TARGETING PASSIVE CANDIDATES
How, Why and If It's Better
Maren Hogan - Red Branch Media
Explicit Availability

- 15% “Call me, maybe.”
- 21% “I’m looking 24/7!”
- 44% “I’m open to talking!”
Explicit Availability

But you can’t do much with these guys...

20%

“I love my job, thanks.”
76% of full-time employees are constantly looking
Say pactive with me.
PACTIVE
Market your job like BMW
Pay attention to what they don’t say.
The proof is in the posting
WHAT do you see? An Opportunity?

Salesforce.com has laid off employees from Radian6 today.

Salesforce.com acquired Radian6 for $326 million last year.

Salesforce.com PR confirmed reports circulating on Twitter and the web of the layoffs, telling Business Insider in an emailed statement:

"With the integration of Radian6 and Buddy Media, the Salesforce Marketing Cloud is rebalancing its resources to support its growth, including moving from a hub to a distributed model for certain customer-facing roles, consolidating marketing and dramatically increasing investments in R&D. Fewer than 100 people were impacted globally."
Use social listening stations
I work different.
Sing to me.
They tailor their resume.
Tailor your approach
How do they want to be communicated with?
Let's get tactical.
Vague is irritating.
Pactive
Recruiting is not a short game
Jobs are not forever.
No one wants them to be.
A project-based economy is better for many in the long run.
Meet their professional needs.
Spark interest.
They are totally talking about you
If you’ve got it.
Flaunt it.
GOOD NEWS IS COMING
EVERYONE NEEDS HELP. CALL US:

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