



HOW TO CREATE YOUR 30/60/90 DAY RECRUITMENT MARKETING PLAN

REACHLOCAL

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INTRODUCTION

In the last six months, we've all experienced an incredible amount of change. The reality of the coronavirus pandemic has completely switched the job market from a job searcher's market to an employer's market, and, with the situation continuing to evolve, many businesses are constantly adjusting their recruitment marketing strategies and goals to keep up.

Right now, the worst thing your business can do is stop your recruitment marketing efforts. It's necessary to connect with prospective employees and provide crucial updates about how your company is responding to everything happening in the world right now.

What employers need to focus on has also changed. Employees are now seeking jobs with work from home policies that will allow them to continue social distancing. They're also paying attention to company values and how they've been responding (or not responding) to social justice issues like Black Lives Matter.

With so much to consider and pivot around, it's important to create an updated plan – even if it will likely change. Having a plan written out as well as a contingency plan can help you get your business back on track and set you up for employment success post-pandemic.

In this short guide packed with tips, we'll go over:

- ☐ Creating your 30/60/90-day plan.
- ☐ What each plan needs to include.
- ☐ A helpful template to help you get started.



30-DAY PLAN:

Triage What's Happening

The first 30 days of your plan is crucial. Unemployment has been hovering at near-record highs, and aside from focusing on recruiting top talent, businesses have been paying attention to how to respond to not only the virus but social justice issues as well.

YOUR 30-DAY PLAN SHOULD INCLUDE:

- ☐ Communication about how you're keeping employees safe right now.
- ☐ Ways to get in front of job searchers while they search for opportunities online.
- ☐ Updates about how your business is responding to issues of social justice and how you're supporting your employees and the community.
- ☐ How you'll continue interviewing, hiring, and onboarding while many of us maintain social distancing or work from home policies.

In the next 30 days, job searchers will likely continue to spend record amounts of time online, so that's where you should be focusing your marketing efforts.

Your business's web presence, including your website, brand reputation, and social media sites should be a priority, and SEO is another place to focus your time and budget so you can get in front of searchers on search engines and prepare for your presence for the future.

63% of business owners say SEO will gain importance in the coming months due to the economic situation.
Marketing Land



60-DAY PLAN:

Prepare for a Potential Re-Opening

Many cities have started to re-open and others are keeping an eye on the situation to see if their employees could potentially return to work in the near future. It's important to consider this return to work as you develop the next stage of your plan.

YOUR 60-DAY PLAN SHOULD INCLUDE:

- ☐ A way to communicate how your business is returning to offices.
- ☐ Communications about how you'll continue to keep employees and potential employees safe as we navigate returning to work.
- ☐ A training plan for your team with new precautions so they can work together safely.
- ☐ A way to continue growing awareness for open positions with your business online.

As you outline your 60-day plan, it's also important to put some contingencies in place for interviewing, hiring, and onboarding if we're not yet returning to the office. If that's the case, your 60-day plan might look similar to your 30-day plan with a few changes.

The U.S. added 5 million jobs in June 2020.
New York Times



90-DAY PLAN:

Look for Ways to Grow

As you enter the 90-day mark, you may be in an area that returns to work, and you may see an increase in hiring – aka competition – in your area for top talent.

YOUR 90-DAY PLAN SHOULD INCLUDE:

- ☐ Application generation marketing tactics to get more employees to apply for your business.
- ☐ Continued communications about how you're keeping employees safe.
- ☐ Preparation for a similar future event.

We're not alarmists, but we are realists, and experts say that we may experience a similar shutdown again in the winter months this year. So, your plan needs to include a way to attract top talent while you're hiring now plus a way to transition your recruitment process once again if we experience this situation in the future.

THINK ABOUT

1. What's worked for you now?
2. What you would have changed if you had more time to prepare?
3. What have you learned through this experience?



BUILDING YOUR 30/60/90-DAY PLAN

Now that you have the basics of what's needed for your 30/60/90-day marketing plan, it's time to build it. Print out or download this template and fill it in with your ideas. If you need help, ReachLocal is here for you. We can help you develop a plan that carries you through COVID-19 and beyond.

30-DAY PLAN: TRIAGE WHAT'S HAPPENING

COMMUNICATION	GETTING IN FRONT OF PROSPECTIVE EMPLOYEES	HOW YOU'RE COMMUNICATING COMPANY VALUES


60-DAY PLAN: PREPARE FOR RETURN TO WORK

RETURN TO OFFICE PLAN	SAFETY PROCEDURES
TRAINING YOUR TEAM	BUILDING AWARENESS ONLINE

90-DAY PLAN: LOOK FOR WAYS TO INCREASE APPLICATIONS

APPLICATION GENERATION TACTICS	COMMUNICATION

PREPARATION FOR SIMILAR FUTURE EVENTS



AT REACHLOCAL, WE UNDERSTAND THAT THIS IS A CHALLENGING TIME.

We've worked with businesses across the country to help them pivot their marketing and messaging to continue recruiting top talent. Our recruitment marketing solutions backed by our leading technology and team of experts can help your business find the right employees to build out your team now. Reach out today to learn how we can partner for success.

WE'VE ALSO COMPILED SOME ADDITIONAL RESOURCES FOR YOU HERE:

- ✦ How to Adapt Your Business: What You Can Do Right Now
- ✦ Navigating COVID-19: Answers to Your Most-Asked Questions
- ✦ 3 Ways to Adjust Your Marketing During COVID-19
- ✦ COVID-19 Stats That May Impact Your Marketing: What to Know



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