Candidate Sourcing Strategy: Actionable Talent Finding Strategies

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SW23

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CANDIDATE SOURCING STRATEGY

ACTIONABLE TALENT FINDING STRATEGIES

CANDIDATE SOURCING STRATEGY

YOUR HOSTS

Ashley Bowlin
Chief Growth Officer
Tracker (ATS & CRM)

Adam Conrad
Founder & CXO
Great Recruiters

Jeff Staats
CMO
Haley Marketing

CANDIDATE SOURCING ECOSYSTEM

ACTIVE SOURCING
- √ "AI" Ranking and Search
- √ Automated Matching
- √ Job Boards & Posting

SOURCING AUTOMATION
- √ Improving Current Processes
- √ Amplication of Outreach
- √ More Human Productivity

PASSIVE SOURCING
- √ Referrals
- √ Network Building
- √ Recruiter Reputation

INBOUND WEBSITE
- √ SEO, SEM, and Beyond
- √ Website Integration & Amplification
- √ Content

SOCIAL MEDIA SOURCING
- √ Your Jobs & Yourself
- √ Networking & Posting
- √ Platforms for Success

POLL

WHAT IS YOUR TOP SOURCING CHANNEL FOR CANDIDATES?

What is your top sourcing channel for candidates?

PASSIVE SOURCING & REFERRALS

CUTTING THROUGH THE NOISE & BUILDING YOUR RECRUITER BRAND
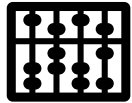
WHY
Return on Recruiters
Your Recruiters and Your Brand are Your Top Asset

WHAT
Building Trust, Value, and Ultimately a Referrable Reputation
Recruiters and Brand

WHERE
Every Meaningful Moment in Your Process
Where you make enough deposits to ask for a withdrawal

HOW
Be Intentional, Be Clear & Be Everywhere
Process, Recruiter Training, Resources, Having a Proactive Program in Place

INBOUND RECRUITMENT & WEBSITE SOURCING

CONTENT AND JOB PROMOTION FOR DISCOVERABILITY

WHAT
Discoverability of Jobs, and Content
Get More Eyeballs on Your Stuff

WHERE
Content Distribution Channels
Where to Post and Share Your Stuff

HOW
Creating the Inbound Engine
Recruitment, Marketing and Sales Work
Together on Consistent Gameplan

ACTIVE SOURCING, MATCHING & POSTING

FROM AI RANKING & SEARCH TO AUTOMATED MATCHING... AND BEYOND

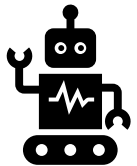### WHAT
Source Out of Your Own Database & Job Board Access
Collect Your Candidate Data, and Use It

WHERE
Your ATS/CRM
You Need a Good Repository of Candidate Data,
but You also Need to Use It

HOW
Collect Better Data and Find More Candidates
Sophisticated Software and Workflows Empower
Quicker, More Effective Sourcing

SOCIAL MEDIA SOURCING & NETWORKING

BROADEN YOUR CANDIDATE ATTRACTION AND CONTENT FOOTPRINT

WHY

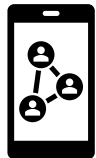**Show Up Where Your Candidates Hang**

These channels also play a big role in candidate decision making based on brand, culture, group engagement, and reviews. Not to mention helping candidates discover your job postings.

WHAT

Discoverability of Jobs, and Content

Get More Eyeballs on Your Stuff

WHERE

Content Distribution Channels

Where to Post and Share Your Stuff; The answer is, where your candidates are

HOW

Building Credibility, Consideration

Consistent and Value-Focused Content that
Nurtures Over Time and Breaks thru the Noise

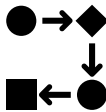# SUPERCHARGING SOURCING WITH AUTOMATION

IMPROVING YOUR PROCESSES, AMPLIFYING OUTREACH, AND TIME FOR MORE HUMAN STUFF

WHY
Reclaim Zillions of Human Hours
Increase Speed to Market, Reduce Time to Fill, and Make More Hires;
all while Building Better Relationships
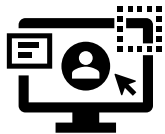
WHAT
Workflows, Communications, Processes
Organize and Add Automated Steps

WHERE
Your Entire Business
From Recruitment to Sales to Ops

HOW
Collect Data, Build Triggers, Automate ☝
You Need Software and a Project Group to Build

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Q&A

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