



Digital Marketing for HR



Soundlines
Group

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ABSTRACT: - Digital marketing is revolutionizing the commerce, marketing, retailing, shopping and advertising activities of products and services. In the era of globalization, where the world has become a global village customer service can be improved significantly by taking digital initiatives on a regular basis. In order to build a good corporate image and to improve customer delight, it is important that HR should inculcate required digital skills among employees at all levels of organization to fully achieve the organizational goals of high productivity and employee satisfaction. The pace of technological change is so rapid that we have to make incremental changes in our HR processes and functions at a much faster rate so as to achieve business excellence.

Digital Marketing Strategies for Human Resources, Overview

The coming year will see a flood of new strategic digital marketing opportunities for human resources personnel. From training and recruitment to talent engagement, HR companies must be ready to embrace these new trends with open arms. Failure to adopt and implement such strategies may prevent your organization from staying ahead of the curve in finding the best talent available.

1. Keeping Websites Updated

HR websites act as information hubs for new and existing talent. From industry developments to job resources, sites must reflect the current employment trends and showcase company news as well. It is essential for human resource agencies to keep all their websites and blogs up to date and correlated with the current times. This includes growth reports, job listings, informative articles and posts that span several industries and niches. As always, SEO strategies should be implemented to ensure jobseekers have easy access to all the newest and latest openings. This can be done via strategic and relevant keyword placement, along with Meta tagging.

2. Write Emails That Actually Resonate

Engaging prospective candidates via email campaigns that provide them with valuable information is also a great way to generate a lasting buzz. In addition, your email can be strengthened by linking to articles on your company blog to provide fresh and captivating content that is industry-specific and designed to facilitate the needs and concerns of your readers. As with any email campaign, make sure your clients and users are actually receiving your correspondence instead of it getting caught up in spam filters.

3. Your Social Channels are Recruiting Tools

79 percent of job seekers utilize social media for daily job searches. From Facebook to Twitter, HR firms must continue to use social media to attract and engage new talent as well. This enables them to reach and find talent on a broader scale while effectively marketing their products and services to mass audiences. As part of any online HR marketing effort, social media integration can propel any hiring agency to new heights across the board.

Prospective job seekers can also learn more about HR companies and their overall missions. The addition of Instagram and Pinterest helps put a face on your brand while securing a more tangible sense of company culture and traits.

4. Show What Your Company's Culture Looks Like

Talking about company culture has arguably become a check the box in recruitment, but many organizations oddly don't show it. One of the strongest benefits of digital marketing is the ability to blend multiple mediums together to convey your message.

Embed a company video within a job listing to make your company description more engaging to prospective candidates. If your company's culture is strengthened by the office in which you work, include photos of the workspace. After all, the type of workspace a company provides its employees carries weight in the evaluation process of potential employers.

5. Align HR with Marketing

For many, HR is the first point of contact a prospect has with an organization. The voice and tone of your brand is critical not only in how your organization is perceived by customers, but also by its employees.

Ensure alignment with your company's marketing department on elements of job listings such as the company description, mission statement, and corporate overviews. This can eliminate sending mixed messages prospects evaluating your company against competitors.

6. Double Down on LinkedIn

Perhaps the best social media platform for HR departments is LinkedIn. This network brings professionals, businesses and jobseekers together in one place. In fact, it is considered the core and central hub for anyone looking to hire or be hired. From easy-to-read resumes and work histories to accolades, LinkedIn is truly a goldmine for all HR teams and perfectly designed for headhunting and talent recruitment. The platform also helps HR companies sort the wheat from the chaff and find desirable candidates for all their clients and network partners.

FOLLOWING SERVICES FOR HUMAN RESOURCES CONSULTING FIRMS AND RECRUITING AGENCIES:

- ✓ **WEB DESIGN AND DEVELOPMENT**
- ✓ **SEARCH ENGINE OPTIMIZATION**
- ✓ **LEAD GENERATION**
- ✓ **SOCIAL MEDIA MARKETING FACEBOOK, TWITTER, INSTAGRAM, LINKEDIN**
- ✓ **EMAIL MARKETING DATA BASE**
- ✓ **GOOGLE ADWORDS (PPC)**
- ✓ **CONTENT MARKETING**
- ✓ **ONLINE REPUTATION MANAGEMENT**

HR is one of the most undervalued functions in any company. Despite playing so many roles like- employee liaison, people leader, culture keeper, and career coach- some of your companions may even consider HR Marketing as the one who simply posts employment opportunities on the web. Thus, Digital Marketing Strategies for HR Department act as an important unavoidable element.

They help businesses boost their online branding and enhance overall experience of employees. Moreover, when they incorporate Digital Marketing Strategies for HR Department, they can manage talents in more result-oriented way.

The coming year will see a surge of new Digital Marketing Opportunities for HRs. From recruitment to training to employee engagement and employee retentions, Human Resource Department must be prepared to grasp these new patterns with open arms.

Inability to receive and execute digital marketing strategies for Human Resource Departments may impede your company from staying on top of things in finding the best talents available.

Use Social Media and Promote Openings on Social Media Channels

- *Did you realize that 79% of individuals utilize social media channels for job Search?* -This may appear like a staggering number; however, the very meaning and power of Social Networks make them a perfect place for individuals to start looking for befitting job opportunity.
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- Attracting and engaging top talent, particularly in emerging markets is one of the biggest challenges.

- *“Facebook is the most used digital channel around the world. This makes it the obvious choice to target users, particularly for employer branding purposes. It’s more cost-effective in emerging markets. Running ads in*
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- About Google AdWords role, he adds- “Google AdWords attracts local and international candidates with the roles they’re searching for. For example, having a relevant landing page and choosing targeted ad keywords for the Indian market such as ‘Sales Manager will naturally produce leads from candidates interested in working in india as sales professionals. This tends to result in better conversions and lower cost-per-clicks, ultimately reducing the cost-per-hire metric that HR marketing pros monitor.”
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- Company pages and profiles are an extraordinary first presentation. Individuals seeking for a job easily know about your organization culture, in addition, they get a look into what you exactly do and what your brand value is. The rise of social platforms like Pinterest and Instagram as brand portals likewise makes them helpful for HR Digital marketing strategy concentrated on exhibiting work in an imaginative and appealing manner.
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- Facebook, LinkedIn and Twitter are an extraordinary path for individuals to tell their companions that their organization is in the market for fresh talent in a particular field. Be that as it may, it’s not just about companions bailing each other out. More organizations are utilizing social channels as their brand building platforms and additionally, to hire best talents.
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- Learning everything about the employees targeted in the message- *What rouses them? What are their objectives? What do they value most? What are their worries? What monetary and non-money related “offers” will they react to? How do these answers change from office to office- between managers to employees?*
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- Then, utilize this learning in your HR projects to particular group of employees, rather than sending nonexclusive generic information to everybody. For illustration, your company announcements ought to be customized relying upon who the target audience is – Different employees need to know how a particular information will influence them- *In what manner will it change their ordinary work life? What’s in it for them?*

ADVOCACY TOOLBOX



- While delivering the most relevant and important information, it is important for HRs to think like Digital Marketer and use digital marketing tools and techniques like **Employee Social Advocacy Tools** to disrupt the status quo and aim to engage workforce. Social listening and analytics can aid HR professionals track employee satisfaction and intervene to resolve different issues.

Use different Channels to convey one Message

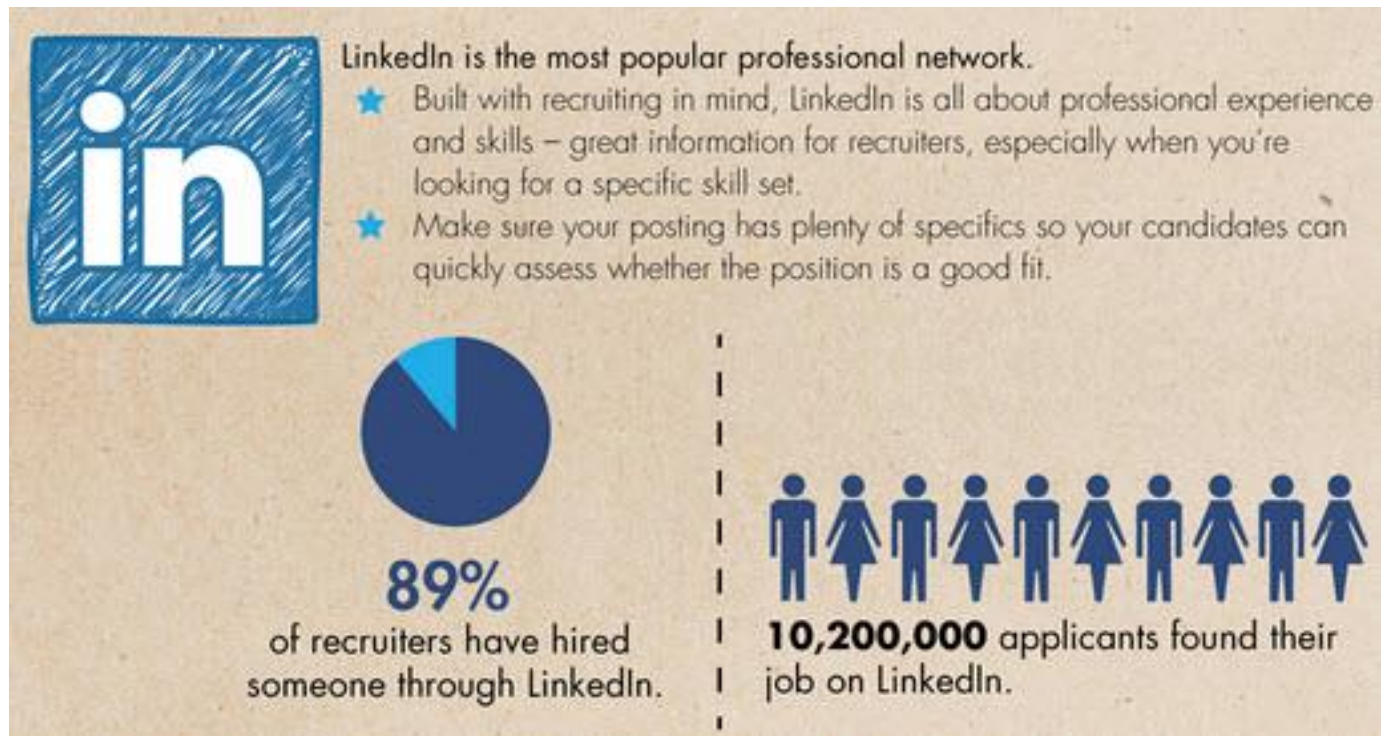
- Marketers realize that on the off chance that they need to get the consideration of their audiences, they have to utilize more than one marketing channel. A campaign can't be effective enough through messages, newsletters and pamphlets alone. Digital Marketers utilize a blend of media to pass on their messages- Video, Social Media, Interactive Sites, Images, emails etc.
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- Truth be told, the best marketing is making your products/services viral- and HRs should also use the very same Digital Marketing Strategy to convey messages to employees.
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- **Emails aren't sufficient to target employees-** *In the EMPLOYEE app study, 80 percent of bosses said they utilize email to communicate, yet 30 percent of workers said they overlook messages from their boss.*

- **According to Write's 2016 Mobile Productivity Report-** *90 percent of surveyed managers trust a cell phone is basic to letting their jobs get done.*
- So utilize instant messages, emails, internal social network, mobile apps, and other mobile-optimized resources to convey your messages.
- Exchange videos and images to draw in employees in bulletins and declarations. Begin an organization blog and twofold the use of Facebook, Twitter, LinkedIn and different stages employees utilize.
- Have a system and a voice, and have them appear in everything the organization does.

Keep your Website Updated

- HR sites go about as data center points for new and existing employees. From industry improvements to job opportunities, your website must mirror the present work patterns and exhibit organization news too. It is basic for HRs to keep every one of their sites and web journals well updated.
- This incorporates job postings, growth reports, educational articles and posts. Upgrading your site through SEO ought to be a piece of your digital marketing strategy for Human Resource.
- As usual, SEO methodologies ought to be actualized to guarantee jobseekers have simple access to all the most recent openings. This can be possible by means of vital and significant keyword arrangement, and Meta tagging.
- Landing page is your opportunity to concrete the impression you've made for your organization on social pages. You have to guarantee that it is great and useful. A great many people will visit your site to get more data on positions, your organization's background, and conceivably get in contact, so ensure everything is instinctive and simple to utilize.
- If you have the coding capacity, it is likewise beneficial building a direct uploading framework into the site so clients can get in touch with you with their documents rapidly. Individuals leave behind an
- Opportunity if it's hard to take the first step, so make your site as accommodating as possible.

Figure out how to use LinkedIn more effectively



- LinkedIn is one of the most effective professional social media networks. Knowing how to use LinkedIn is a must Digital Marketing Strategy for Human Resource Departments. It has turned into the foundation of Digital Marketing Strategies for HRs. LinkedIn permits individuals from any industry to post their work history. From awards and volunteer endeavors to notices and formal CVs, LinkedIn is home to an amazing measure of individuals searching for work.
- Again, you likewise have the flexibility to make a Company Page on LinkedIn, or your HR group can do some diving and see who is in the market for any new Job Opportunity, and begin the enrollment procedure.
- Incorporate LinkedIn in promoting your positions and prepare to do some genuine talent and aptitude stalking.
- LinkedIn brings experts, organizations and jobseekers together in one place. Truth be told, it is viewed as the focal center point for anybody hoping to procure or be enlisted. From simple to exclusive CVs and work histories to honors, LinkedIn is really a goldmine for all HR groups.

Conclusion

Aforementioned top 5 Digital Marketing Strategies for Human Resource Departments are considered as best to- Boost your Company's Branding, Alleviate the Recruitment Processes, Convey Messages, and Ensure Employee Engagement and Retention.

Once, you comprehend and implement these strategies- you're ready to channelize human resource management in more effective and result oriented manner.

On concluding node, I've enlisted 5 Digital Marketing Tips for HRs that you can incorporate after implementing over-mentioned Digital marketing Strategies for Human Resource Departments.

1.) Get Tactical and Align HR with Marketing

- HRs is the first point of contact a prospect has with a company. By being tactical in aligning HR department with marketing will aid you know how your company is perceived by customers, and by its employees.
- You need to utilize platforms that job seekers use to know about recent jobs. These sites may generate huge traffic for you as well if you are marketing your company on them.
- Align your company's marketing details such as Company Description, Motivation and Reviews while listing jobs on these platforms.

2.) Highlight What Your Company's Culture Looks Like

- Like digital marketers want from buyers, HRs also want employees to "buy" into different initiatives, programs, and benefit enrollments, as this connect employees to their work in ways that are more effective.
- One of the strongest benefits of Digital Marketing Strategies for HR Department is its ability to blend multiple mediums together to convey your message across different levels of organization.
- For example, you can embed a company video within a job listing to let your company description be more engaging to prospective candidates

3.) Compose Emails That Actually Resonate

- Engaging prospective candidates through email that provides them valuable information is also one of the best digital marketing strategies for HR department.
- You can use a tool that is easy to understand when desiring to create a newsletter.

- IBM Smarter Workforce says- *“HR pros must be able to engage their audience throughout the recruitment marketing funnel. And marketing automation tools such as email marketing play a key role in recruitment.”*

Utilize Digital Tool To Retain Top Talent

- Once you managed to bring key talents onboard, you need to ensure they don't quit and join your competitors. This is amongst the crucial Digital Marketing strategies for HR department.
- Ph.D, Senior HR Director at Singapore University of Technology and Design (SUTD) says- *“Dashboards give us insights into employee demographics, growth trends, and attrition analysis. We are also able to deal with causation analysis to drill down into people issues.”*

5.) Measure Effectiveness

- HR teams can also track and measure data to improve recruitment, brand building, employee engagement, employee retention and other related processes; as a part of Digital Marketing strategies for HR department.
- Decide what metrics are essential to the overall business goals and track them to drive better employee engagement and brand awareness.

By following these Digital Marketing Tips for HRs and implementing foretasted Digital Marketing Strategies for Human Resource Departments, you can supercharge your HR efforts.

Keywords:

Digital Marketing, HR

DIGITAL MARKETING The 21st century, which is said to be 'Digital Age' –The Age which is helping in improving the engagement of consumers and marketers by influencing the opinions, perception, mindsets of people that helps in changing the way consumers and marketers are interpreting and predicting the market. Dynamically changing internal environment which is marked by changes in goals, company leadership, company structure, philosophy and external environment which is marked by changes in political, social, cultural and economic environment is forcing the companies to adopt innovative technologies in every sphere of economy. Digital Marketing is having a great impact in every sphere of economy, from manufacturing to service industry. Digital Marketing provides end to end solutions that transform the way the data and information is accessed and provide global interactions that help in developing long term productive relationships with the consumers and marketers.

Digital is an innovative approach to recognize new capabilities to improve communication and connections between different customers, management, service providers and the society at large.

Digital Marketing consists of integrated channels and promotion of business channels such as Internet, mobile devices, TV and radio to effectively communicate the message to the target audience. Digital transformation means unlocking the growth potential through the use of diverse technology platforms such as Data analytics, Cloud Computing, data mining, artificial intelligence, mobility, e-commerce, social media in the smart embedded devices to fundamentally improve output, develop healthy mutually productive industry and customer relationships, build technologically sophisticated operating models and reform internal processes.

'Digital India' is a vision to transform India, into a digitally empowered society and knowledge economy. Digital Marketing is the driving force for the adoption of developmental technologies which allows effective allocation of marketing budget, linking of marketing strategy with industry cycles and design in-scale economies. Earlier people use internet to access email and searching information. But nowadays Digital marketing technologies influence the quality, price, advertisement, brand name, dealer's network and after sales service decisions. With the rapid growth of internet marketing and social media marketing, it is imperative to build an efficient marketing strategy which can have an enduring positive influence on business results by dramatically transforming the customer experience and enhancing the productivity in operations.

DIGITAL MARKETING CHANNELS:

1. SEO (Search Engine Optimization): Marketers are trying to listen, analyses and act on the ever changing expectations of the customers by improving the visibility of the search engines and try to create a website which is more cost-effective for both the parties through efficient keyword search. This can be achieved through optimizing the website –by editing its content, increase in the number of back links and social book marking.

2. SEM (Search Engine Marketing) Company can gain a competitive edge by encompassing different options to use a search engine's technology. Such as associating with researching, submitting and positioning a website within search engines through optimization and paid listings.

3. SMM (Social Media Marketing) Social Media Marketing is changing the overall game of marketing by encouraging customer engagement through conversation or sharing. Electronic Word of Mouth marketing (eWoM) on the social media websites like facebook, twitter, LinkedIn, Youtube, Google+ is coming out to a very impactful technique for the marketer to gain trust and satisfaction of customers.

4. MMM (Mobile Marketing) Nowadays, companies are investing their marketing efforts in doing marketing through mobile device. Mobile ads, websites, apps and games are specifically designed to understand the customer satisfiers and dissatisfies.

5. EMT (Email Marketing) In order to transform the overall sales experience, companies are focusing on providing personalized and customized targeted messages to customers at low cost.

ADVANTAGES OF DIGITAL MARKETING Digital marketing is revolutionizing the commerce, marketing, retailing, shopping and advertising activities of products and services. In the era of globalization, where the world has become a global village customer service can be improved significantly by taking digital initiatives on a regular basis. In order to build a good rapport and to improve customer delight, it is important that problems should be resolved in a transparent and quick manner. Organization of all levels have realized the advantages of Digital Marketing and thereby using it extensively to promote their products and services.

Some of the advantages are

1. Reach: Digital Marketing is focusing on extending its reach in terms of broadening target markets, enhancing customer relationships and extending product lines and services. Changing demographics, changing lifestyles, internal and external environmental pressures are forcing the companies to extend the reach of digital transformation in an extended geographical boundary at a faster pace and at low cost.

2. Evaluation and Measurement – With the new phase in technological innovation, it is mandatory to appraise the effectiveness of ad campaigns. A combination of advanced set of data analysis tools, metrics, software's and methodologies are applied to find out the cost effectiveness and Return on investment on advertising. Correlating the business goals with marketing goals acts as a useful guide to measure the increase in shareholders' return on investment coupled with improved customer satisfaction.

3. Customer Engagement – Corporate have now realized that digital revolution is not about just introducing new innovations and technologies. Businesses are now relating integrated information system with the consumer at core. Digitally empowered marketing information sharing systems is marked with volume, velocity and veracity of data that allows organizations to gain global synergies while remaining locally responsive. Interactive internet campaigns can encourage direct instant and trustworthy response between the users and advertisers.

4. Time – Consumers are becoming digitally aware and marketers are leveraging this opportunity to well position their brands to a diversified array of consumer's at a large scale in less time. Growing importance of network forms of organizations and Increasing use of communication and digital technologies are helping the advertisers to position their product effectively to a desired target group or demographic in a much shorter time frame and at low cost.

5. Cost Effectiveness – There is an attitudinal shift of the consumer buying habit. In order to maximize the returns and minimize risks, various payment models are available between advertisers and publishers. When compared to traditional forms of advertising, digital advertising is cheaper and can provide economies of scale.

ROLE OF HR IN DIGITAL MARKETING : The organizations are continuously driving towards introducing innovative human resource practices in almost all the functions of HR starting from Human Resource Planning, Recruitment, Selection, Training, Development, Performance Management, Reward Management. The pace of technological change is so rapid that we have to make incremental changes in our HR processes and functions at a much faster rate so as to achieve business excellence. Because of increasing complexities and dynamically changing economic, social, cultural, legal and political environment, the management of human resources has become more complex and challenging. Conflicting priorities, scarcity of resources, mergers and acquisitions, resistance of employees towards changes etc. is causing the organizations to focus towards creating business value by transforming the role of HR in Digital Marketing processes.

Points to remember while taking a decision as to whether to buy digitally empowered talent from outside or to provide Digital training to internal candidates Whenever a decision has to be taken whether talent should be acquired from outside or organization should develop internal talent then a proper analysis of past trends and future possibilities are made to ensure that the right decision is taken at the right place and at the right time. HR is unquestionably about the acquisition, development, maintaining and rewarding of talent. Digital Marketing and HR should have to align their strategies and prioritize objectives in order to maintain a well-developed and motivated workforce. There is an imbalance between the demand and supply of HR with the required digital skills, capabilities and abilities.

Invest to Get the Best

As much as a great digital marketing strategy will help you gain traction with talented people, you need to be aware of the fact that you are competing with companies across the globe. This means that you're going to need to put some money behind your marketing placements so that you stand out. It might be a little painful, but if your digital marketing efforts help you track down the perfect team member for your business, then surely it's all worth it, right? After all, you have to spend money to make money

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AREAS OF EXPERTISE

- ✓ Marketing Management Budgeting, Planning, Execution, Reporting
- ✓ Professional Creative Graphic Designer, Art Director
- ✓ Social Media Management and Marketing
- ✓ Digital Marketing SEO, PPC, SEM, Rafael Marketing
- ✓ E-Commerce Management.
- ✓ Online Internet Marketing, Offline Marketing
- ✓ Business Research & Development Competitors analysis
- ✓ Local marketing, B2B, B2C, CRM, ROI Management, ATL & BTL Marketing Activities
- ✓ Business Development Planning, SWOT Analysis
- ✓ In store Event Management, Festivals planning
- ✓ Campaign Management
- ✓ E-mail marketing
- ✓ Press releases
- ✓ Customer retention
- ✓ Telesales

PROFESSIONAL SUMMARY

A highly efficient, results driven and capable marketing executive with a proven ability to effectively develop manage and control relationships between the company and its target audience. Having a proven track record of quickly understanding a marketing campaigns mission, vision and objective and then communicating this to potential customers. Enjoying challenging briefs & able to work to an excellent standard under considerable pressure whilst presenting a positive image to clients & colleagues.

Now looking for a suitable position with a ambitious & exciting company.

OBJECTIVE

Aspiring to associate myself with an esteemed organization in the overall, which could? Help me in developing my career and enable to become a competent and industrious individual and to contribute growth of the organization and seeking the challenging position with opportunities for career advancement and learning.

Work Experience Portfolio

Name of Company: - Al-Raya Supermarket

Designation: - Marketing Executive

Please click on the bellow links to see work portfolio.

Website: - <http://www.alraya.com.sa/en/>

Facebook: - <https://www.facebook.com/alrayasupermarkets/>

Twitter: - <https://twitter.com/alrayamarkets>

Instagram:- <https://www.instagram.com/alrayamarkets/>

Google+:- <https://plus.google.com/101804489151494983659>

Youtube:- <https://www.youtube.com/channel/UCbmAXhA6w51bZ3X15zdHqBA>

<https://www.linkedin.com/in/atta-siddiqui-086966152/>