and investment dedicated to discovering the top HR platforms and technologies, building the right talent teams, and developing seamless recruiting processes that make recruiting easier and faster.

And, yet, we've seen organizations consider these things separately, rather than approaching them together. This can result in implementing an award-winning platform...but not having the right processes or roles in place to support it. Or maybe you have the right people and talent acquisition processes, but your technology isn't up to par.

While we certainly understand that it's impossible (and not advisable!) to tackle every big change and initiative at once, we do believe in starting to connect the dots between your company's talent acquisition processes, people, and technology from the earliest stages of planning to recognize your organization's highest recruiting potential.

Plus, we've also seen the small and big rewards that come from connecting the dots between different aspects of the talent organization and the other parts of the business. For this guide, we'll dive into the benefits that come from seeing and building connections between recruiting and marketing to fill a talent pipeline with highly qualified and skilled candidates that fit the needs of your company like a glove.



## What is targeted audience planning?

Simply put, targeted audience planning is the practice of identifying which roles, locations, or experiences your company needs or will need the most and then learning about the type of candidates that will be most successful in that role. Then, you group those candidates into audiences that make it easy to build personalized content that is delivered to their preferred methods of communication.

*Easy, right?*

The truth is that while marketers have made an art out of audience planning, and we've all benefitted from it—think of the last time that Amazon sent you an email with recommendations based on your last purchase or Netflix suggested TV shows and movies you might like. But it's still a relatively new practice for talent acquisition.





## What are the benefits of targeted audience planning?

Amy Hughes, Director of Success Operations at Talemtry, sums up one of the biggest benefits of audience planning by saying, “It’s forward-thinking. If your business is shifting, you have to be able to see what the need will be, and start hiring those pre-emptively, rather than reactively.”

In this tight labor market, targeted audience planning is a small, but mighty initiative that will keep your team at the top of active and passive candidates’ minds and help you stand out from the competition.

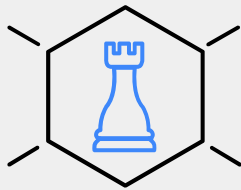
It also is one of the most effective approaches to ensuring you have a diverse workforce and can fill diverse roles. Whether it’s hiring for diversity in gender, skills, race, experience, or ethnicity, creating targeted audiences for these candidates means your company must invest in truly getting to know them and building a culture where jobseekers and employees of all types can thrive.

These are just a few of the targeted audiences we’ve seen companies invest in:

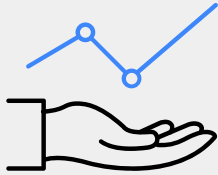
- Nurses
- Sales Teams
- IT Staff
- Veterans
- Leadership Roles
- Campus Groups

## Are some targeted audiences more important than others?

The short answer is “no”. Each company defines the targeted audiences they value the most based on their organization's business objectives. But we have seen three main types of audiences emerge that cover the most sought-after types of candidates and roles that most organizations are looking to hire.



**Key Talent Audiences:** These are the areas that add the most value to your business and customers. The candidates might be for large volume jobs or targeted, critical roles. They might be specific job families of positions with similar types of work or required expertise or group based on geography.



**Relationship Audiences:** You already have a known relationship with these individuals who can include referrals, internal employees, alumni, contingent workers, and past applicants. Organizations with a more mature recruitment marketing program may also focus on existing customers and how they can interact with individuals as both a candidate and as customer.



**Strategic Audiences:** These audiences could include diversity and inclusion candidates, graduates or interns, veterans and military hiring, or executives.



## Where does targeted audience planning fit into my recruitment strategy?

Most companies are focused on building great content, whether it's clear job descriptions, cultural videos, company blogs, and more to attract and engage new job seekers. But to ensure that all of this content is seen—and seen by the right candidates—targeted audience planning should come first, both strategically and tactically.

Before execution on any recruitment marketing efforts begins, you should gather a team made up of a representative from marketing, recruiting, customer success, sales, and of course, employees that match the type of worker you want to begin creating personas, audiences, and segments.




## What's the difference between personas, segments, and audiences?


We thought you may have that question! Here's a crash course on a few of the most important elements needed to creating and using targeted audiences:

**Persona:** A persona is a fictional presentation, or sketch, of a pool of people based on common characteristics.

Nurse Nancy	
<b>EDUCATION</b> Bachelor's Degree in Nursing	<b>WHERE I HANG OUT</b> Instagram Facebook
<b>SKILLS &amp; EXPERIENCE</b> 5-7 years experience in a large hospital system	<b>GOALS &amp; MOTIVATIONS</b> Move into Nursing Administration Making a difference
<b>MY INTERESTS</b> Spending time with my kids Cooking	<b>POSSIBLE OBJECTIONS</b> I like my fellow RN's and hospital staff Longer commute



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**Audience:** A group of candidates that have similar motivations, pain points, and preferred methods of communication.

**Segment:** Segmentation is the process of breaking down your audiences by a variety of criteria. It may be where they are in the candidate lifecycle, what candidate persona they conform to, what strategic audience they belong to, what your relationship is with them, what geography they are in. This segmentation is a critical step in order to then market to and distribute content to effectively.

Sources:

<https://channels.theinnovationenterprise.com/articles/why-and-how-recruiters-should-segment-their-audience>

<https://creative.artisantalent.com/everything-you-need-to-know-about-recruitment-marketing>

***“I think it’s a critical step to define the difference between audience versus persona. An audience would be a nurse, but within the nursing audience there can be several personas.”***

- Stephen Schwander, Sr. Director, Product Strategy,  
Jobvite | Talemtry



**PRO TIP:** Did you know that Talemtry customers have access to learning courses and templates for conducting persona and audience planning? Learn more by **reaching out today.**





## How do I start building my talent pipeline with the right candidates?

Now that you understand the basics, we've put together a few best practices for you to follow that will enable your team to understand your candidates better, build the most powerful content to engage them, and then distribute your content to the right audiences at the right times.

### *1. Start by Looking Inward*

Jason Berkowitz, Senior Director of Customer Success at Jobvite, explains how important it is for companies to start the process of audience planning at a strategic level, "Content must always follow strategy. And strategy always starts with need. So, who are you always hiring for? And who are you struggling to hire?"

It's wise to start thinking about audience planning in coordination with the annual, quarterly, or monthly planning that will determine what roles are needed now and in the future. This type of planning and organizing is best tackled with a guided assessment that can keep various leaders and departments on the same page, especially when it comes to including recruitment marketing strategies into the business.

[The EVOLVE Maturity & Efficiency](#) framework has helped Fortune 500 companies build their recruitment marketing programs as they create personas, develop audiences, build segments and so much more.

## 2. *Gather the Right Team to Create Effective Personas and Audiences*

Like any successful effort, it's important to assemble the right team. For building personas and audiences, you want people that have a deep knowledge of the people working your desired roles, and you want them to bring a different perspective.

Having team members from sales, marketing, customer success, even support staff to understand what makes these ideal candidates unique, what motivates them to work, where they search for jobs, and what will keep them at a job is the ultimate goal.

Of course, the most important people to interview are your current employees or past candidates who make up the target audience. Specifically, the “silver medalist” candidates who exemplify the type of candidate and employee that moves your business forward.

### Creating Personas

Developing a persona requires talking to people, digging into data and identifying trends and common characteristics.

- 01 Interview current employees, prospects and silver medalists
- 02 Talk to key stakeholders including department leads and hiring managers
- 03 Use ATS data to look for common characteristics
- 04 Identify trends

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### **PRO TIP:**

The number of audiences will vary depending on the size of business, types of goals, etc. Hughes recommends, “to start small with two to five audiences. Most organizations have at least 5 but can have upwards of 20.”

### 3. *Build—and Deliver—the Best Content*

When it comes to building the best content for your candidates and employees a lot of the hard work is complete by the time you've created your personas and built your audiences. All that's left to do is get a good writer on board to write content that's specific to your targeted audiences.

If you're trying to reach an audience of junior sales representatives, you may want to create a dedicated career page that potential sales candidates are directed to after clicking on customized digital ads that take the sales audience directly to a list of job postings relevant to them.

Between digital and social ads, texts, emails, and print ads there are no shortage of opportunities to create relevant content. Talent teams just have to make sure that once the content is created, it's delivered through the proper channels. After all, content is useless unless it's seen.

**Read how CDW, a leading Fortune 500 technology solutions provider, leveraged audiences to build personalized content and candidate experiences on their career site.**

[READ THE CUSTOMER STORY](#)

#### 4. *Don't Neglect the Importance of Data*

Data is integral to the beginning stages of audience planning and the maintenance and optimization of your audiences. Back in the strategic planning phases of building your talent pipelines, a big foundational effort should be to gather and interpret the candidate data in your current ATS to build your personas.

Schwander describes how data can help combat a lack of knowledge or bias. “I think people don’t know [their ideal candidates] or they make assumptions. Or they have an ethereal, internal conversation, but companies aren’t doing a lot of research into the numbers.”

By starting with data to help create personas, then monitoring the data as content and campaigns are distributed to your audiences, you can conduct periodic audits to determine what’s really working and what needs improvement. Filling your pipeline with the best and brightest talent is no small feat, but there are more tools, templates, and tech in place to assist talent teams than ever before. Talemtery is committed to helping organizations make these recruitment marketing strategies simple and successful. Reach out today to learn how!

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### About Talemetry

Talemetry, a Jobvite brand, is Recruitment Marketing Results. Simplified.™ We combine our enterprise-grade Talemetry® recruitment marketing platform with tools, training and support to make recruitment organizations and professionals successful. Talemetry gets the right people to apply for the right jobs by delivering results-based attraction strategies and extending reach for talent. Our solutions optimize operations, drive ROI and deliver client success. Finally, a recruitment marketing platform powerful enough to deliver results, and easy enough to leverage across enterprise organizations.

