

# YOUR RECRUITMENT READINESS ROADMAP



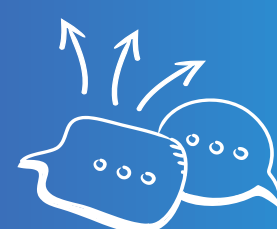
## Refresh your employer brand.

Revitalize your employer brand to ensure your company is represented properly and to attract the right candidates. Check out our [blog](#) for more tips.



## Define your EVPs.

Identify the Employee Value Propositions (EVPs) that clearly show candidates why they should join your company. See [how to uncover](#) the right EVPs.



## Audit your career site.

Reinvest in the heart of your organization with a career site that is informative, impactful, intuitive, and inspiring. Get inspiration from our [ebook](#).



## Strengthen your programmatic approach.

Utilize your data to optimize your strategy, get actionable insights, and ensure more efficient ad spending. See how we helped a client [increase applications](#) by 53%.



## Boost your visibility in search.

Perform keyword and applicant research to employ successful SEO and SEM strategies and ensure high ranking in relevant search results. Learn more [here](#).



## Strengthen your programmatic approach.

Modernize your employee referral program to motivate current employees, attract new candidates, and shorten hiring time. Learn how [here](#).



## Retarget boomerang employees.

Extend your recruitment strategy to boomerang employees with contact checkpoints, audience targeting, and remarketing tactics. Learn more about [untapped potential](#).



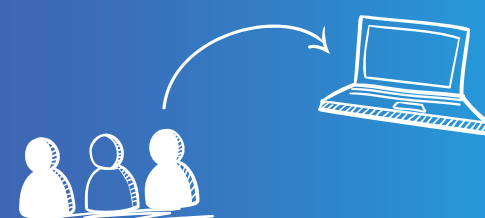
## Elevate your DEI recruitment messaging.

Incorporate inclusive messaging with meaning through authentic language, visuals, and campaigns that connect with diverse candidates. See how we helped [CareSource](#) attract more diverse talent.



## Plan for upcoming hiring events.

Maximize hiring event ROI with digital promotion, branded campaigns, optimized content, and engagement strategies that attract and convert talent. See what we did for [Phoebe Putney Health System](#).



## Hire the new generation with campus recruiting.

Build future talent pipelines with a recruiting package that stands out from the crowd and connects with early-career candidates. Learn more about our [campus recruiting solutions](#).



## Leverage data-driven insights.

Invest in data-driven analytics that help track performance, uncover roadblocks, and identify opportunities to optimize your recruitment efforts. See how [ACTIVATE Analytics](#) can elevate your strategy.



## Activate your hiring plan.

Bring it all together with NAS, your industry experts. Partner with us for an elevated media strategy, data-driven analytics, and high-quality, customized creative to make it your best hiring year yet.



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RECRUITMENT INNOVATION