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OPERATING MODEL

Channel architecture and full-funnel attribution — enterprise recruitment marketing

CHANNEL DESIGN

Channels mapped to audience intent

Channel selection is mapped to audience intent and hiring difficulty. Portfolio depth scales to the problem — broader, saturation-weighted mixes for high-volume frontline hiring; narrower, precision-weighted mixes for specialized technical roles. Channels sort into four intent layers.*

1 • Active-Intent

Candidates searching now — capture demand at the point of intent.

Indeed

ZipRecruiter

Dice

Niche boards

Sponsored / hosted jobs

Programmatic job distribution

LinkedIn job posts

SEM

2 • Passive Social

Reachable but not searching — operated as performance, not visibility alone.

LinkedIn

Meta

TikTok

Snapchat

Instagram

YouTube (EVP)

3 • Nurture & Retargeting

Sustained presence that converts consideration to application over time.

Programmatic display

Native networks

Retargeting pixels

Simpli.fi

Built In

Stack Overflow

4 • Field & Experiential

Local, mobile-first reach for frontline audiences through physical presence.

Billboard

Transit wrap

Digital truck

Gas-pump toppers

Door hangers

Direct mail

Text / email

Radio

Print

PORTFOLIO DEPTH BY HIRING ARCHETYPE

Frontline Hourly	8–14 channels	Technical · Mid–Senior	6–10 channels
WEIGHTING	Active-Intent + Field/Experiential + broad Passive Social	WEIGHTING	Precision Active-Intent + targeted Passive Social + Nurture/retargeting
RATIONALE	Local, mobile-first audiences reached through density and owned/field tactics; volume at defensible cost.	RATIONALE	High-consideration passive audience; precision and brand over saturation, nurtured across the decision window.

* The intent-layer structure reflects the established paid-media architecture. The mix is shifting: HireLab's 2026 recruitment data reports that candidates reached through direct social outreach are about eight times more likely to be hired than those applying via traditional job boards, and that roughly 46% of sourced hires now come from candidates rediscovered in an existing CRM or ATS. In practice, that raises the weight of direct outreach and the owned talent community relative to inbound apply.

Source: HireLab, "Social Media Recruitment Statistics 2026" (hirelab.io).

MEDIA MODEL

Paid, owned, and earned — one system

The paid intent layers above sit inside a fuller media model. Owned channels convert and retain the demand paid media generates; earned signals give the employer brand credibility no spend can buy. The three reinforce each other and are planned as one system.

PAID

Bought reach and demand capture.

The four intent layers above — **Active-Intent, Passive Social, Nurture & Retargeting**, and **Field & Experiential** — weighted to the hiring archetype.

OWNED

Channels the employer controls; convert and retain.

Career site & landing pages
Talent community / CRM
Email & text nurture
Sponsored & hosted career fairs
Employer social profiles
Employee referral program

EARNED

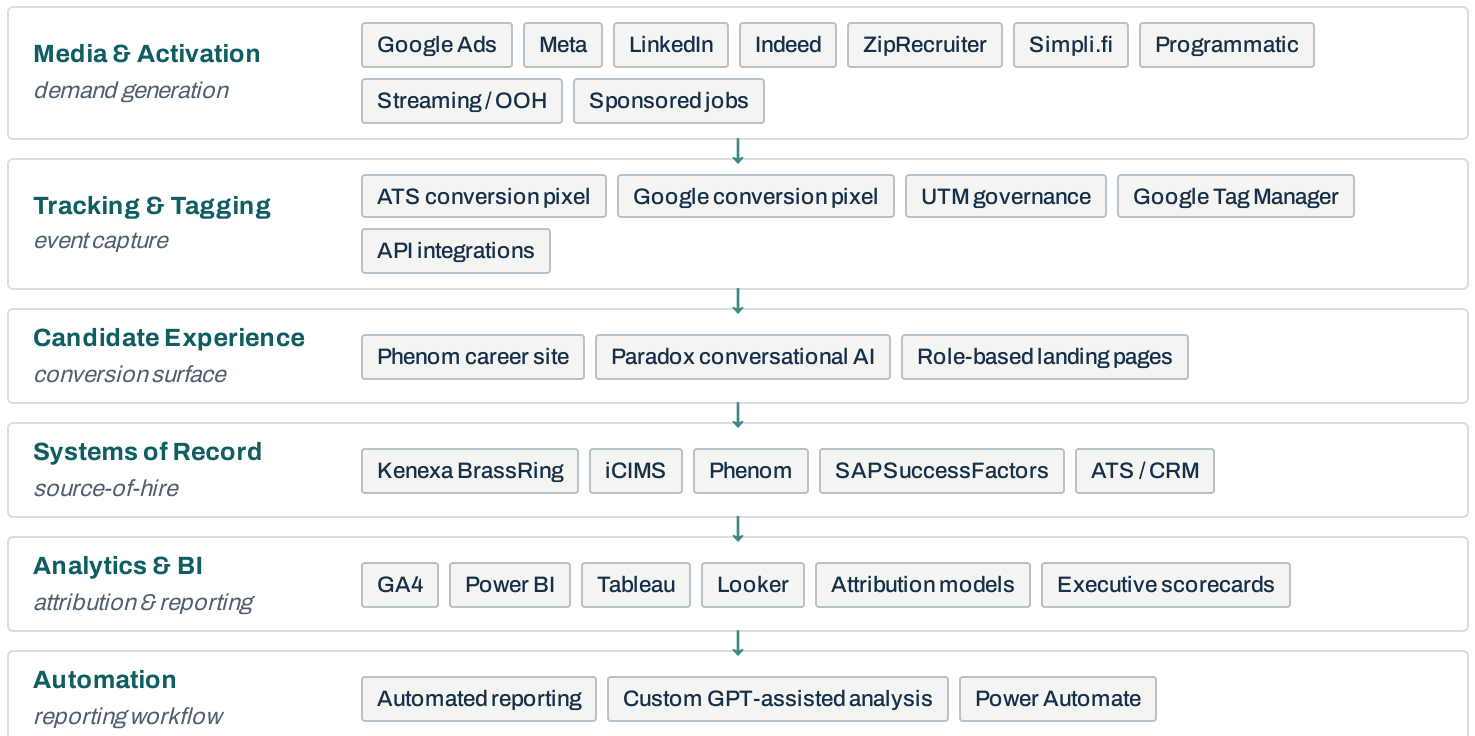
Credibility built, not bought.

Great Place to Work certification
VETS & Military Friendly awards
Awards submission & audit cycle
Employee advocacy
Reviews & ratings (Glassdoor, Indeed)
Media & PR mentions

MEASUREMENT

Full-funnel attribution stack

Media performance is connected to hire outcomes through an integrated, automated data flow. Applies are defined by conversion pixels; hires are traced to source. Reporting runs across the stack rather than by hand.



FUNNEL OUTCOME, MEASURED END TO END

Media spend → Applies (*pixel-defined*) → Qualified applicants → Interviews → Hires · CPA / CPH