CF CAREER FAIR⁺

Marketing Guide

> ## Increase candidate attendance at your next recruiting event.
>
> *Organize. Promote. Keep promoting.*

Who needs to know about your upcoming **Career Fair Plus (CF+)** event?
Everyone your recruiters and hiring managers want to meet.

All you have to do now is find these candidates.
CF+ has your back, you got this!

And now you have printable checklists to guide your marketing efforts.

Organize

You can do this, one task at a time!

Collect assets

☐ **Approved media images**
- Company & event logos
- Hex colors to customize your event landing page in the CF+ app and web portal

Launch online

☐ Event multi-page website
☐ Event landing page
☐ Registration page or portal

Create marketing copy & materials
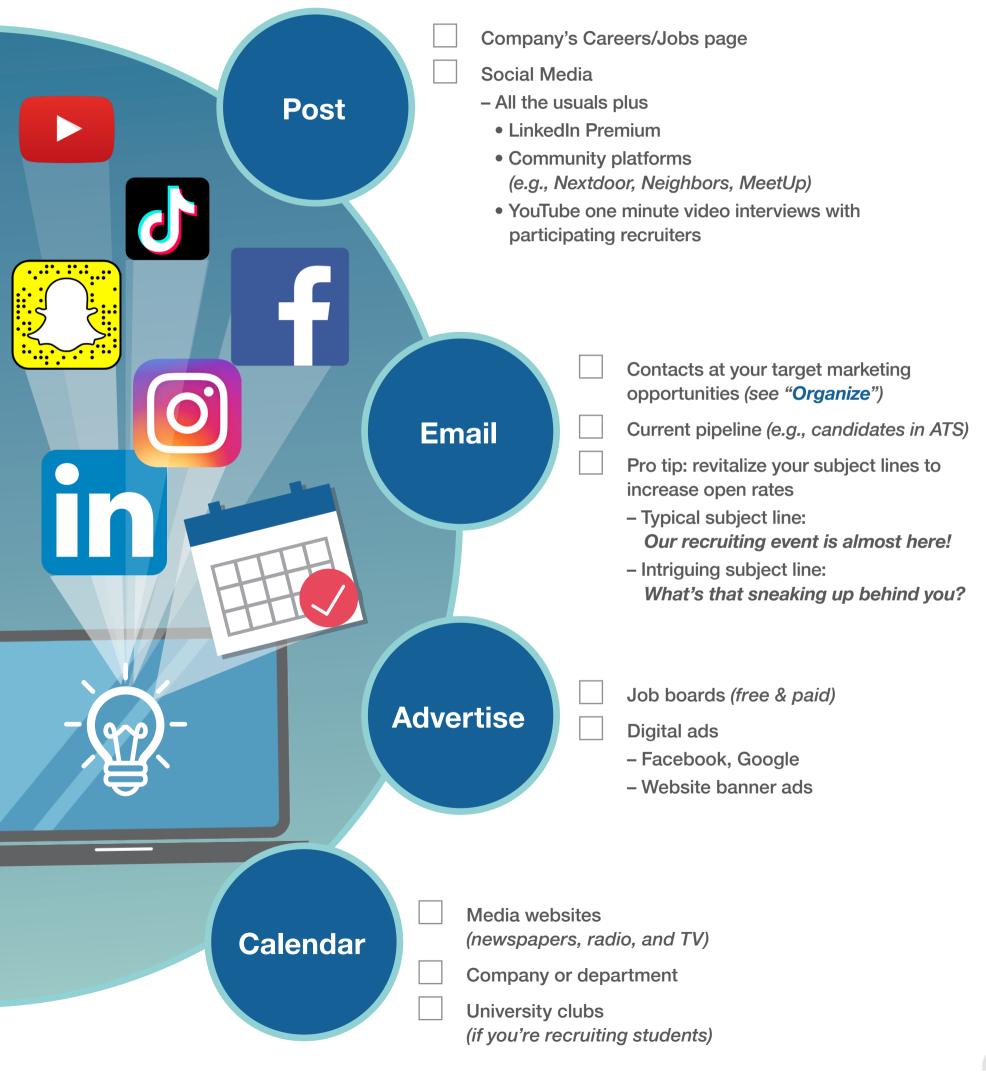
☐ Event name, date, time, location
☐ Description with registration link
☐ Keywords and hashtags
☐ One pager (borrow from your web content)
☐ Social media (save time, schedule auto-posts)

Identify target marketing opportunities

☐ Professional associations
☐ Social media groups (e.g., new graduates, K-12 teachers, certified engineers, etc.)
☐ Licensing or accrediting organizations

Promote

Yes, you're ready!

Post

☐ Company's Careers/Jobs page

☐ Social Media
  – All the usuals plus
    • LinkedIn Premium
    • Community platforms
      (e.g., Nextdoor, Neighbors, MeetUp)
    • YouTube one minute video interviews with
      participating recruiters

Email

☐ Contacts at your target marketing
  opportunities *(see "**Organize**")*

☐ Current pipeline *(e.g., candidates in ATS)*

☐ Pro tip: revitalize your subject lines to
  increase open rates
  – Typical subject line:
    Our recruiting event is almost here!
  – Intriguing subject line:
    What's that sneaking up behind you?

Advertise

☐ Job boards *(free & paid)*

☐ Digital ads
  – Facebook, Google
  – Website banner ads

Calendar

☐ Media websites
  (newspapers, radio, and TV)

☐ Company or department

☐ University clubs
  (if you're recruiting students)

KEEP Promoting

You're doing great!

Event Page

- ☐ Eventbrite
- ☐ Facebook *(link to registration page, use hashtags)*

QR Takeover

- ☐ Post on company website(s) and/or online stores
- ☐ Distribute to company-owned consumer locations *(e.g., stores, hotels, restaurants)*
- ☐ Include on sales receipts from company-owned consumer locations
- ☐ Add to email signatures
- ☐ Place flyers around worksite(s)
- ☐ Iron it on the back of a shirt *(include event title & date in the graphic)*

Local Media

- ☐ Press Releases
- ☐ Public Service Announcements

(tiny) Billboards

- ☐ Business cards with event info & QR code
  – Hangouts
    - • Campus
    - • Local
    - • Worksite

Maximize employee referral programs!

Go, go, go, *YOU GOT THIS!*

Cameos on social media

- [ ] Company "day in the life"
- [ ] Newly registered hiring managers
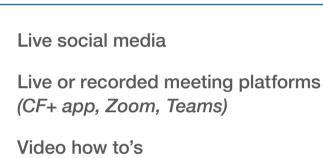- [ ] Spotlight
  - DE&I
  - Positive culture
  - Strong ESG
  - Hiring and promotion transparency
  - Employee engagement
- [ ] Just-added jobs
- [ ] University influencers
  (if you want students to attend)
  - Athletes
  - Club leaders
  - Cheer squads
  - Mascots
  - Popular professors
  - Student Government officers

Pre-event information sessions

- [ ] Live social media
- [ ] Live or recorded meeting platforms
  (CF+ app, Zoom, Teams)
- [ ] Video how to's

Push notifications

- [ ] CF+ app feature
- [ ] Company messaging software

Happy recruiting! We're ready at support@careerfairplus.com with answers, tips, and high-fives!

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