



# Transform Your Hiring Process from Reactive to Proactive

# INTRODUCTION

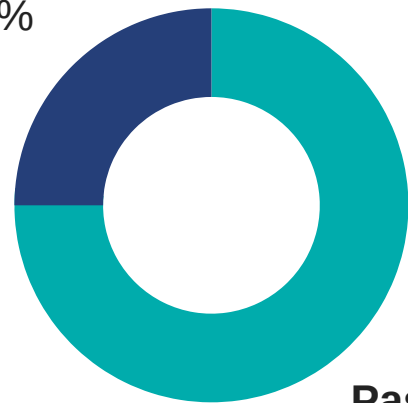
## A shift from reactive to proactive hiring

### Why do you need to transform your hiring process from reactive to proactive?

Consider these statistics:

- 75% of today's workforce are so called passive candidates (Source: LinkedIn)
- By 2030, there will be a global human talent shortage of more than 85 million people, which could result in about \$8.5 trillion in unrealized annual revenues (Source: Corn Ferry Institute)

**Active**  
25%



**Passive**  
75%



In other words, the candidates are in demand. They aren't looking for a job - they already have one! This is why the old "post and pray" method doesn't work anymore.



If you want to attract and hire the best candidates, you have to reach out to them - even before you have suitable job vacancies!



Companies who don't turn their hiring process from reactive to proactive will be left empty-handed. On the other hand, those that do will gain a significant competitive advantage!

# INTRODUCTION

## What is proactive recruiting?

### Reactive vs. proactive recruiting

What is the main **difference** between reactive and proactive recruiting?



Simply put, proactive recruiting means your company is **always** hiring.

That way, when a vacancy arises, you will already have a pipeline full of high-quality candidates!

The main **benefits** of proactive recruiting are:

- A more effective pipeline
- Higher quality candidates
- Shorter time to hire
- Lower cost per hire
- Stronger Employer Brand
- Less stress for hiring team and business

# PROACTIVE RECRUITING METHODS

## Top 7 proactive recruiting methods

### Which proactive recruiting methods should you use?

Having a well designed **proactive recruitment strategy** will help your company **stay competitive** in the time of war for talent.

So how do you go about creating a proactive recruitment strategy?

Start by implementing these **7 most effective** proactive recruiting methods:

1. Inbound recruiting
2. Employee referral programs
3. Search engine optimization (SEO)
4. Social media recruiting
5. Sourcing tools
6. Candidate relationship management (CRM)
7. Hiring analytics



#### Expert Tip:

Using a variety of proactive recruiting methods will help you achieve the best hiring results.

Make sure not to skip implementing hiring analytics practices - they will give you some great insights on which parts of your hiring strategy work well, and which ones have room for improvement.

# INBOUND RECRUITING

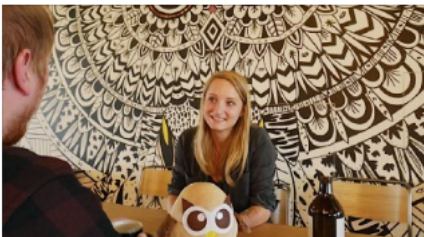
## Proactive recruiting method #1

### Create recruiting content

**Inbound Recruiting** is a method of creating targeted and branded recruiting content with a goal of attracting talent.

Here are some **examples** of recruiting content you can use to attract and build relationships with talent:

- Career advice
- Company and industry news
- Events and workshops
- Employee testimonials



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Michaela has been with Hootsuite for three years. Initially starting in a sales role, she's now a senior customer success manager. I caught...



Hootsuite Careers  
Dec 6, 2017



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Heidi Rolston  
Nov 28, 2017



#### Inside Hootsuite London

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Nov 10, 2017



#### Expert Tip:

Using tools such as Canva for design and Buffer for managing your social media posts. With these tools, you will be able to create and share your content much easier and faster!

# EMPLOYEE REFERRAL PROGRAMS

## Proactive recruiting method #2

### Turn your employees into recruiters

**Employee referral programs** are a proactive method of finding qualified candidates through recommendations from the company's current employees.

Employee referrals are one of the **most effective** recruiting methods. Employee referral programs improve:

- Time to hire
- Cost per hire
- Quality of hire
- Employee engagement and retention

Hey,  
a new position just opened up in our company. We are looking for a Occupational Therapist.  
If you know someone who you believe would fit the position, you should refer them, because we will reward you if your referred candidate is hired!  
Send them the link bellow, share it on social networks or simply reply to this e-mail with a CV of the candidate you want to refer.

Thanks!

Share this link with your friends:

<https://careers.adopto.eu/o/zpagMad0>



#### Expert Tip:

Motivate your employees to take part in an employee referral program by offering them attractive employee referral rewards.

Click [HERE](#) to get your free list of 50 most popular employee referral rewards!

# SEARCH ENGINE OPTIMIZATION

## Proactive recruiting method #3

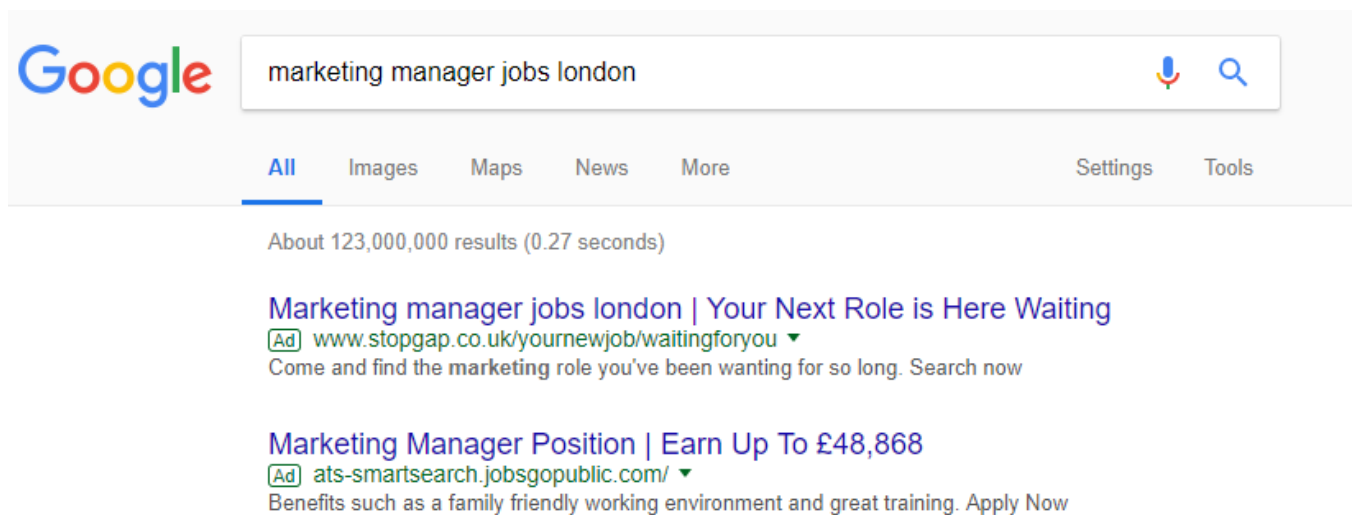
### Attract more visitors to your job page

**Search Engine Optimization (SEO)** is a method you can use to make your job posts more likely to be found on search engines such as Google, Yahoo!, Bing, etc.

With a well-planned SEO strategy, you'll attract more traffic to your job pages and consequently receive **more job applications!**

How to **optimize** your job page for SEO?

- Write clear and concise job descriptions
- Use keywords (words that job seekers type in search engines to find jobs)
- Add photos and videos



The screenshot shows a Google search interface. The search bar contains the text "marketing manager jobs london". Below the search bar, there are tabs for "All", "Images", "Maps", "News", and "More", with "All" selected. To the right of the tabs are "Settings" and "Tools". Below the search bar, it says "About 123,000,000 results (0.27 seconds)". There are two search results displayed, both marked as ads. The first result is "Marketing manager jobs london | Your Next Role is Here Waiting" from www.stopgap.co.uk/yournewjob/waitingforyou. The second result is "Marketing Manager Position | Earn Up To £48,868" from ats-smartsearch.jobsgopublic.com/.



#### Expert Tip:

Did you know that 30% of all Google searches, which is about 300 million per month, are job-related?

CareerBuilder's 2015 Candidate Behavior research validates this trend, showing that 73% of candidates start their job search in Google.

# SOCIAL MEDIA RECRUITING

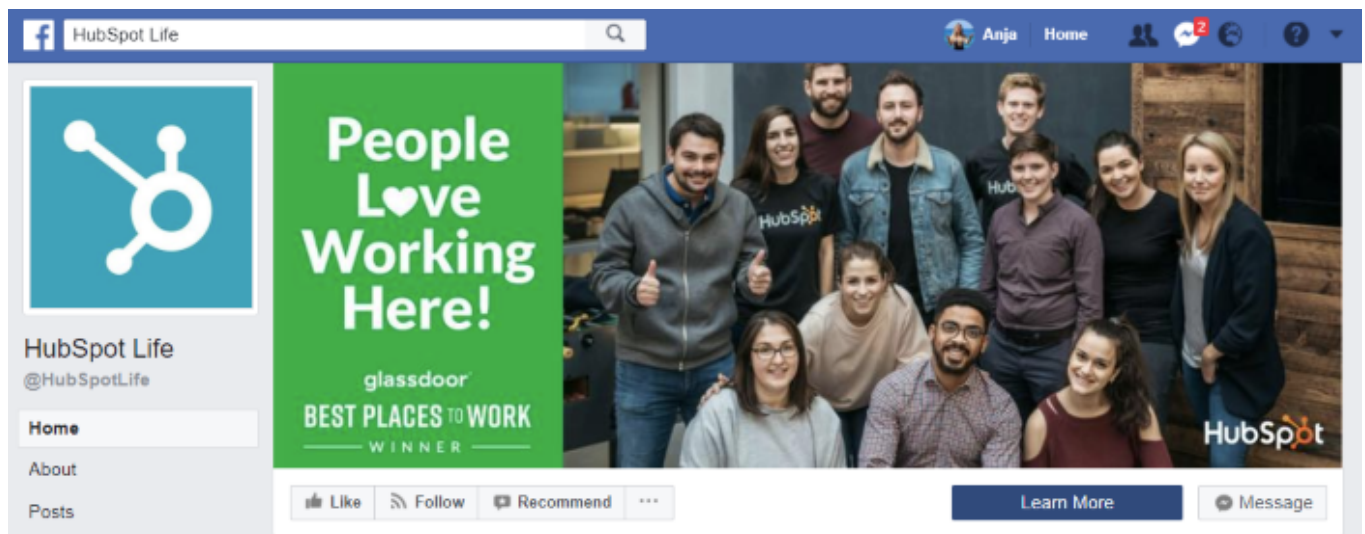
## Proactive recruiting method #4

### Use the power of social media

**Social Media Recruiting** is a simple, fast and affordable way to target top talent and promote your Employer Brand using social media networks, such as Facebook, LinkedIn, Instagram, Twitter, Pinterest, YouTube, etc.

What type of content should you publish on social media?

- Employee testimonials
- Company news and current projects
- Everyday life at your office
- Open job positions



#### Expert Tip:

Do you want to make your open job positions more visible on Facebook? With TalentLyft, you can create a Facebook Job Tab and add it to your Facebook profile. Facebook Job Tab is easy to set up, and once you add it to your Facebook profile, your open job positions will be automatically updated!



# SOURCING TOOLS

## Proactive recruiting method #5

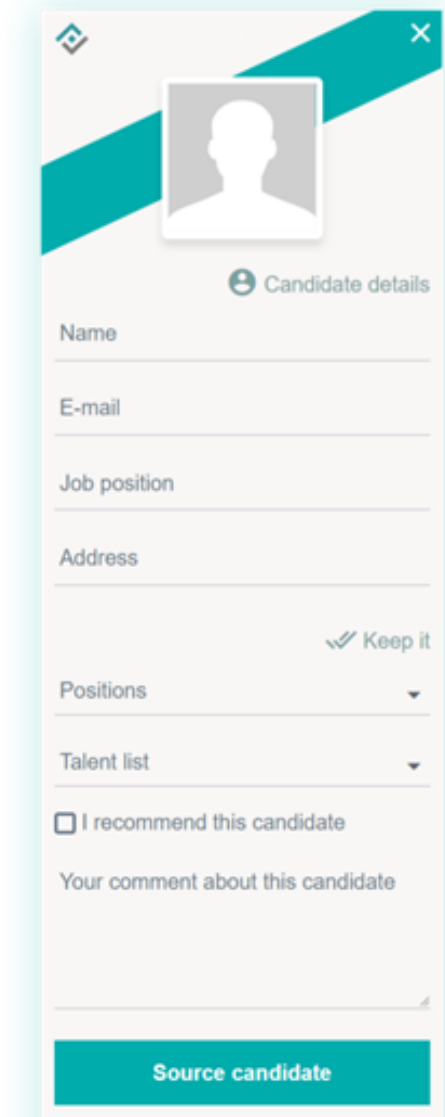
### Use modern technology to find candidates

**Sourcing tools** are specialized software created to help you source and find talent.

Smart sourcing algorithms are used to perform a single search on several databases, including CV databases, social media platforms or business networks simultaneously.

Sourcing tools perform the web search and scan millions of online profiles to retrieve passive and active candidates' details including:

- Email address
- Phone number
- Resume
- Skills



The screenshot shows a mobile application interface for viewing candidate details. At the top, there is a teal header with a close button (X) and a profile picture placeholder. Below the profile picture is a teal banner with a white silhouette of a person. Underneath the banner is a teal button labeled 'Candidate details'. The main content area is a white form with the following fields: 'Name', 'E-mail', 'Job position', 'Address', 'Positions' (with a dropdown arrow), and 'Talent list' (with a dropdown arrow). To the right of the 'Positions' field is a teal checkmark icon and the text 'Keep it'. Below the 'Talent list' field is a checkbox labeled 'I recommend this candidate' and a text input field labeled 'Your comment about this candidate'. At the bottom of the form is a large teal button labeled 'Source candidate'.



#### Expert Tip:

Sourcing tools' semantic search technology uses complex search engine commands (Boolean operators) to help you source candidates with specific skills, education, experience and other.

# CANDIDATE RELATIONSHIP MANAGEMENT

## Proactive recruiting method #6

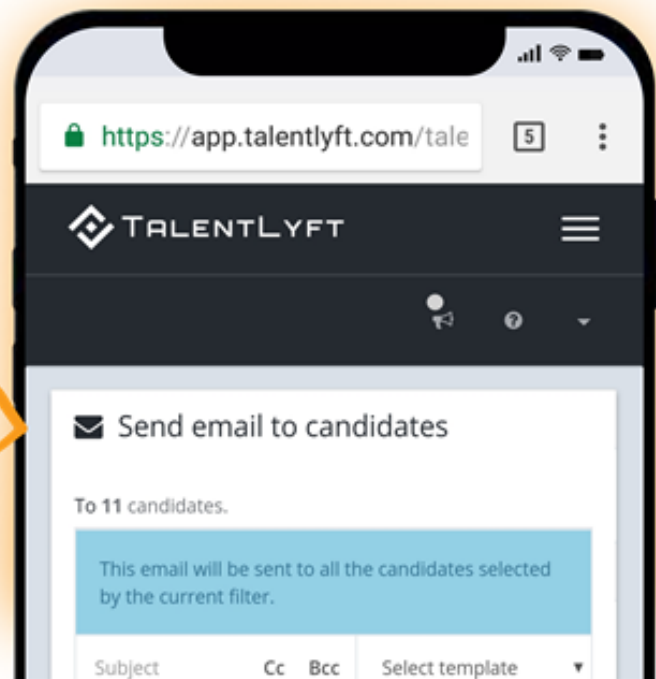
### Ensure timely and engaging communication with candidates

**Candidate Relationship Management (CRM)** is a method of managing and improving relationships with job candidates.

The goal of CRM is to build a relationship with job candidates and send them the right message at the right time.

With CRM tool you can easily:

- Create engaging email templates
- Continuously send engaging content to your talent database
- Automate your communication with candidates
- Segment your candidate lists based on certain characteristics
- Automate interview scheduling



#### Expert Tip:

Click [HERE](#) to access Candidate Relationship Management email templates that can help you establish and build relationships with potential candidates.

# HIRING ANALYTICS

## Proactive recruiting method #7

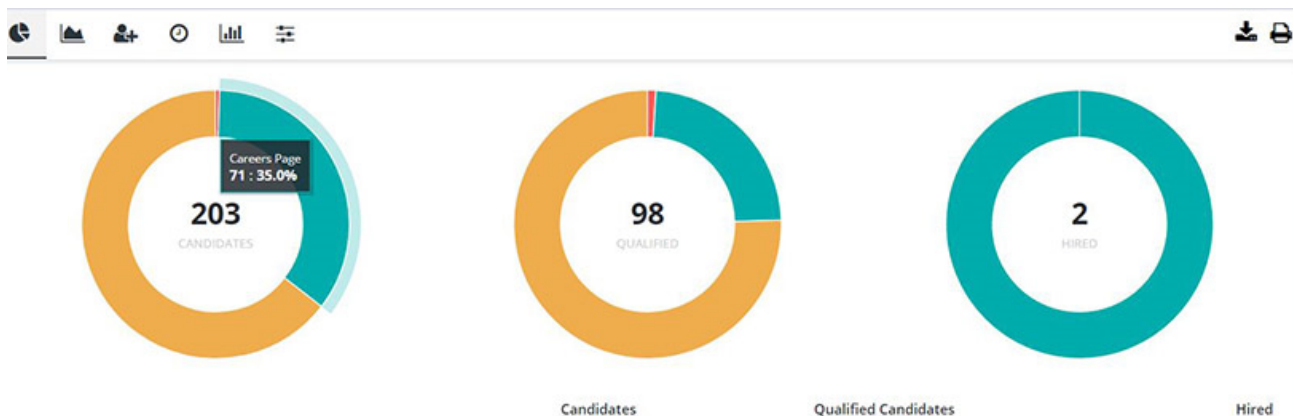
### Measure every step of your hiring process

**Hiring analytics** is a process of measuring your hiring process and analyzing results.

By analyzing your recruitment process, you can gain **valuable insights** on which parts of your hiring strategy work well and which ones have room for improvement.

You will also be able to **predict future trends** based on current reports.

Companies who embrace data and analytics will be able to **plan their future hiring** and recruiting tactics more efficiently and effectively.



#### Expert Tip:

According to LinkedIn's research, HR teams with mature analytics are 2x times more likely to improve their recruiting efforts, and 3x times more likely to realize cost reductions and efficiency gains.

## About TalentLyft

### 4 products – complete hiring solution:

- **TalentLyft Source:**  
Makes finding perfect-fit candidate faster and easier
- **TalentLyft Engage:**  
Enhances Candidate Relationship Management
- **TalentLyft Convert:**  
Makes Employer Brand stand out and converts leads into job applicants
- **TalentLyft Track:**  
Streamlines the overall recruiting process, eliminates paperwork, significantly reduces daily administrative tasks and measure recruiting metrics

[Click here to schedule free demo!](#)

