
Advanced Marketing for Recruitment

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Understanding the Marketing Funnel

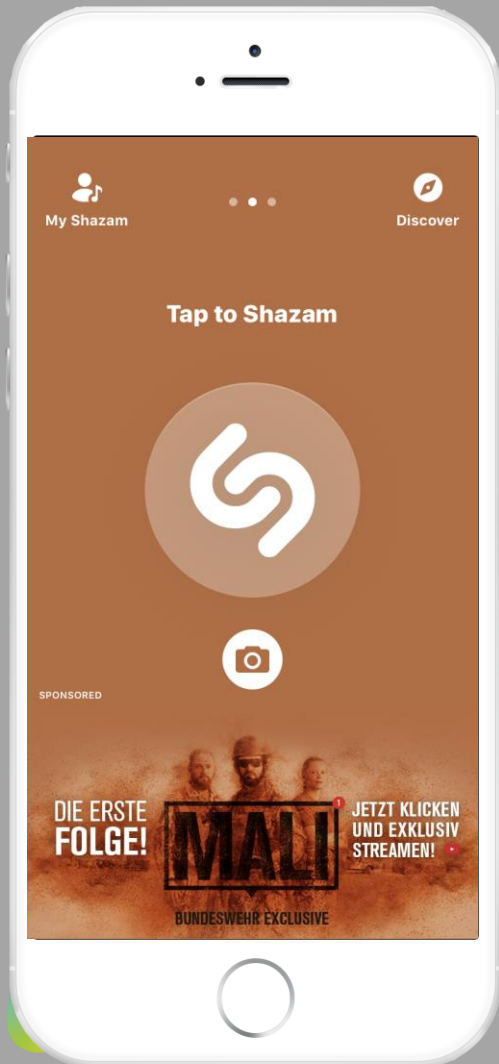
- **Awareness**
- **Interest**
- **Evaluation**
- **Trial**
- **Adoption**



Brand Marketing Example



Content Marketing Example: Bundeswehr



2.4 million YouTube views

Guerilla Marketing Example: Metronom



Closing the Funnel



Branding creates interest in you and your company.

Closing the funnel requires the use of data and building CRM databases for retargeting and relationship management.

Using data helps to create better, more easily managed relationships with candidates and allows both the customer and company better results.



Q&A

