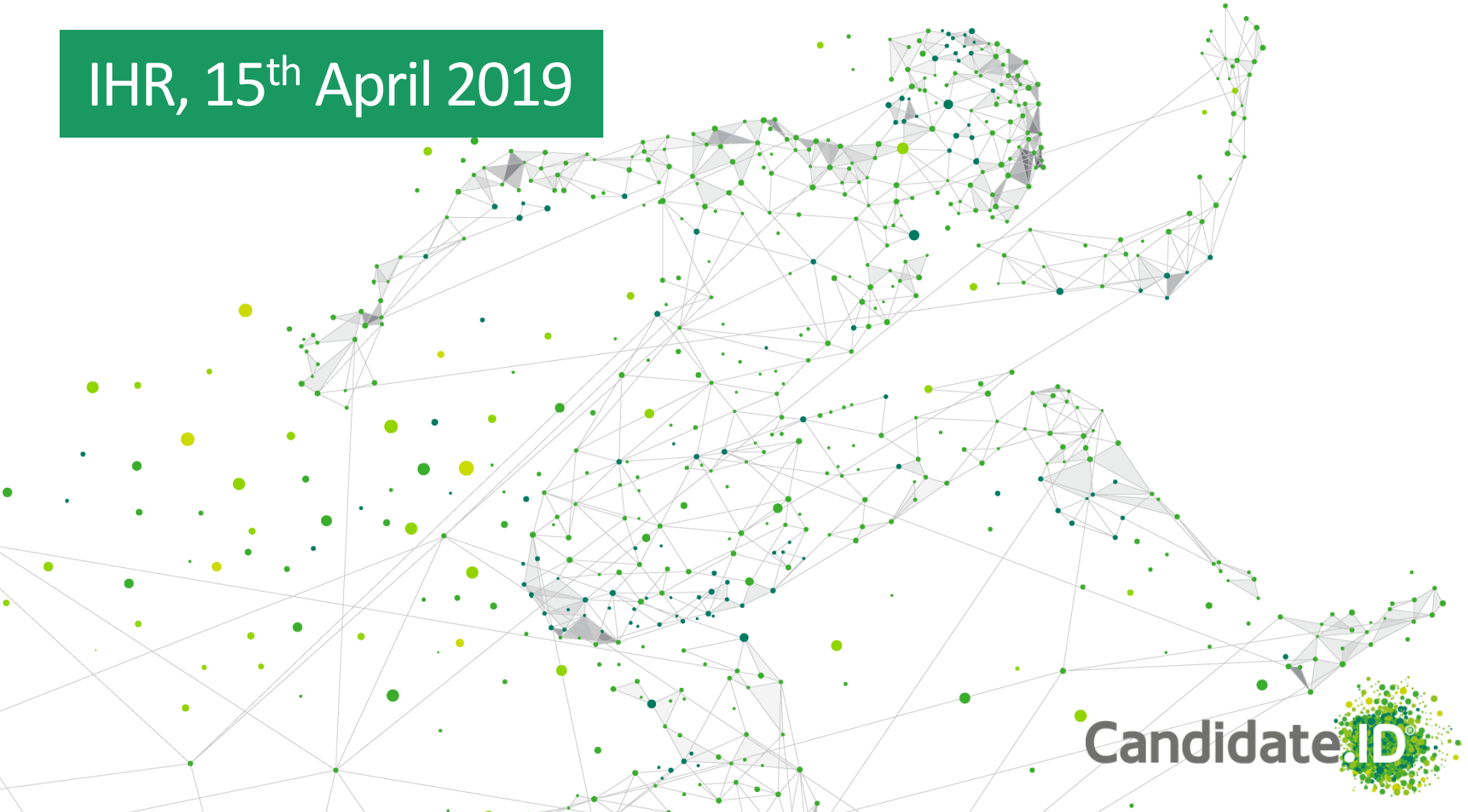
World Class Marketing in Talent Acquisition

Vital Concepts and Powerful Tactics

IHR, 15th April 2019



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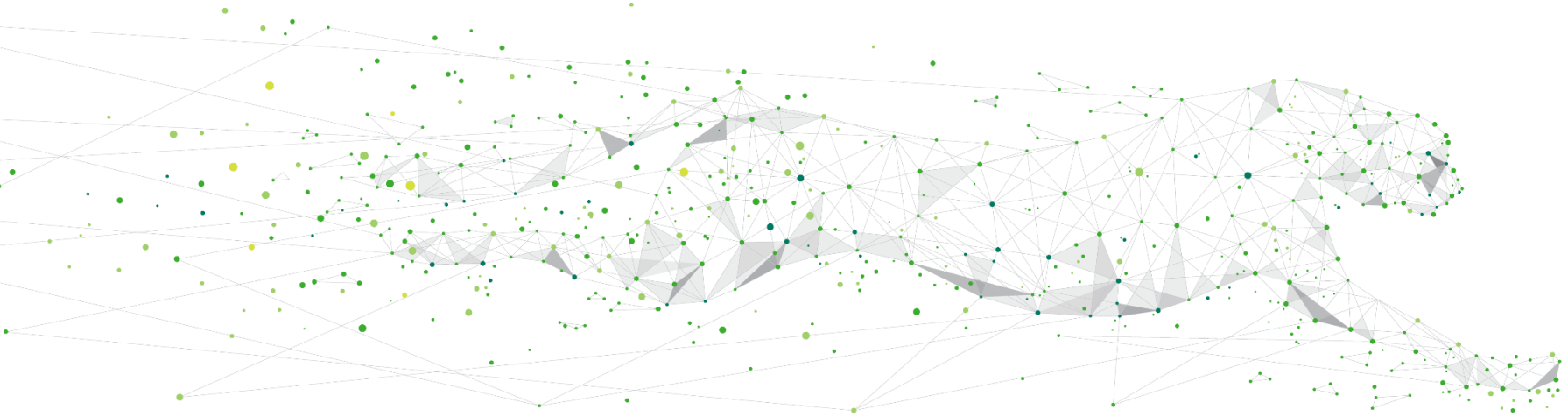
Vital concepts



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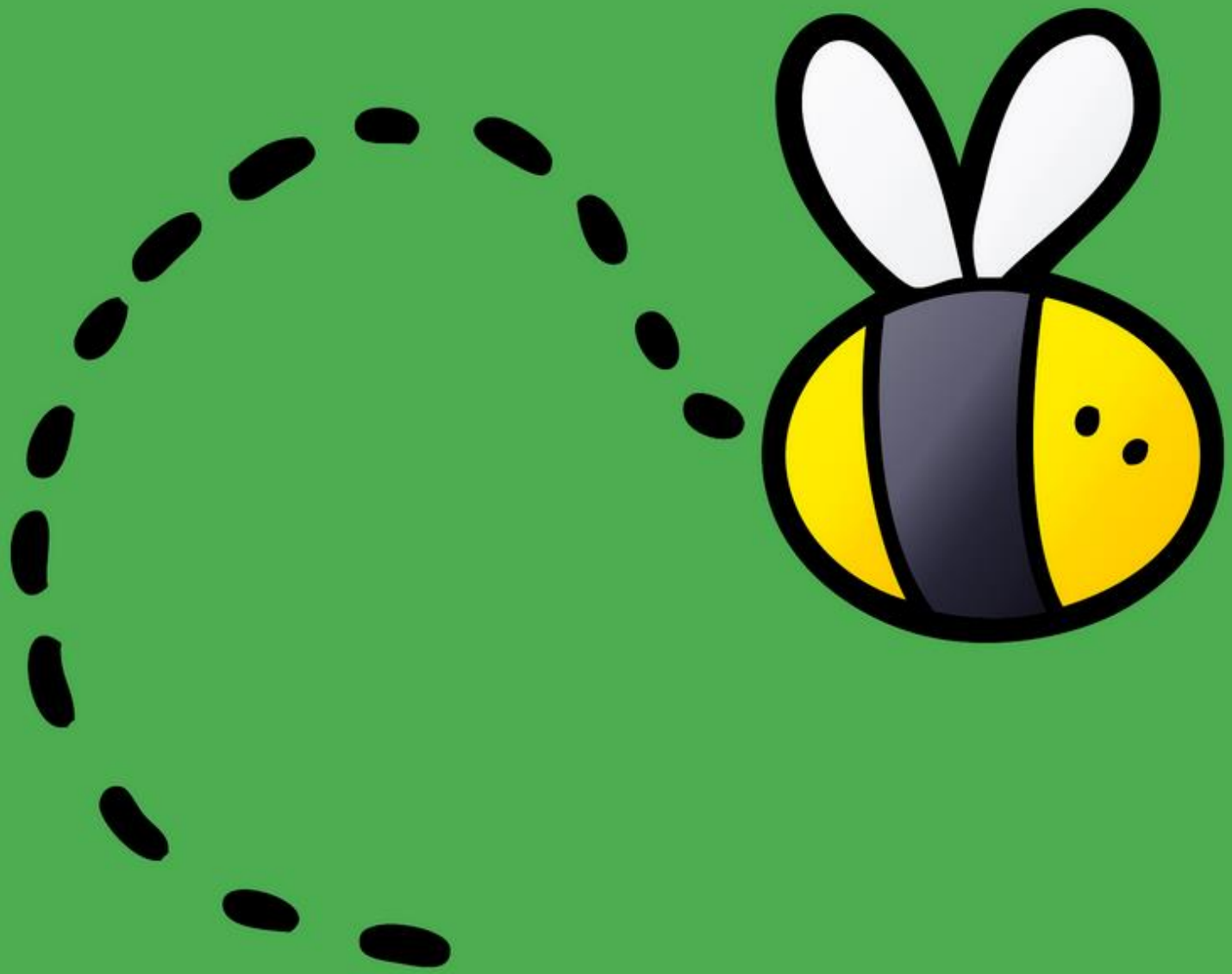
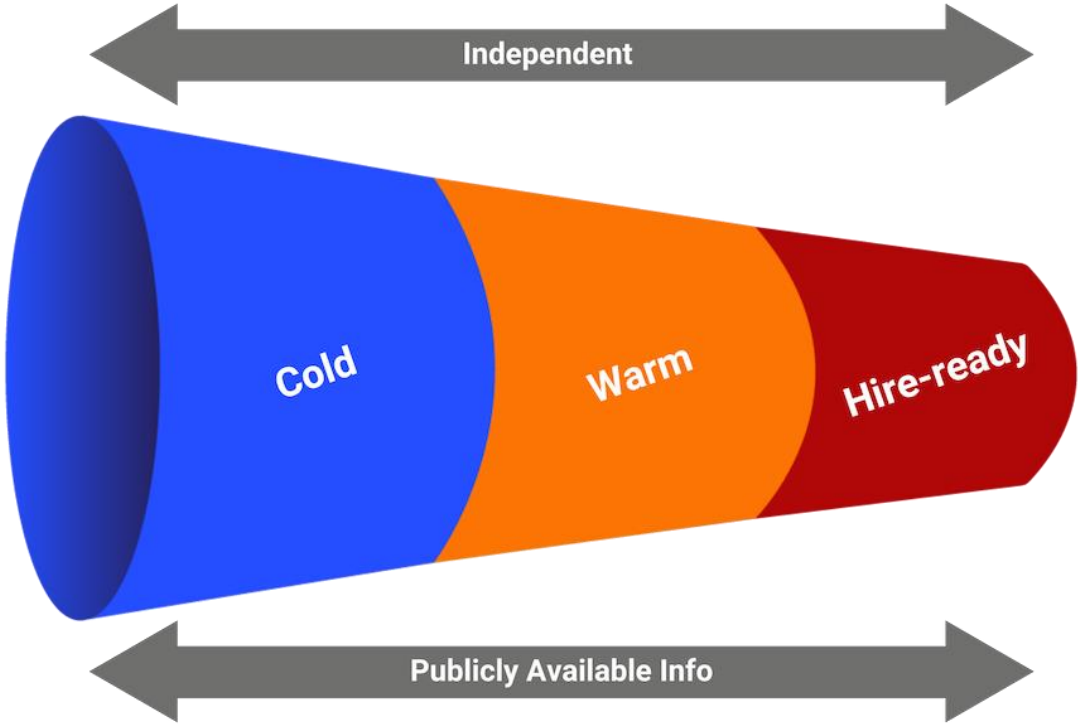


Sales v marketing pipeline

B2B = 100% marketing generated

Recruitment = 95% sales generated

What's changed in the candidate journey?



Who do you call first?

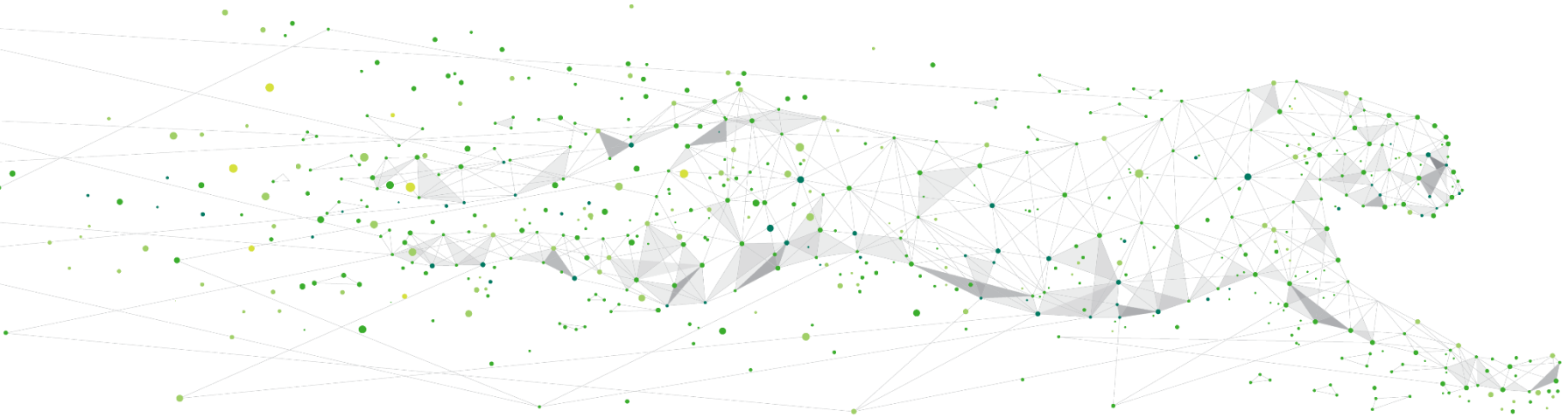
Opens email → N/A → N/A → N/A → N/A → N/A → N/A

John

Opens email → Clicks link → Views landing page → Views company on Glassdoor → Views YouTube video → Views Hiring Manager's LinkedIn profile → Views job spec

Jane

Powerful Tactics



Candidate.ID®

Regular v irregular hiring

Your total addressable market

Talent pipelines

Talent communities

Green Club

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Focus on glaucoma

12th March 2019

Glaucoma is one of the most common chronic eye conditions for people above 40 years old. It is estimated that 4,5 million persons globally are blind due to glaucoma, and this number will only rise. It is actually the second most common cause of blindness worldwide.

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Talent brand

Sally Abbott • 2nd

Managing Director UK/Ire at Weetabix Food Co

Northampton, United Kingdom

Connect | View in Sales Navigator | More...

Weetabix

The University of Sheffield

See contact info

500+ connections

I began my career in marketing at Unilever, before moving to Kraft Foods where I worked in both the sales and marketing departments on top brands including Dairylea, Terry's Chocolate Orange, Philadelphia and Kenco coffee.

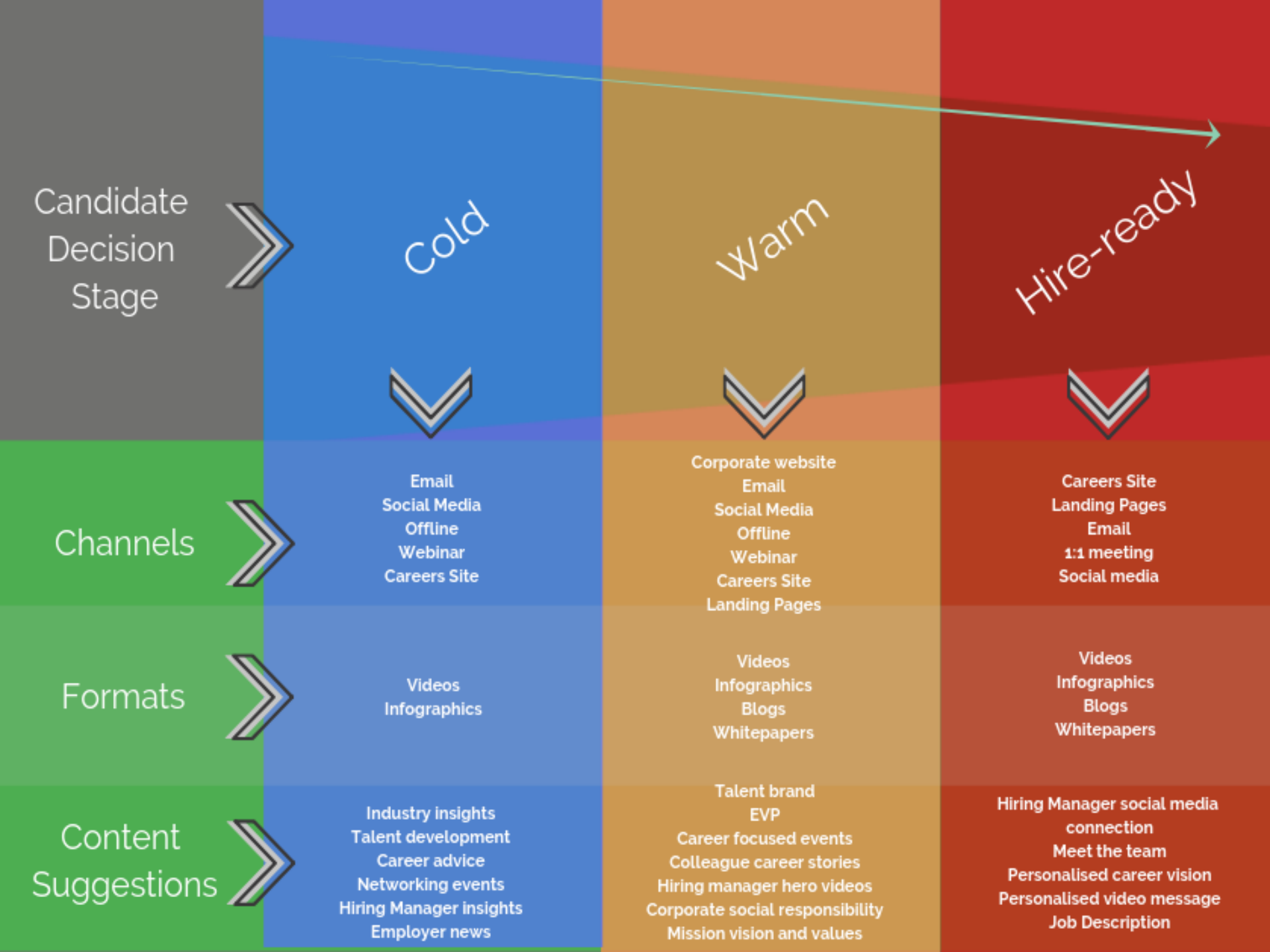
I joined the Weetabix Food Company in 2008 as Marketing Director, leading some of the UK's most popular breakfast cereal brands. In 2013 my role at the Weetabix Food Company expanded globally following the acquisition of Weetabix by the Chinese group Bright Food.
In July 2017, Post Holdings, Inc. acquired the company and I became Managing Director of Weetabix UK/Ire.

Why I love working for Weetabix:

- Opportunity to work with a diverse, ambitious and passionate team
- Has absolutely fantastic brands
- Weetabix has huge ambition for growth
- Fantastic resources to work with

The Future for employer branding

The Future for sourcing


Candidate Decision Stage
Cold
Warm
Hire-ready
Channels
Email
Social Media
Offline
Webinar
Careers Site
Corporate website
Email
Social Media
Offline
Webinar
Careers Site
Landing Pages
Careers Site
Landing Pages
Email
1:1 meeting
Social media
Formats
Videos
Infographics
Videos
Infographics
Blogs
Whitepapers
Videos
Infographics
Blogs
Whitepapers
Content Suggestions
Industry insights
Talent development
Career advice
Networking events
Hiring Manager insights
Employer news
Talent brand
EVP
Career focused events
Colleague career stories
Hiring manager hero videos
Corporate social responsibility
Mission vision and values
Hiring Manager social media connection
Meet the team
Personalised career vision
Personalised video message
Job Description

'Contact Me'

Job Description

Job Search

Career Focused Event

Subscribe for Updates

EVP/Meet the Team

Career Focused Webinar

Hiring Manager Social Media Review

Careers Site

Mission/Vision/Values /CSR

Hiring Manager Insights/ Employer News

Skills

Industry News

Email

Landing Pages

Social Media

Infographic

Blog

Video

Whitepaper

1:1 Communication

GDPR

Contact

Adam Gordon, CEO & Co-founder

Telephone: +44 (0)7870 268288

Email: adam.gordon@candidateid.com

LinkedIn: www.linkedin.com/in/adamwgordon