

# THE RECRUITING FUNNEL

## HOW IT CAN SUPERCHARGE YOUR RECRUITING EFFORTS

Sales and marketing professionals have been successfully using the step-by-step funnel method for years. They start by casting a wide net, then steadily turn inquiries into leads—and, ultimately, closed deals. Today, recruiters can employ these same tactics for scouting and vetting potential candidates.

Here's how it works:

### The Funnel



#### INQUIRY/PROSPECT

Think beyond the job board. Recruiters now seek prospects from a wide variety of sources—including employee referrals and social networks, which help them reach even passive candidates and establish a respected employment brand.



#### TALENT POOL

In this stage, recruiters identify potential candidates by targeting essential skill sets—both for open requisitions and future opportunities. **Prospect data, including social profiles and resume details, is collected in a centralized database.**



#### CANDIDATE NURTURE

Just as marketers nurture leads, recruiters nurture prospective candidates. Using information stored in the talent pool, recruiters design targeted campaigns that speak to candidates' abilities and ambitions.



#### CANDIDATE ENGAGEMENT

As communication campaigns roll out, recruiters continuously engage with prospects to “sell” available positions and company culture.



#### CANDIDATE APPLICATION

Interested prospects submit applications, and strong candidates are screened—often by video—before continuing through the hiring process. Through all of these events, recruiters schedule interviews and receive feedback from hiring managers, whittling down the prospect list till the right candidates emerge. And every step of the way, they track candidate activity—so hiring teams and applicants can always see real-time status.



#### HIRE

Similar to closing a sale, recruiters finalize the process by hiring qualified candidates.

*By leveraging data throughout the funnel, recruiters position themselves to find better leads—or use existing leads within the talent pool, so they can optimize the hiring process for the future.*

### Tips for Using the Funnel



**NO PART OF THE FUNNEL IS MORE IMPORTANT THAN ANOTHER.**

Taking the time to source and nurture the most qualified candidates is just as important as interviewing and negotiating with prospective hires.



**HIRING IS A COLLABORATIVE EFFORT.**

Letting other team members take the lead on certain aspects can make your recruiting efforts more efficient.



**KEEP THE LINES OF COMMUNICATION OPEN.**

Even after a candidate is hired, recruiters should keep in contact. Candidates are great sources for referrals and other leads.

**Savvy recruiters now understand how to leverage the recruiting funnel to drive bottom line results for their company.**

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