



Creative Job Marketing Ideas

WATCH: <https://youtu.be/Qp7uZRZwdDU>

Use these ideas to make your recruitment marketing more interesting and drive more applies.

1. **Cameo:** use the celebrity video service to promote your hiring. Have an actor from The Office talk about your jobs, get a comedian to joke about you, let the movie intro guy do mock movie headlines, etc...
<https://www.cameo.com>
2. **Explainer Videos:** using sites like [Fiverr](https://www.fiverr.com) or Powtoon (<https://www.powtoon.com/>) to create an explainer video for your jobs. A quick 30 sec spot costs only a few hundred bucks on Fiverr. Just write a short script and let them create it. Powtoon is one platform to create, manage, and distribute all of your videos and visual communications. If you are going to do more than one... look into *Doodly* or *Toonly* and you can create your own explainer videos. Promo.com is also a great site for custom videos.
3. **Leverage Social Media Influencers:** Find and hire social media (industry specific) influencers to promote your jobs and culture. For example, let's say there's a nurse on TikTok with 80,000 followers. She'd be a great fit for a travel nurse company to help promote their openings.
4. **Job Board Apply:** the vast majority of jobs on job boards redirect the job seeker to an ATS. If you want more applies let people apply on the job board instead. There's a company called [Jobsync](https://www.jobsync.com) that allows you to do this on sites like Indeed and Facebook Jobs while still delivering the data to your ATS. Even LinkedIn has their own apply button. Use it.
5. **Apply Reminders:** Since the vast majority of clicks to your job listings don't lead to an initial apply why not remind them to come back? Text recruiting software platform [Emissary.ai](https://www.emissary.ai) has a solution that lets you place a reminder popup after a few seconds that captures the job seeker phone number and then sends them a daily text reminder to come back and

apply. See also [Dalia](#) which capture people on your career site before they apply.

6. **Boost Employee Referrals:** One recruiter told me this is what she does. “I created a campaign of ‘become a referral hero’ with a super hero theme. I have flyers and made referral business cards to the employees to give out. I’ve done a blitz type reward like refer someone who is hired by a certain date and we bought a big screen as a reward. Employee referrals are the best thing that works for us.” Promote the jobs internally everywhere. Give prizes.
7. **College Newspapers:** If you recruit in a college town look at advertising in the student newspaper/website. Or partner with local fraternities/sororities to spread the word.
8. **Billboards:** Offline advertising strategies are an often underused tactics. Billboards (which are sold by the month) are a good strategy to try if you have never done so before. Just be sure to keep the messaging brief with a strong call to action.
9. **Virtual Job Fair:** Host your own virtual job fair. There are a number of vendors like Brazen who can help or for a DIY solution just use Zoom. Check out my article on [virtual job fair platforms](#). Advertise on Indeed Events.
10. **Streaming Advertising:** Streaming services such as Spotify and Hulu offer self serve ad platforms now. Why not create an audio or video campaign to advertise on these up and coming audience networks? Youtube ads: <https://www.youtube.com/ads/>
11. **Local Facebook Groups:** Post your jobs in local job search Facebook groups on a daily basis. These groups are essentially mini-job boards inside of the world's biggest social network.
12. **Think Leads, Not Applies:** You can advertise for leads (contact info) on ad platforms like Facebook and LinkedIn. Trucking companies do a great job at this by simply collecting the basics: Name/Email/Phone and if they have a CDL license. A lead is better than no resume at all!
13. **Internal Ambassador Program:** Leverage your employees to share your jobs on their personal accounts. One employer says they do a cash give away (\$1,400) each month for employees that do so. If they also post about why they like working there, they get a 2nd entry in the drawing. Send them the exact wording so they can just cut and paste.
14. **Use Temps:** Partner with a temp agency to help you fill applicable roles. Give those workers a 90 day review period and if they're good, bring them on full time.

15. **Start texting:** Jonathan Duarte from GoHire, said this to me about email: “When was the last time you sent an email to someone under 25 and they responded to it in a week, if at all? Exactly! The only reason, outside of school, that mobile-first and hourly workforce has an email address, is to sign up for Instagram, Snapchat, or another social network. They don't read or respond to emails.” Consider having *Nexxt* do a text marketing campaign. <https://hiring.nexxt.com/solutions/text-campaigns/>
16. **Sponsor High School Sports:** Contact local high schools and see if you can sponsor sporting events. Perhaps you can even hold a hiring event at the game to help recruit parents in attendance.
17. **Relocation:** If it's a really hard job to fill you should have some form of relocation package at the ready. Tie in with your state or city relocation offer. Some of them are offering 10k to move there.
18. **Job Wording:** Hire a copywriter to rewrite your job descriptions. Be sure to match the language in the ad with the kind of candidate you want to hire. Words matter in job ads. See Stories Inc, Three Ears Media.
19. **Content:** Up your content game and start writing job search advice content on a company blog. Write about life at your company. Give candidates tips on how to impress your recruiters. Be an advocate for their success.
20. **Leverage News Outlets Through Press Releases.** Publish a press release on the national newswire about your hiring plans. [Here's an example](#) from Six Flags the amusement park about their hiring plans. News outlets love covering stories about companies who are hiring. If you can get coverage that equals free advertising! Outlets include PRweb, PRnewswire among others.
21. **Take to the sky:** Get one of those planes that fly a message along beaches, etc. “*Now Hiring: Yourcareersite.com*”. One company in Asia actually broadcast a QR code in the sky .
22. **Mass transit:** advertise on buses, subways, trains, bathroom ads too!
23. **Local television news:** many local news operations now offer the ability to advertise video ads on their newscasts.
24. **Hiring Manager:** do a 30 sec [audiogram](#) with your hiring manager getting them to talk about the role. Place that audio on the job description and share on social media.
25. **Signing bonuses:** many employers are now offering signing bonuses to new hires ranging from \$100 to \$2,000 in the retail/hospitality industry. A McDonald's franchisee in Tampa is offering \$50 just to interview.

