

# Sourcing Success

#SourcingSuccess19

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# Candidate Sourcing & Engagement



A Key Pillar in Talent Attraction



# Presenters

**Emily Tanner**

VP Marketing, Recruitics



**Chris Taylor**

President, Predictable Source



# About Recruitics

We're a data-centric recruitment marketing agency that

**makes it easy**

for the world's leading brands to

**attract and hire great talent.**



# About Predictable Source

A service that uses **advanced sourcing technologies** and **cutting edge tools** to find **better candidates faster and more efficiently** and to get them to engage with your brand.

*Recruitics' Candidate Sourcing & Engagement is powered by Predictable Source.*



# What's on the agenda?

- 3 Core Problems in Talent Attraction
- The Solution: Four Pillars
- Candidate Sourcing & Engagement: A Key Pillar
- Takeaways and Q&A



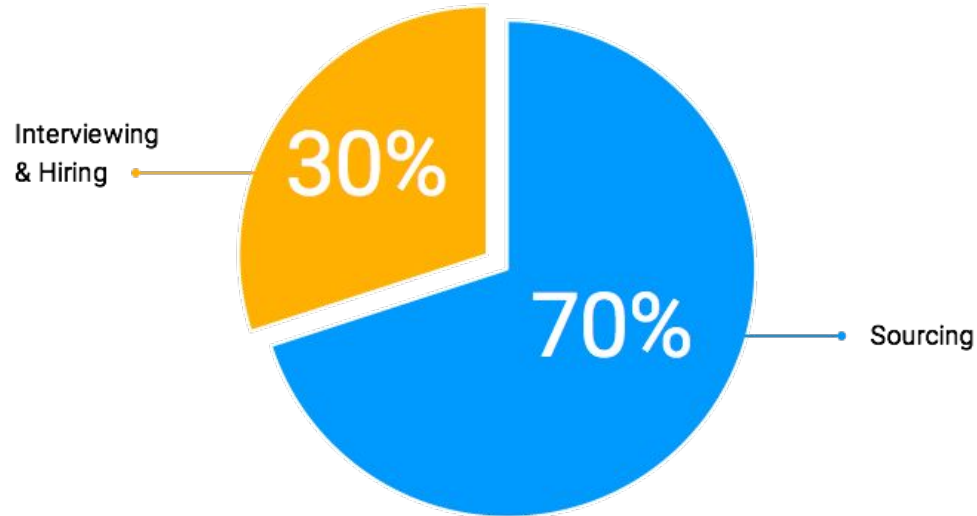
# 3 Core Problems

- Wasted Time
- Wasted Money
- Unbalanced Strategy



# Problem #1 - TIME

## Typical Recruiter's Time





# Problem #2 - MONEY



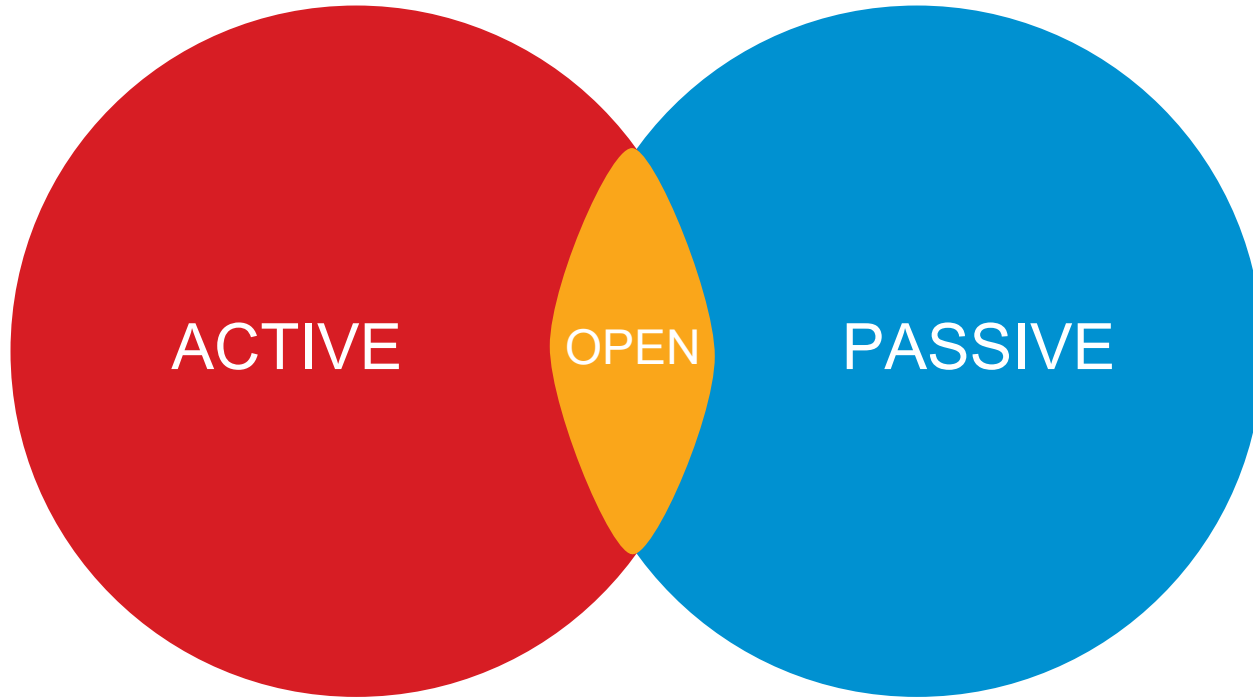
# Problem #3 - BALANCE



# The Solution



# Types of Talent





# FOUR PILLARS OF TALENT ATTRACTION

**PROGRAMMATIC  
JOB ADVERTISING**



**TARGETED  
ADVERTISING**



**BRAND  
AWARENESS**



**SOURCING AND  
ENGAGEMENT**



# The Four Pillars of Talent Attraction

## Programmatic Job Advertising

Optimize the ROI of job advertising on **PPC and PPA** media through job-level analytics

## Targeted Advertising

Present opportunities to a **target audience** where they are online and drive them back to jobs

## Employer Brand Awareness Advertising

Drive awareness of your employer brand through **influential media** to increase exposure

## Candidate Sourcing & Engagement

**Identify** new leads or **engage** passive talent and **nurture** into the apply process



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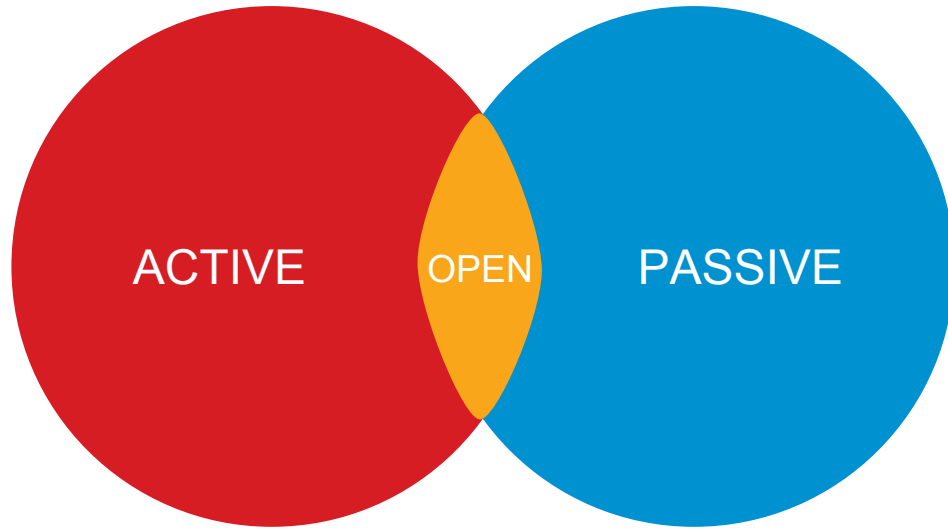


# Sourcing & Engagement





# Best Practice #1 - FIND BALANCE



- Implement a full Four Pillar strategy for best results
- Engage both active, passive and open job seekers through outreach



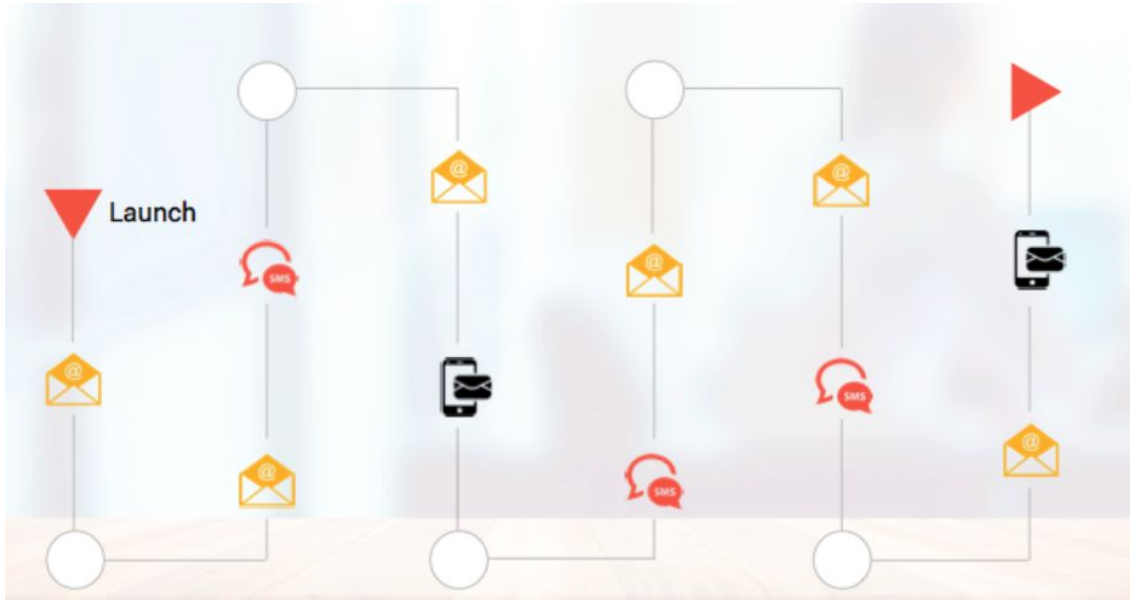
# Best Practice #2 - DECREASE COST



- Engage prospects through the open web and databases to drive candidates directly to your site to apply
- Boost engagement of other media, such as Facebook Job Posts, Indeed Hosted Jobs or any permissioned contact list provided



# Best Practice #3 - AUTOMATE



- Automate your sourcing efforts for maximum outreach potential and time efficiency
- Pre-screen potential candidates to improve applicant quality and save recruiters time



# Case Study: Sourcing & Engagement



**89%**

Increase in  
Applications



**106%**

Increase in  
Conversion Percentage



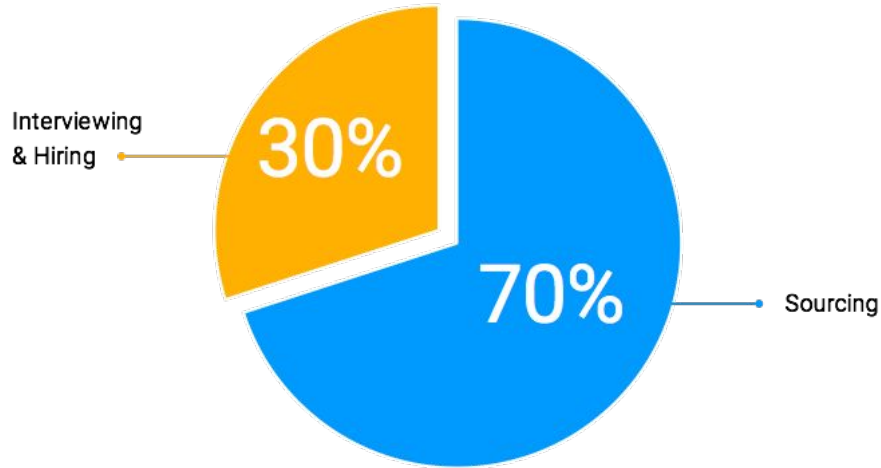
**70%**

Decrease in  
Cost-per-applicant

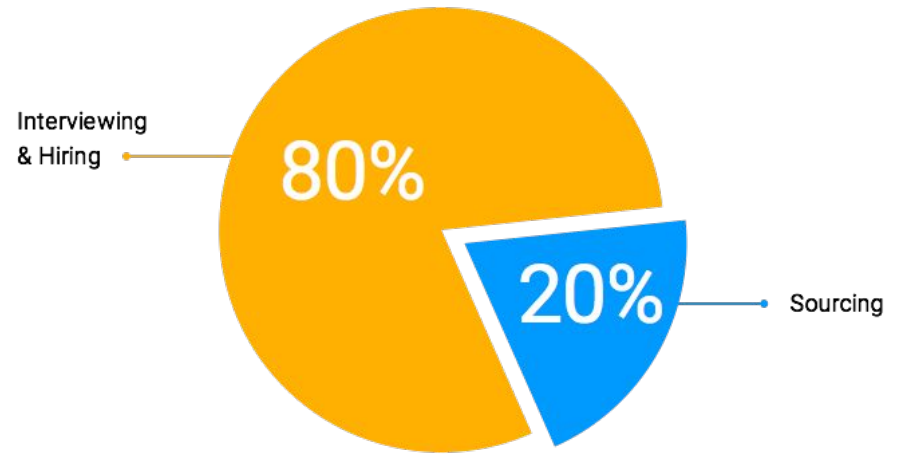


# Recruiter Time Allocation

**Typical Recruiter's Time**



**Optimal Recruiter's Time**



# Review and Takeaways

## Takeaway #1

HOW TO FIND THE BALANCE?

- Don't focus on active job seekers only and incorporate a full Four Pillar strategy

## Takeaway #2

HOW DO YOU DECREASE COSTS?

- Balance your sourcing and engagement efforts with both resume databases and lead generation

## Takeaway #3

HOW TO SAVE TIME?

- Automation!



# Thank you for attending!

If you have any additional questions, please email:  
[info@recruitics.com](mailto:info@recruitics.com)

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# Audience Q&A



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