

Taking the Hire Ground

Turning Your Candidates into Brand Ambassadors

Every job opening brings an opportunity for your business to build its brand. Giving job candidates great experiences could motivate them to become your brand ambassadors—regardless of whether you make an offer.

In filling a position at the COOL-ahh! Cola Co., hiring manager Martin recruits candidate Gloria respectfully and professionally. Here's what happens next.



Gloria Martin

Talks up the company

After her positive interview experience at COOL-ahh!, Gloria gives it glowing reviews to her friends.



70%
of job applicants will recommend you to peers if you treat them well.¹

Stays in touch

Martin connects with Gloria and other candidates on social media.



56%
of recruiters say they find their best candidates through social networks.⁴

Stays connected

Gloria adds COOL-ahh! to her social newsfeeds and “likes” its branded content.



When a user “likes” your content on social media, the user’s friends will more likely “like” it too.²

Keeps candidates up-to-date

Martin informs Gloria of any developments in the process.



44%
of job applicants feel most frustrated by lack of response.⁴

Becomes a customer

Gloria switches from her old favorite soft drink to COOL-ahh! and serves it at gatherings.



1 out of 3
people come to a brand because of a recommendation.³

Builds on new relationships

Martin introduces Gloria to the company career content.



Career blogs are an untapped platform for thought leadership: only 9%
of Fortune 500 companies publish them.⁵

Does your recruiting create brand ambassadors?

[Learn more](#)

<http://ibm.com/recruitment-marketing>

IBM

¹ Talent Board

² Science journal

³ “Harnessing the power of consumer advocacy to fuel efficient growth,” Deloitte

⁴ The Jobvite Recruiter Nation Survey

⁵ “SmashFly 2015 Recruitment Marketing Report Card,” SmashFly, September 2015.