

5 recruitment marketing tactics to stand out

Stay competitive in a crowded labor market with recruitment marketing technology



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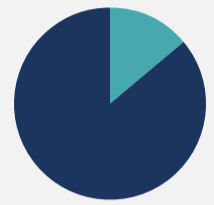
Companies are spending more on recruitment marketing. If your organization doesn't keep up, **skilled talent may not know you're hiring.**



\$718,400

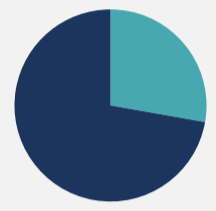
Is the median annual recruitment marketing budget across all spending categories and company sizes

14%



Of the budget was spent on technology in organizations with 10,001-50,000 employees

28%



Of respondents plan to spend more on recruitment marketing technology in the coming year

2022 Rally Recruitment Marketing Job & Salary Survey

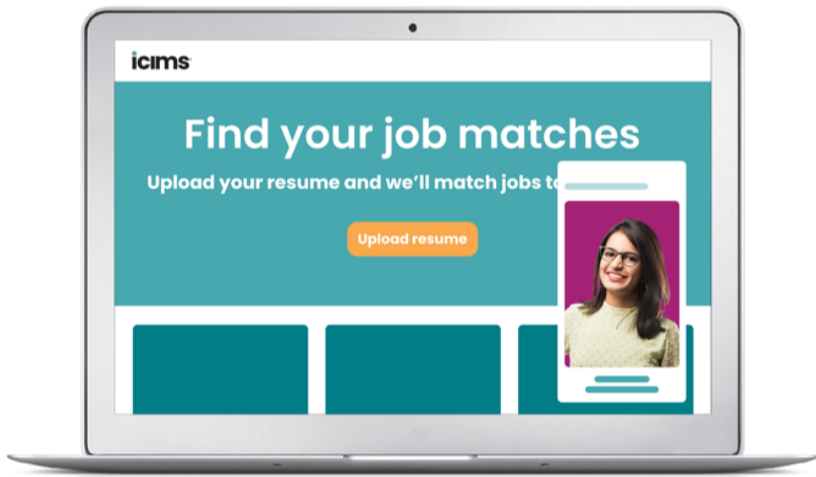
A bigger budget doesn't always equal greater results. **You've got to spend your budget on the *right* tools.**

Stay competitive with recruitment marketing tech that creates **exceptional experiences for talent and maximizes recruiter efficiency.**



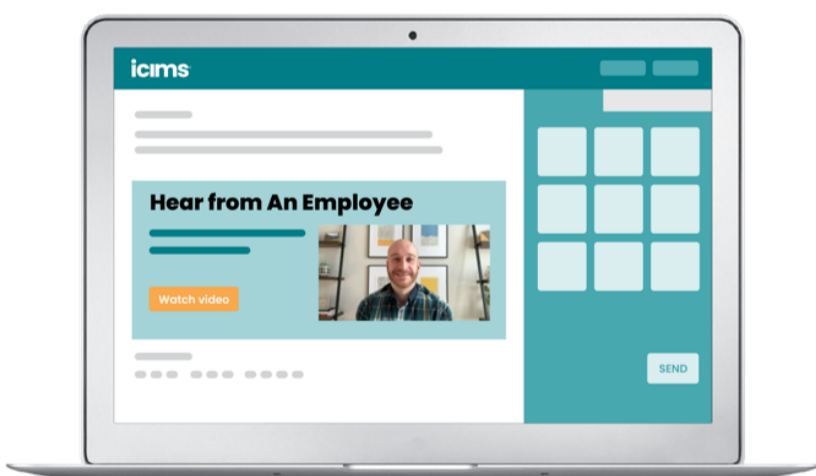
Hyper-personalized campaigns

Take a cue from the marketing team. Use automation to reach job seekers with tailored content that grabs their interest and moves them through your hiring funnel.



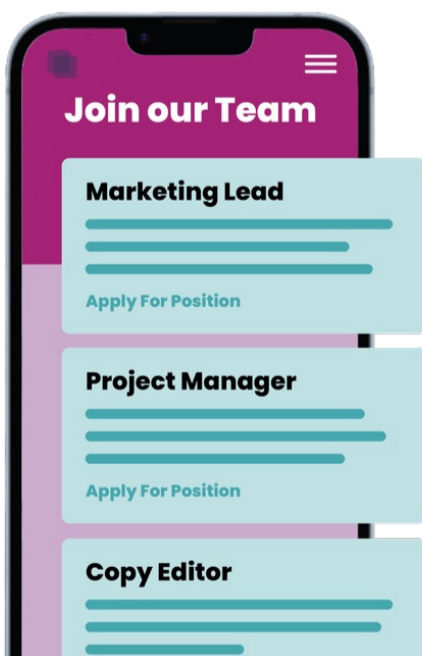
Internal mobility programs

Are your employees bought in or burnt out? Give them tools to find open opportunities at your company and prove that your brand prioritizes their career growth.



Employee video testimonials

Boost traffic to your career site and show job seekers a genuine point of view on what it's like to work for your organization.



Easy-to-use career sites

An intuitive user experience keeps curious job seekers on your site longer and makes it easy for them to become an applicant.



Real-time data

Collect data on thousands of applicants at scale with recruitment marketing solutions that deliver high-quality metrics.

Build robust talent pipelines like leading brands. Get The Essential Guide to Recruitment Marketing.

[Learn more](#)

Power your talent transformation

iCIMS Talent Cloud is the AI-powered, best-in-class hiring platform designed to supercharge efficiency, cut recruiting costs and exceed candidate expectations.

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