

Custom Micro Career Sites: The platform for your social media recruiting strategies



The 7 Problems with Traditional Corporate Career Sites

1. Content isn't targeted; it's often built by committee for all possible audiences
2. The focus is on resumes and applicants, not targeted leads and passive tire-kickers who may not be ready to apply
3. Only current, approved jobs are advertised; it's hard to build talent pools ahead of demand
4. Today's social media savvy job seekers expect more than stale content and one-way communication from you; they want to connect and engage
5. The jobs posted on your career site aren't indexed by Google and other search engines; your jobs don't show up in search results and aren't seen by job seekers, who may not be aware that you hire people like them!
6. HR doesn't have an easy way to make quick content or functional updates on their own; they rarely make it onto the long IT/WebDev/PR priority list
7. Traditional measures of career site success have changed from resume counts to targeted traffic, lead generation, conversion and search engine page rankings

Your custom micro career site is a critical part of your overall sourcing and social media strategy.

What is a Micro Career Site?

On the one hand, a Micro Career Site is just a custom-built, specialized recruiting website that's designed with a specific target candidate profile(s) or geography in mind. But when you think more broadly, you realize it's potential as a platform, as it's really a highly leveraged recruiting tool optimized for passive job seekers, search engine rankings, social media engagement, and recruiting team innovation. These sites have their own website address (i.e. MakeHistory.com or ExpediaTechCareers.com) that are shared across your social media and advertising channels.

How does it help me attract great talent?

The key to an effective sourcing strategy is knowing your target candidate profiles. Micro Career Sites are loaded with content (and search engine friendly keywords) that speaks directly to your target candidate. They go beyond job postings and general employer branding messaging to deliver extremely tailored content, engagement opportunities, and technology that makes it easier for you to attract and connect with hard to find talent.

Imagine you're regularly trying to recruit hard-to-find, specialized technical talent to your company. You're not a well known employer with this technical audience, so you need to work hard to attract top tech talent.

A Micro Career Site from Recruiting Toolbox is...

- **Optimized for active and passive job seekers** who are among the millions of job seekers who now start their job search on Google, LinkedIn, and Facebook. Your ads and links to and from key sources across the web (i.e. LinkedIn, Facebook, Twitter, Blogs) direct all of the traffic back to your specialized Micro Career Site and give you and your target candidate a virtual place to learn about each other, engage, and build a relationship that may lead to a resume submittal, a coffee chat, or a referral to another great candidate.
- **Customized and loaded with easy-to-refresh content** that speaks to your target audience and enhances your employer brand.
- **Leveraged as a platform** for your engineers who want and need a place to share the challenging work, high impact opportunities, and culture of your technology team. Video testimonials, pictures, blog entries, links to technical awards, invites to technical presentations on-campus, and details on your tech platform (all things that are hard to load into a job posting or get onto your traditional career site) are featured.
- **Measured**, giving you insights into traffic, conversion (% traffic that signs up for your blog feed or event notification, or clicks on your 'apply now' button), profiles, and source-of-leads. This will help you drive smarter advertising and social media channel decisions and recruiting investments.

Learn more

You can learn more about our sourcing strategy and social media consulting services, team, and clients at www.recruitingtoolbox.com or by contacting Carmen Hudson, Engagement Manager, Sourcing and Social Media Strategy or John Vlastelica, Managing Director at 888.823.2030 or info@recruitingtoolbox.com.