

The background is a collage of city street scenes, including pedestrians and buildings, overlaid with a geometric pattern of large, semi-transparent triangles in red, teal, and blue. The triangles are arranged in a way that they overlap each other and the background images, creating a dynamic and modern visual effect.

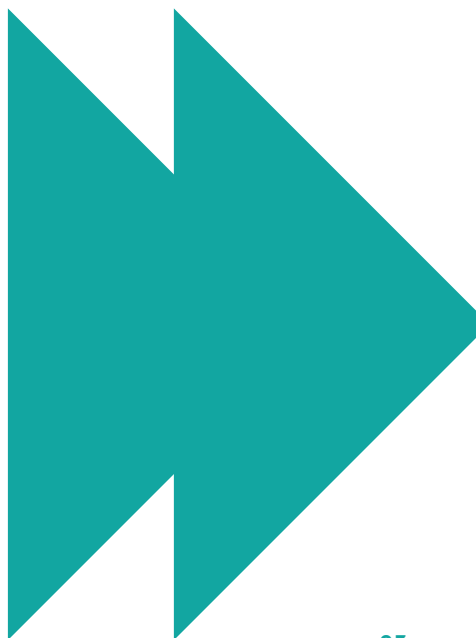
ACTIVATE YOUR INBOUND HIRING

HOW TO TARGET THE BEST
PASSIVE CANDIDATES





In our latest eBook we explore how to successfully target passive candidates leveraging the four key pillars of effective inbound hiring. From establishing and communicating your mission and culture, to creating employer branding content that connects with your audience, to promoting that content in the right channels, this eBook is everything you need to reach top talent, before they even start looking!



ATTRACT



ENGAGE



CONVERT



NURTURE

WHAT IS INBOUND HIRING?

Inbound hiring is a strategy that creates a continuous flow of incoming candidates by leveraging the principles of inbound marketing. It focuses on attracting, engaging and converting candidates by building relationships rather than just applications. Ultimately, it creates a candidate experience that people enjoy.

WHY DO I NEED INBOUND HIRING?

Inbound hiring leads passive talent through the awareness, consideration and interest stages of the candidate experience. It means you're appealing to the right people through a blend of unique content and smart distribution. It also means that recruiting for a new role doesn't require starting a new process. Just as your sales team will work with a pipeline of warm leads, through inbound hiring your recruitment team will build a list of the most valuable potential candidates, interested in working for your company.

An effective inbound hiring strategy encompasses four key pillars, as outlined in the chapters below.

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01

ATTRACTING TALENT

Creating content that will accelerate
the interest of static candidates.

COMPANY MISSION AND CULTURE:

How to identify what makes you unique as a company and present your values in an impactful way.

Your mission underpins everything you do. As you grow and mature as a company it should help determine the suitability of your next hires, the ethos of your team and ultimately, the direction of your business. Without a solid mission, your company lacks focus and your team will lack purpose.

Remember that your mission needs to be unique to your company so don't try to overcomplicate things or be overly profound with your use of language. Even if you think you've already established a clear mission, ask yourself: why your company exists, who it helps, what your values are and how you're different from your competitors.

Once you've answered these questions succinctly, you'll be better placed to start authentically building a company culture, and communicating it!

90% of HR professionals say that effective promotion of culture results in boosted revenue.



EMPLOYER BRANDING CONTENT:

ASK YOURSELF:

How are candidates finding you currently? How are you telling them you're an employer of choice?

Most importantly, ask yourself if you can afford not to invest in your employer brand?

Part of developing your mission is figuring out who your customers are. When building your employer brand your customers are your audience, an audience of prospective candidates. To appeal to them you need to create employer branding content that they will want to consume and that is specific to their needs or interests.

Determine the primary message you're trying to convey and then get some creative behind it. Try to be as focused as possible here, as multiple messages can dilute the impact of what you're trying to say.



4 in 5 HR managers agree that investing in employer branding can reduce hiring costs drastically.

Consider the different content options available to you and decide which best align with your brand. Remember that this content is just the first part of the puzzle. You’re creating awareness, not immediate applications.

VIDEO

Video is one of the most effective means to communicate your employer brand and reach the right audience. According to YouTube, mobile video consumption increases 100 per cent year-on-year. Incorporating video into your job ads, social media posts and careers site is an engaging way to educate talent on your industry or roles.

57% of HR managers say that they receive more applications to job ads accompanied by video.





LIVE SOCIAL

Inbound hiring is about opening lines of discussion between you and potential hires. You don't want to force feed them information, you want to initiate conversation and spark interest. One possible way to achieve this is through Q&As on Facebook, Twitter or Instagram. Though live streaming may seem daunting, it's a method that allows for instant feedback and engagement. It also means you can prompt and prolong reactions from your audience through questions.

ARTICLES AND BLOG POSTS

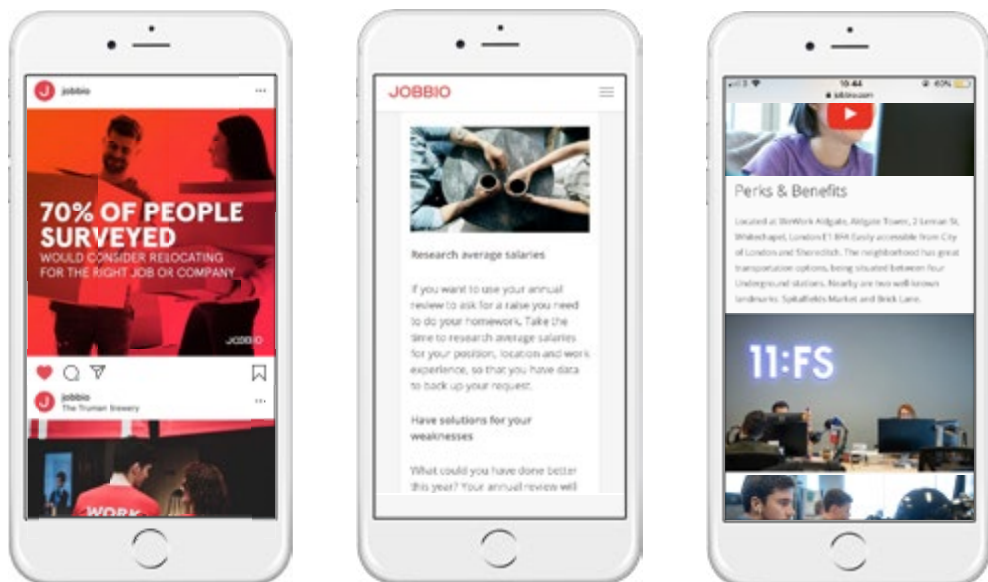
Written content bolstered with images, videos or infographics is a great way to discuss a complex issue. Topic led editorial content that ties back to your company adds value to your potential candidates, as well as establishing you as a thought leader in your industry. Think about the areas of expertise within your company and how you can leverage them to attract candidates. Editorial content can be a highly cost effective solution to employer branding.

Over 50% of companies who don't focus on their employer brand say it's due to budget constraints.



Almost 1/3 of recruiters who were surveyed believe that during the recruitment process candidates respond best to articles about the company over any other content.





PHOTOGRAPHY

Candidates are becoming more mindful of is the environment in which they work and the people who they work with. An inviting workspace with good amenities can prove quite the draw, so get sharing images of your team and office on your careers site and on your social channels.

CAREERS SITE

While a careers site can be the first port of call in an outbound strategy, with inbound recruiting this lies further down the funnel. Nonetheless, it's your shop window to talent and vital for showcasing the breadth of roles on offer at your company. A careers site educates talent on what you do and why, and gives them a means to get in touch.

SEO FOCUS:

Search engine optimisation increases brand visibility through organic means by increasing traffic to your site and boosting your ranking. SEO is key to improving your online presence and should be a business priority across all departments.

SEO needs to be implemented in every facet of your content from job titles and descriptions to the layout and use of images on your careers page. When creating job ads be sure you're including relevant keywords. "Social Ninja" might sound like an engaging job title but it won't perform well in search engines.

LEVERAGE OFFLINE EVENTS:

Candidates are far more likely to trust a review from a current employee than a hiring manager. Turn your employees into recruiters.

Don't underestimate the power of making face-to-face connections. As technology (and particularly artificial intelligence) becomes more integrated in our personal and professional lives, we will begin to place more value in the uniquely human interactions we have each day. Events remain a powerful recruiting resource as candidates place a lot of weight on these connections. Inbound methodologies focus on educating candidates and building trust and this is exactly what events do best. Potential employees can determine who they speak to and what they learn about based on their own interests.

Networking sessions and meetups are a great opportunity to promote your company and team to the world and show them what you're about. There are no better advertisements for your company culture than your current staff, so make sure you utilise them whenever possible.





02

TALENT MARKETING

Distributing your content down the
most appropriate targeted channels.

IDENTIFY AND LOCATE YOUR AUDIENCE:

How to create your ideal candidate profile and predict consumption patterns.

You have your brand messages perfected and ideas for a glorious suite of content that both entertains and educates. Your current employees are front and centre of your recruitment efforts with glowing (but accurate) depictions of why your company is a great place to work.

That, however, is only half the battle. What is the point of having a seamlessly crafted story if nobody ever reads it? Or worse yet, the wrong people read it?

To help create your ideal candidate profile, look to your current employees and ask yourself the following questions:

- 01 Who are your top performers?
- 02 Who do you wish other employees would emulate?
- 03 Who embodies the company culture and ethos?
- 04 What qualities and traits do these employees have?

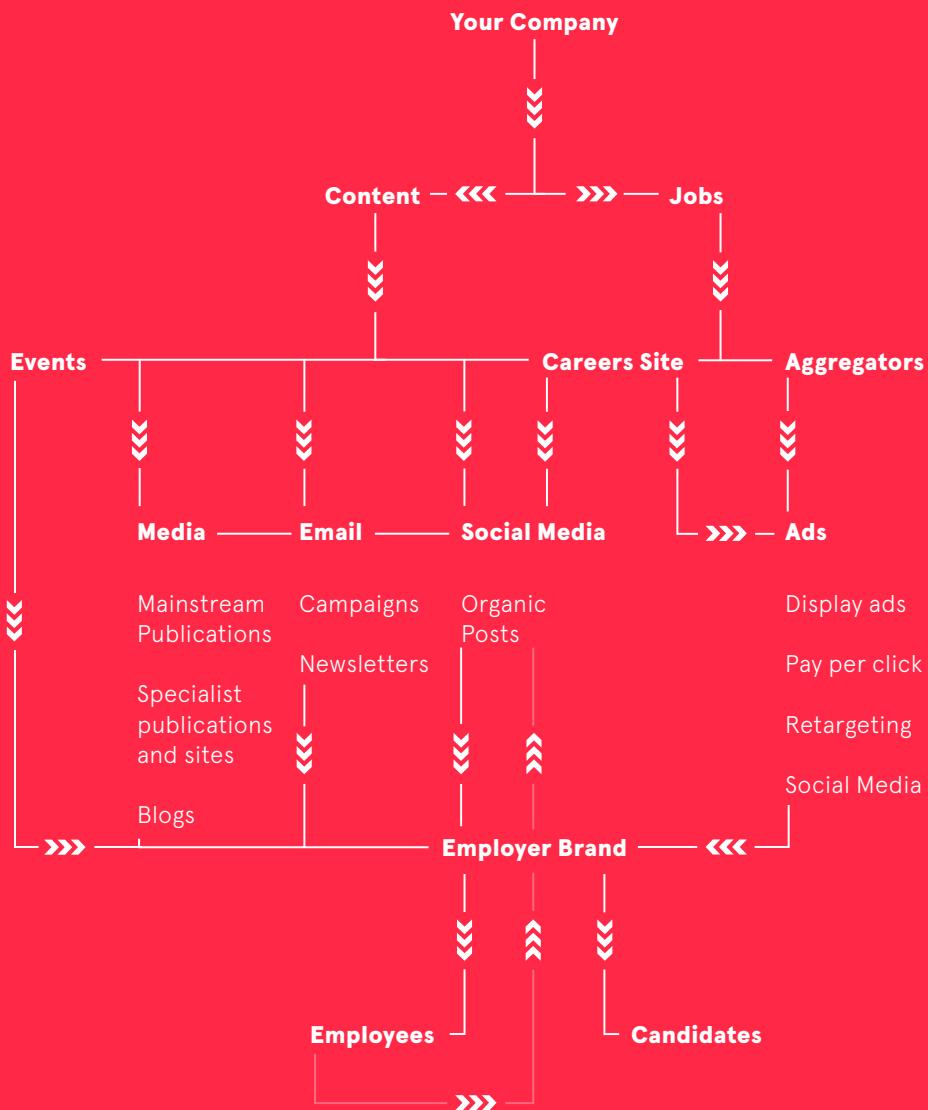
The answers to these questions will help you define your ideal candidate persona. Then, you're free to focus on getting your content in front of them.

As someone, somewhere once said, content may be king but distribution is God. You need to find where your audience lives online and position yourself there.

Look to specific media publications, aggregators and social platforms to connect with your target cohort. While job boards and careers sites have a definite value, these alone won't cut it in the current talent climate. You need to combine multiple channels to boost awareness of your roles.

DISTRIBUTE YOUR CONTENT IN THE RIGHT PLACE:

Inbound hiring is not as simplistic as generating a direct and immediate lead, you're nurturing talent through a series of value adding and engaging materials. It's not about mass coverage, it's about smart coverage.



MEDIA:

Any recruiter worth their salt is aware that the skills gap is not closing anytime soon. It poses huge problems for companies with a growing need for specialist, technical talent and it means they need to be more innovative in their sourcing strategies.

70% of hiring managers surveyed said they struggle to connect with skilled or specialist talent.

What media are you using to target talent?

Getting your content in industry specific publications, forums and newsletters promotes your company to the right community. So, when they are looking for their next move, you'll already be on their radar. Access these communities by contributing to relevant discussions and sharing your insights without being too promotional.

71% of HR professionals see a spike in applications around time of increased media coverage.



SOCIAL:

Given how jaded the average social media user has become, developing an engaged social following is extremely difficult. Facebook competitions and Twitter polls are no longer enough to garner attention online. For a company to connect with their audience, they need to be authentic, innovative and have a thorough understanding of the platforms they're using. Just as creating customer profiles is crucial to your marketing strategy, creating a candidate profile is necessary for your recruiting. Think about who you're trying to communicate with, what motivates them, how do they consume content, what platforms do they favour, etc.



Between the Cambridge Analytica scandal and GDPR people have become more wary of sharing personal information. Be sure that any data you're collecting or processing is in line with GDPR and not misleading your audience.



03

CANDIDATE EXPERIENCE

Creating a hiring process that
talent will enjoy.

There are multiple channels and platforms used to engage talent and make connections, putting the right content in front of the right people.

The ubiquitous nature of technology means that candidates are always aware of upcoming opportunities and able to research a company with ease.

They want to dictate their own job search and determine for themselves which roles and companies will be a fit. As such, making the leap to a new job is a slower, if more informed, process. The majority of skilled candidates will already be in employment, in fact a recent survey revealed that almost 80% of talent would be open to new opportunities despite already having a job. These passive candidates will need convincing if they are to make the leap, so hiring managers need to be sure their employer brand is at the heart of their hiring.



CONNECT YOUR CONTENT TO ROLES:

Creating a hiring process talent will enjoy.

AUTOMATION

Better technology can vastly improve the role of a hiring manager. AI should be utilised to eliminate the more menial tasks and free up time to focus on building and nurturing human relationships. Automation allows for easier sourcing, screening and updating of candidates. Use this tech to keep your candidates informed through each stage of the process. Whether it's a push notification or timed autoreply, it's important for a potential employee to be aware of how their application is progressing.

MOBILE

Think about the time of day and the type of device your audience is likely to be using and why. To avoid missing out on potential applications ensure your process is as direct as possible and fully mobile optimised. Your job ads should be media rich and responsive if you are to maximise your conversions.

86% of talent specialists say there will be a sizeable increase in mobile applications in the next 5 years.



PERSONALISATION

Tailor the experience to your candidate as much as possible. Your communications should feel direct and personal even when they're not. When declining an applicant, offer reasons why they haven't been successful. Feedback is crucial in building and maintaining your employer brand.

49% of people surveyed said that a lack of feedback is the most frustrating thing about job hunting.



ENGAGEMENT

Connect with talent via blogs, social campaigns and newsletters. You want to keep them updated on what's going on within the company so their opinion of the business evolves as you do. Through your content you're guiding potential candidates through the inbound recruitment process by educating them on their career issue or problem, encouraging them to seek a solution and directing them towards your opportunities.



04

APPLICANT MANAGEMENT

Nurturing a pipeline of interested
candidates for your evolving hiring needs.

CHAMPION EMPLOYEES:

How championing your employees will improve your hiring.

Consider what progression or educational opportunities you offer employees and how you can better cater to their preferences. It is a candidate driven market after all.

REFERRALS

Referrals are an excellent way to reach relevant candidates that are likely to be a good cultural fit while also getting your current employees invested in the hiring process. Create a referral programme to heighten interest among your current team and give them the necessary information to be able to identify possible candidates for the job. Be open about salary, expectations and responsibilities.

SELF SERVICE

Hiring managers will play less of a role in the initial recruitment stages as candidates do their own research on brands. These candidates will already have an awareness of the company and an interest in working there. More than 70% of job searches begin on Google.

PRIORITISE TALENT EXPERIENCE

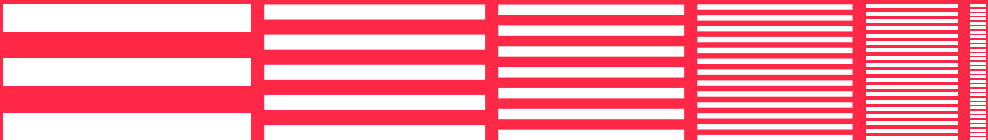
To appeal to the best talent, you need to understand what drives them. You also need to understand that these motivations aren't static. To engage and retain quality employees, you need to grow and evolve as they do. Realise that what may have been an incentive a year ago might no longer hold the same weight.

Conduct regular check-ins with employees to determine the strength of your culture. What perks and benefits do talent find most valuable? Research shows that better work-life balance is the most important improvement talent would make to their jobs. Greater access to upskilling opportunities ranked second among talent with almost a third saying that would be the thing they'd like to change the most.

56% of senior HR professionals say they struggle to retain employees.



The most common reason cited for this struggle was a lack of brand identity.



TALENT POOL:

How to pipeline and manage a talent pool.



EMBRACE NEW TECH

Better technology is becoming part and parcel of every workplace, regardless of what department or industry you work in. Think about how AI and increased automation can offer new opportunities to match candidates to roles. Tech advances also allow for greater personalisation in human resources, easier processing of applications and more timely updates. See technology as something that empowers you, not replaces you.

LIVE ATS

Being able to track candidates through each stage of the recruitment process is critical to ensure a good user experience for talent and an efficient workflow for hiring managers. It allows you to clearly set and measure goals and to communicate and collaborate across teams. A live ATS helps you create a valuable talent pool for current and future vacancies. The result? Decreased cost per hire and better quality applications.

DATA AND ANALYTICS

Data facilitates better business decisions and talent decisions are no exception. How are you measuring the success of each channel? Using Google Analytics, Salesforce (or whatever software you generally use to track leads and conversions), conduct frequent and thorough analysis of what's generating the most clicks through to your website and where potential candidates are dropping off. It's important to understand which content and landing pages are converting to applications and which are not.

EFFICIENT PLATFORMS

Often, recruitment efforts are slowed due to multiple technologies being used. Instead of streamlining hiring, it can lead to a fractured funnel with opportunities being missed and more effort expended to join the dots. Simplify your hiring by using an end-to-end platform where you can easily track all metrics and candidate data.



KEY TAKEAWAYS:

Integrating the four pillars of inbound hiring may require a commitment of time and resources but its long term benefits are unquestionable.

Here are the three key areas to focus on.

EMPLOYER BRANDING

Employer branding should be the core of any hiring strategy. $\frac{4}{5}$ hiring managers say investing in employer branding programmes can drastically reduce hiring costs while $\frac{3}{4}$ say their quality of applicants has improved following investment. Engage potential candidates through the creation of unique content that educates talent about your industry and directs them to your roles.

ENGAGEMENT

70% of senior HR professionals admit that engaging highly skilled candidates is a struggle within the digital sector this number jumps to 93%. Combat this by leveraging multiple channels to promote your content. Combine social media with specialist publications and email campaigns with sponsored events. There is a plethora of options to choose from.

CULTURE

A failure to create and promote a company culture can lead to poor retention rates for hiring managers. 56% say they struggle to retain employees with the biggest reason being a lack of brand identity. Companies need to focus on satisfying their employees need for development and flexibility and promote this in their content.

Now that you're well versed in inbound hiring, it's time to incorporate what you've learnt. Jobbio is a careers marketplace and inbound hiring platform trusted by over 6000 companies to reach the best talent. If you'd like to learn about more ways we can make your hiring easier, visit jobbio.com