



HOW TO DOUBLE YOUR JOB APPLICATIONS:

OUR TOP 5 STRATEGIES FOR
INCREASING RELEVANT
JOB APPLICATIONS



INCLUDING AN INTERVIEW
PACK FOR THOSE SHORTLISTED
APPLICANTS



Guide Overview:

In a period of UK-high employment, we understand the struggle of receiving applications to your job vacancies.

In our latest guide, we provide our top 5 strategies to attracting candidates and increasing your application numbers, offering an insight into how to implement these strategies and how Omega can help in the process.

Included in this guide:

- Our top 5 strategies for increasing job applications
- Guidance on how to implement these strategies
- How Omega can assist in the process
- Free competency-based interview pack



Introduction:

In today's competitive recruitment market (with a record-high employment rate of 75.6%, Office of National Statistics), UK companies are finding it increasingly difficult to attract the right candidates and fill positions. The War for Talent has been fought by organisations for a number of years, but it seems the market is now becoming solely candidate driven, with the power now in their hands.

So, what does this mean for employers? Simply, they need to stand out. In a modern world driven by advances in technology, job seekers are gaining greater access to information about companies through a wide variety of sources, such as your careers page, job boards, social media platforms and employer review websites.

The likelihood is that your potential applicants will have scoured the internet to find every snippet of evidence that will reassure them that your business is the best place to work, amongst the crowd. A company can stand out in many ways but judging by the surge of popularity and use in digital platforms, a good place to start would be improving your digital brand footprint.

In this guide, we have provided our Top 5 Easy-To-Implement Strategies that will significantly boost your application numbers for those hard-to-fill roles.

Additionally, we are offering a free competency-based interview template and spreadsheet for those shortlisted candidates.

1

Careers Page/Microsite

Your company website may be the first real interpretation that a candidate receives about your business before applying for a position.

In this context, first impressions really do make the difference. On first glance, if your website is beautifully crafted, easy to navigate and provides the necessary information that candidates are looking for, you're already one step ahead of your competitors.

If you are recruiting for a variety of positions, ensure that you include a detailed description of each vacancy to prevent confusion between roles. A 'careers' page or 'join our team' page is often necessary to include background information on your company (benefits, success stories, employee events, etc.) and to ensure that the vacancies don't get lost amongst the descriptive content on your website.

If you haven't already, ensure that your website is mobile-optimised. As a recruitment company, we cannot stress enough how important it is (especially considering today's mobile usage) to host a mobile-optimised website for job applications.

As an alternative to a careers page, Omega offer various Microsite packages that act as a secondary job site for employers. A Microsite is a great way to help promote a companies' brand, culture, values and open roles, whilst also featuring on our 'Featured Employers' section of our website, with up to 50,000 web visits a month.

Microsite



- Bespoke careers Microsite **designed to attract candidates**
- Homepage feature with over **50,000** website visits per month
- **Simple online application** process for candidates
- Opportunity to **showcase employee benefits**, facilities etc.
- Integrated Twitter and Facebook feeds

Resources Needed:

- Web Developer
- Graphic Designer
- SEO Expert
- Licensed Artwork
- Copywriter

[SEE EXAMPLE](#)

[ENQUIRE ABOUT
MICROSITE/CAREERS PAGE](#)

2

Organic & Sponsored Social Media Posts

We're going to assume that you're not a stranger to social media. We're also going to assume that you're aware of the remarkable surge in platform usage from the likes of Facebook, Twitter, Instagram and LinkedIn in the last couple of years.

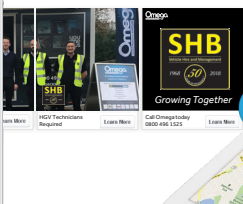
The social media craze has yet to decline since its inception 16 years ago, and neither has its growing audience. In fact, there are now 2.3 billion social media users worldwide (nearly 1 in 3 of the global population!). Only in the last couple of years, however, has it become an incredibly powerful tool for hiring, with 9 in 10 recruiters now using social media as a primary source for recruiting. Social recruiting is no longer just a novelty, it's a must-have for any successful recruiting strategy.

There are two main ways of promoting your job vacancies via social media, organic and sponsored. Organic posts are easy-to-implement, but require a significant online following to be efficient and see results. Sponsored posts can be created through Ads Manager (Facebook) or Campaign Manager (LinkedIn), where you can choose your target audience based on multiple demographics, which is much more efficient, but requires a budget.

As part of Omega's added value solutions, we offer a fully bespoke social media advertising package, where we design the artwork and publish both organic posts (reaching our online audience of 12,000+) and sponsored posts (we choose the target audience of 100,000+ based on the most suitable demographics).

facebook

LinkedIn



- **Tailored campaigns** ideal for **blue and white-collar** recruitment
- **Target audiences of 100,000+** based on interests, location, etc.
- **Boost brand awareness** and recognition via regular posts
- **Drive traffic** to Microsite and/or job advert on Omega website
- Provision of detailed **campaign analytics & reports**

Resources Needed:

- Facebook Ads Manager
- Licensed Artwork
- Graphic Designer
- LinkedIn Campaign Manager

**ENQUIRE ABOUT SOCIAL
MEDIA ADVERTISING**

3

Open/Careers Days & Events

Launching a recruitment open day is one of the most cost-effective strategies for attracting candidates, they can create a great opportunity for potential employees to visit your business, interact with members of staff, ask questions and understand what it's like to work for you.

One of the best ways to promote your company culture and work facilities is to let your candidates experience it in the flesh. Recruitment open days also provide a great opportunity to get an insight into how your applicants function in a social setting, how they interact with others and how they present themselves outside of the work environment.

Whilst you most likely won't employ every attendee to your open day, it serves as an effective way of advertising and promoting your business, both physically and digitally. You will be able to generate a lot of traction by creating an event on Facebook and publishing it to your followers. Similarly, creating banners and/or signage can also prove to be a productive way of publicising your open day to the public.

Omega have organised and implemented events and assessment centres for many household names, including: Honda of the UK Manufacturing, Delphi Technologies, SHB Vehicle Hire and more. Our dedicated events management team offer a comprehensive service, from initial event design, through to online & offline promotions, marketing collateral and implementation.

Events & Assessment Centres



- Complete events management service
- From design to promotion and implementation
- Creation of event collateral and signage
- Hospitality suppliers organised

Resources Needed:

- Event Planner
- Graphic Designer
- Exterior Advertising
- Venue

**ENQUIRE ABOUT
EVENTS MANAGEMENT**

4

SEO & Content Marketing

In order to get the most out of your job adverts, you need to ensure that your business website is ranking high on the major search engines.

Search Engine Optimisation (SEO) is becoming an increasingly important digital strategy for any business. It involves improving the online visibility of a website in a web search engine's organic results (not paid). SEO may target different kinds of search, including images and video, all through the use of embedded keywords on your website (that correspond with the words that your target audience will enter on search engines).

If your website and/or careers page is ranking high on google (amongst your competitors), you're much more likely to see a higher engagement in job applications. Whilst a true SEO strategy would require an SEO specialist, other options might include Google Adwords, a paid alternative which offers an immediate top-page result (depending on the budget and keywords used) and Google Display Network (a platform that can be used to create job adverts that target a specific online audience using IP functionality).

Creating engaging video content remains one of the most efficient strategies for candidate attraction. According to a recent report by the Content Marketing Institute, 81% of the respondents agreed that video content grabs attention more effectively than static content. A simple 'Join our Team' video that showcases your employees, work environment and success (and pushing it out on social media, YouTube, etc.) could significantly improve your chances of boosting your applications.

Omega's in-house marketing team provides SEO and online content solutions to various clients within a multitude of industries. Our videographers have designed promotional content for prestigious employers including Delphi Technologies and Laithwaite's Wine. Additionally, our SEO experts have improved web visibility for numerous businesses, including SHB Vehicle Hire & Cygnia.

SEO & Content Marketing



- In-house videographers and photographers
- Marketing experts specialising in inbound solutions
- Exclusive access to a range of SEO and graphics platforms
- Experienced content and copywriters

Resources Needed:

- SEO Expert
- Google Adwords
- Google Display Network
- Videographer
- Photographer

ENQUIRE ABOUT SEO & CONTENT MARKETING

5

Job Boards

The use of job boards for employers is hardly a new concept, but with the growth and development of major job boards such as Indeed and CV Library, the need to include them in your recruitment strategy is a must.

For reaching active candidates, posting your vacancies on renowned job boards is a safe and guaranteed way of increasing application numbers. Ultimately, you're able to increase your chances of your advert being in the right place, at the right time - in environments rich with active jobseekers.

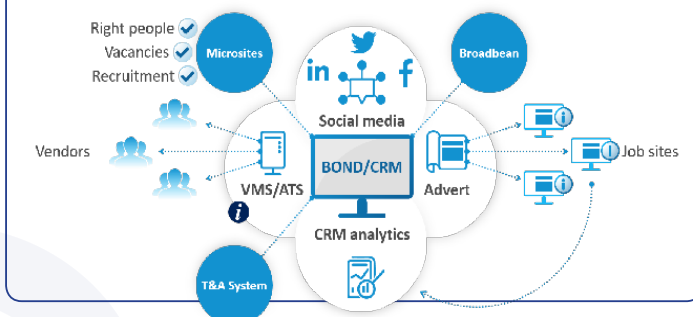
Whilst job boards can provide an excellent opportunity to source candidates, it's important to note that it is only targeting active candidates. In a working economy where the UK has its highest ever employment rate (75.6%), the number of active candidates are dropping, and employers are having to employ various other strategies in order to target those passive candidates.

So, as long as you are targeting passive candidates through other attraction strategies, job boards are an excellent way to promote your job vacancies.

In addition to our 400,000+ database of candidates, Omega have exclusive access to the four major job sites, including access to specialist/niche boards for hard-to-reach candidates. We are also able to provide a detailed report on each vacancy, offering statistics on what device they applied on, if they were referred from another website, and more.

Job Sites

Online advertising on all major job sites



- **Exclusive access** to the four major job sites
- **Access to specialist/niche boards** for hard-to-reach candidates
- **Local, national and international** coverage
- Provision of full analytics and reporting

Resources Needed:

- Budget for job postings

**ENQUIRE ABOUT JOB
BOARDS & POSTINGS**

Omega offer all of these strategies, as added value...

At Omega Resource Group, we believe that our clients deserve more than just a recruitment solution. See below for our full list of additional marketing services when you use Omega as a recruitment partner:



Added Value - In-House Marketing Agency

(All artwork examples are based on SHB Vehicle Hire & Management)

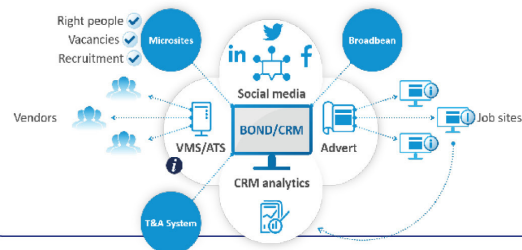
Microsite



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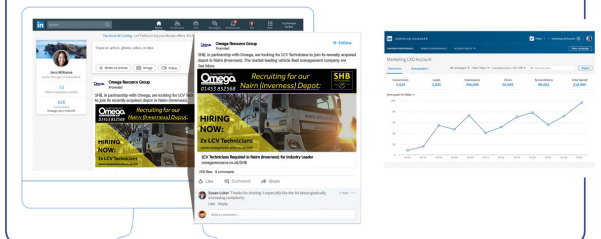
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- **Access to specialist/niche boards** for hard-to-reach candidates
- **Local, national and international coverage**

facebook



- **Tailored Facebook campaigns** ideal for **blue-collar** recruitment
- **Target audiences of 100,000+** based on interests, location, etc.
- **Boost brand awareness** and recognition via regular posts
- **Drive traffic** to Microsite and/or job advert on Omega website
- Provision of detailed **campaign analytics & reports**

LinkedIn



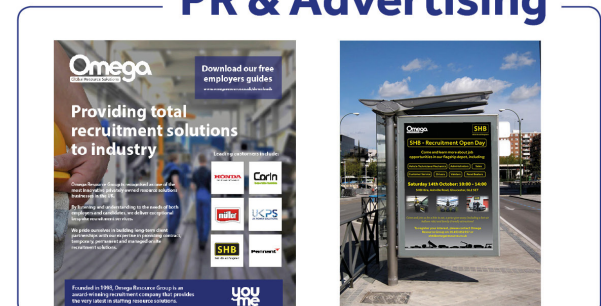
- **Tailored LinkedIn campaigns** ideal for **white-collar** recruitment
- **Target audiences of 100,000+** based on job title, area of work, etc.
- **Boost brand awareness** and recognition via regular posts
- **Drive traffic** to Microsite and/or job advert on Omega website
- Provision of detailed **campaign analytics & reports**

Collateral



- **Personalised marketing collateral** designed to your needs
- A1-A4 posters, A5 flyers, pop-up banners, 7ft x 3ft banners, etc.
- **Designed, created, printed and distributed** by us

PR & Advertising



- **Brand awareness** via regional publications (e.g. Cotswold Life)
- **Public exposure** on bus stops, billboards, cinemas, etc.
- **Press release design** and creation
- **Distribution of press releases** to sector-specific media outlets



Competency Interview Pack

Once you've got a selection of candidates for a job, you'll need to decide which one is the most appropriate fit!

In this guide, we've included a competency interview pack that assesses candidates on five essential competencies, together with template questions and a proven scoring system.

A colour specific spreadsheet is also included for Management Information (MI) purposes.

**DOWNLOAD COMPETENCY
INTERVIEW PACK**

Thank you for taking the time to read our guide.

If you have any questions, queries or would just like to chat your recruitment needs, please do not hesitate to [contact us](#).

**Get in touch with
us today**