



Indeedmaggdon?

STRATEGIES TO HELP STAFFING AND RECRUITING FIRMS
PREPARE FOR THE LOSS OF FREE JOB POSTS



Stand out. Stay top-of-mind. Sell more.



Indeedmaggdon?

Call it what you will; Indeed is changing the rules for all companies involved with the recruitment industry. Effective January 7, 2019, if you want your jobs to be on Indeed, you must be sponsoring your jobs on Indeed.

THANK YOU, INDEED!

We really do owe a big thank you to Indeed. For nearly 15 years, Indeed has been a great source of traffic for staffing jobs. And for most of this time, Indeed has provided no-cost, organic listing of your job posts on their website. They've never had any obligation to provide free candidate traffic to staffing firms, but they have done that for us for a very long time.

So, thank you Indeed, but now what?

STEP ONE, ASSESS YOUR IMPACT.

- How much traffic are you currently getting from Indeed?
- What percentage of your job applications are coming from Indeed?
- How much are you spending now to sponsor your jobs?
- What is your cost per click? Cost per applicant?
- And if you know, what percentage of the applicants you get from Indeed get placed on assignment?

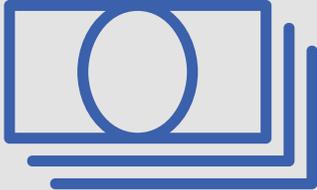
Once you know the impact, you have the data you need to develop new strategies.

Thank
You

STRATEGY #1
Job Advertising

OPTION #1

Pay to Play



If Indeed is producing great results for you, you should look at the cost of continuing to get those results. This means talking to Indeed about what your monthly cost would be to sponsor all your jobs (or the most important jobs) each month.

BEFORE AGREEING TO ANY NEW CONTRACT, WE RECOMMEND:

- Benchmark your current results – spend, quantity of applications, cost per apply, quality.
- Determine where Indeed works for you...and where it does not.
- Develop a test plan – how much will you spend? How will you allocate the spend to your jobs?
- Test and reinvest.

Last, but not least, when entering into a new agreement with Indeed or any job advertising partner, make sure you are not locking yourself into a long-term commitment. Your recruiting needs change, and you need flexibility in your spending. Agreements should be structured so that you're locking in the rate you pay for a year, but the amount you spend each month can vary.

OPTION #2

Expand or Vary Your Job Advertising



This is probably an ideal time to test other job sites. There are thousands of other job boards and job aggregators beyond Indeed. Some will take your jobs for free. Others charge you per post. And many work on a pay-for-performance basis – where you pay a cost per click or cost per application.

JOB SITES TO CONSIDER (AND THIS IS BY NO MEANS AN EXHAUSTIVE LIST):

THE BIG JOB BOARDS

ZipRecruiter

For the staffing industry, this has become the #2 job site, right after Indeed (and in some markets, ZipRecruiter outperforms Indeed). With a massive budget for advertising and a well-designed user experience, ZipRecruiter should be on your shortlist of sites to test.

CareerBuilder & Monster

The granddaddies of the job board industry, these two sites may be worth revisiting. CareerBuilder is in the middle of reinventing itself and Monster has made some big improvements since being acquired by Randstad. CareerBuilder offers individual job posts, job slot packages, and resume database access. Monster offers these same services plus pay for performance options. While you probably don't want to jump right into a long-term contract, test job posts for different skill disciplines in your market to gauge the level of response and your cost per application.

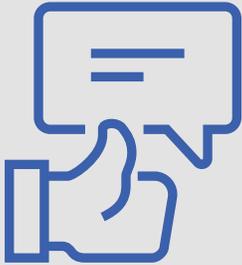
Glassdoor

Built as a review site for employers, Glassdoor has become a major player in the job board world focused primarily on full-time career opportunities. Glassdoor offers job advertising and employment branding services.

Dice

Once the dominant site for IT jobs, Dice is still a major player for active IT job seekers. Dice offers job posting and resume database access services.

OPTION #2



THE SOCIAL NETWORKS

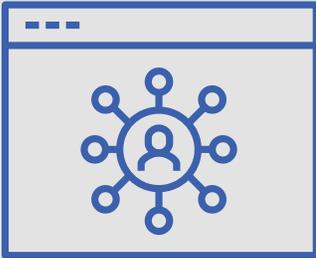
LinkedIn

If you're in staffing or recruiting, you probably live on LinkedIn. It's become the lifeblood of direct recruiting and business development. While LinkedIn offers a variety of services to help you directly source talent, it also functions as a job board, and LinkedIn allows you to purchase job slots or advertise jobs on a pay-per-click basis. It's not cheap, but it allows you to target your jobs to the right job seekers.

Facebook

The world's largest social network has gotten serious about recruiting. Facebook jobs was launched nearly two years ago, and it allows you to post jobs for free. While the process of getting responses from candidates is still a little clunky (sorry no integration with your ATS here), Facebook does integrate with ZipRecruiter to streamline getting jobs on Facebook and the application process. We've seen great success using Facebook jobs for light industrial, clerical and healthcare positions.

OPTION #2



WHOLESALE JOB AGGREGATORS

These are companies that sell candidate traffic to sites like the big job boards.

Upward.net,neuvoo & Lensa

These job aggregators used to only sell their services to the big guys, but now you can buy direct, often at a lower cost per click than the big job boards.



Neuvoo has partnered with Haley Marketing, and pulls all of the jobs we manage through our our 600+ career sites into Neuvoo at no cost to our clients. Sponsoring your jobs on this site will get your jobs more visibility and more candidates applying.

Smaller job sites and job aggregators

There are literally tens of thousands of local, niche and smaller job boards and job aggregators. Many will take your jobs for free. Examples of these sites include:

- Job aggregators such as Careerjet, Jooble, Juju, Nexxt, Post Jobs Free, Talroo, Zippia and the aggregator we've created for the staffing industry, JobFuel.
- Local job boards such as Craigslist, local community newspaper sites, and local chamber of commerce and professional association sites with job boards.
- Niche job boards that focus on specific skill disciplines like design, engineering, finance, healthcare, IT, sales, truck drivers, and more.
- Job boards specifically for freelance and part-time jobs like FlexJobs, Upwork and Snagajob.
- Talent community websites that allow job posts such as GitHub, Stack Overflow, engineering.com and TravelNursing.org.

OPTION #3

Get Smarter About How You Manage Your Recruitment Advertising

Are you familiar with programmatic job advertising? It's about using software to help you:

- Determine where to post your jobs.
- Decide how much to spend.
- Better match your spending to your recruiting needs.

Programmatic uses machine learning and artificial intelligence to make better decisions and serve advertisements to the people who are most likely to engage with the content. It's like having a stop button on your advertising letting you:

- Turn off your spending when a daily, weekly or monthly budget is hit.
- Turn off spending on specific jobs once you have enough applications.
- Avoid budget killing jobs that receive a high-number of clicks and zero applications.
- Shift spending to the jobs that need it most.
- Determine which job sites are giving the greatest quantity and highest quality candidates.

Did you know that Haley Marketing just added a new BOOST feature to our job board that allows you to push individual jobs to a programmatic distribution engine?. [Login to your myHaley account to learn more about BOOST or contact our Success Team.](#)

STRATEGY #2

Optimize Your Career Site & ATS

OPTION #1

Plug the Leaks in Your Website



At Haley Marketing, we review analytics on hundreds of staffing websites. And almost every time we review a website, we find “leaks” where candidates leave the site before applying to a job.

While you can never get 100% of candidates to apply to your jobs, we’ve seen (too many) websites where only 10% to 15% of job seekers complete an application.

WANT TO GET MORE OF YOUR CANDIDATES TO APPLY?

PUT THESE IDEAS INTO ACTION:

- **Simplify your job application.** This is the BIGGEST leak on most staffing websites. Forget the long ATS application and replace it with a submit resume or quick apply form. If you need the long form, consider a two-part application process. First, get the candidate's basic contact information and perhaps a resume, then ask the candidate to complete the full application form.
- **Make sure your website is responsive.** It needs to look great and work well on any device so candidates can easily apply from their smartphones.
- **Improve job descriptions** to better sell your jobs.
- **Test different job titles** to see which titles produce the highest response rates.
- **Add a chat feature** to allow job seekers who are not quite ready to apply to a job to ask questions (we work with FlashRecruit for live chat, Olivia for AI-based chat, and ChatPath for a low-cost chat solution).
- **Incorporate more calls to action** such as search jobs, apply now, get a job agent, and opt-in for a newsletter.
- **Add fly-ins** to direct candidates to specific calls to action.
- **Ensure all your entry pages are optimized** to drive jobs seekers to your jobs.
- **Incorporate tracking cookies**, so your company can “follow” visitors after they leave your website...and encourage them to come back to apply to your jobs.
- **Use marketing automation** to follow up with people who start but don't complete your application.
- **Activate job alerts and job mailings** on your Haley Marketing job board to encourage repeat visits and referrals.

OPTION #2

Mine Your ATS



How many candidates are currently in your ATS? Thousands? Tens of thousands? More? And when you get a new job order, what's the first thing your recruiters do? Mine the database...or place an ad?

Staffing firms spend tens of millions of dollars each year recruiting talent. And millions more purchasing and maintaining their applicant tracking systems. Sadly, most companies don't do a great job fully leveraging the talent they've paid to recruit.

Why not? Because it's easier to run another ad. The data in the ATS may be stale, filled with junk resumes, or simply require more work to discover than starting from scratch.

BUT IN AN ERA OF TALENT SCARCITY, EVERY STAFFING FIRM NEEDS TO LEVERAGE THEIR ATS TO THE FULLEST.

HERE ARE FEW WAYS TO GET MORE FROM YOUR ATS:

- Require that a search gets done before allowing any job advertising spend.
- Implement a sourcing team tasked with the specific job of mining your ATS.
- Send targeted job alerts by email and text to candidates for specific, relevant job openings.
- Conduct regular re-engagement campaigns to get candidates to update their information.
- Start and nurture an alumni network.
- Use tools like Candidate ID to automatically re-engage the talent buried in your database.
- When you find a great candidate, skill market! To accelerate skill marketing, feature top performers on your website, send top candidate emails and require recruiters to make marketing calls within 24 hours of interviewing a superstar.



*Haley Marketing's Talent Showcase was built to make skill marketing easier.
Our software makes promoting a top candidate as easy as posting a job!*

OPTION #3

Improve Your Referral Programs



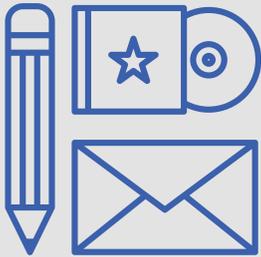
Referrals are almost always the best source of talent, but most staffing firms get far fewer referrals than they would like. If you want to increase referrals, improve your referral program:

- Provide stronger incentives for giving referrals.
- Ask more frequently (during interviews and onboarding, on your website, via text and email).
- Promote referral incentives next to each job on your website.
- Offer variable referral bonuses based on the value of each job to your firm.
- Test referral management software like Staffing Referrals and Preferhired.

The key to an effective referral program is simply to ask for referrals more frequently. Ask on your website. Ask on your job posts. Ask in job alert and newsletter emails. Ask via text messaging. *Ask at any and every touch point you have with your candidates!*

OPTION #4

More Branded Communication



Every day your recruiters, sales reps, managers and executives connect with hundreds of other people. It may be via email, text, social media or your phone system.

All these touches are opportunities to strengthen your brand, drive job seekers to your website and encourage referrals. Here are a few specific tactics for better branding your daily communication:

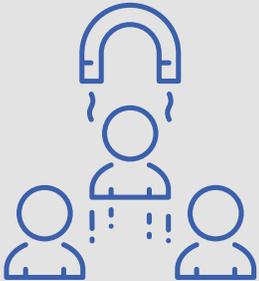
- Create email signatures that promote hot jobs or your career site.
- Create social sharing images to promote jobs or other content on your website.
- Use your out of office assistant to market jobs whenever you're away from your desk.
- Create on hold messages promoting jobs or content on your website.
- Create an email signature to ask people for referrals for specific types of talent.

STRATEGY #3

Social Recruiting

OPTION #1

Inbound Recruiting with Content



Want more candidates applying to your jobs...without paying more for job advertising? You need inbound recruiting—a process of creating and sharing content to attract both active and passive job seekers to your website...and your jobs.

STEP 1: CONTENT STRATEGY

Inbound recruiting (and all inbound marketing) is about content. What can you create that will capture the attention of your ideal job seekers and get them interested in your company?

When creating a content strategy, consider both active and passive job seekers. Active job seekers will be interested in specific job opportunities and the reasons they should work with your firm.

But passive job seekers are not interested in jobs. To engage them, you need to create content that answers the questions they have about their career and personal issues. We suggest you define personas* for different types of candidates you serve and then craft content plans for each audience.

STEP 2: CONTENT SHARING

Creating content is one thing. Getting people to find it is another.

A content-sharing plan addresses all the ways you can get your content in front of your target audiences, and it can include email, SEO, social media, pay-per-click advertising, and leveraging influencers. Content sharing should include both organic (free) sharing and paid distribution to reach target audiences.

** WHAT'S A PERSONA? It's a profile that defines a typical customer. A persona defines common demographic characteristics, personality traits, interests, challenges and attitudes. You define personas to help your team better understand the types of candidates (or clients) you are trying to attract.*

OPTION #2

LinkedIn



When you think of social networks and recruiting, you probably think of LinkedIn. It was the network built for professionals, and LinkedIn offers a variety of solutions to help you recruit. LinkedIn's tools can be quite pricey, but if you're doing any direct recruiting, they are often essential.

When it comes to replacing traffic from Indeed, we suggest leveraging LinkedIn's free tools to their fullest capacity:

Build talent networks

Each recruiter on your team should spend time every day building connections in the target industry in which they recruit.

Content sharing

Share blog posts, videos, images and other content every day.

- Status updates (by individual recruiters and branch managers)
- Updates on your company page
- Post directly on LinkedIn
- Share in LinkedIn Groups that target your ideal talent pool

Leverage groups

Join groups that target your ideal candidates, or better yet, create groups to serve the types of talent you place.

Ideas for your LinkedIn content strategy

- Local market / industry salary guides
- Industry / career-specific advice
- Video job posts
- Video for company branding

OPTION #3

Facebook



If you missed it, Facebook is now a major player in the jobs market, and for many of our clients, it's a top source of qualified candidates.

HERE ARE A FEW WAYS YOU CAN USE FACEBOOK TO ATTRACT TALENT:

- Post jobs on Facebook.
- Post jobs to Facebook via ZipRecruiter.
- Target passive job candidates with promoted content.
- Use live video to engage your Facebook followers with educational information.
- Create video job ads that you sponsor to reach specific target audiences.
- Share job posts in relevant Facebook groups.
- Build talent communities (groups) based on skill set and geographic location.
- Target a list of candidates in your ATS or Job Board contact list (matched audience advertising) to re-engage and reactivate talent.
- Target a look-alike list to show your content to people who have a similar profile to your followers.
- Use Lead Gen ads to drive more response directly within Facebook.
- Make your employees the heroes of your content – show how you help people find jobs, advance their careers, and learn new skills. Position your firm as one that cares more about the people you place than others.

Please note that Facebook job ads can be targeted by location and job title, but not by other demographic factors that could be deemed discriminatory. Display ads that are not job specific (e.g., attempts to attract passive job seekers based on sharing content) can be targeted more specifically to a target audience.

OPTION #4

Instagram



Instagram just passed Snapchat as the #1 social site for millennials, and it's rapidly growing in usage with other demographic sectors.

HERE'S HOW YOU CAN LEVERAGE INSTAGRAM FOR RECRUITING:

- Create a stream of videos and photos branded to your company.
- Develop a content plan that fits your audience...and can be best told with pictures.
- Use hashtags to categorize content and tie your content to news and trends.
- Tag individuals who are pictured or related to your posts.
- Offer to feature Instagram users in your talent community on your account.
- Consider creating accounts around interesting types of content that would appeal to specific job seekers, such as toughest jobs in Chicago; coolest IT jobs and companies in Washington; best workplaces for designers; best companies for workers under 30, etc.

OPTION #5

Go Mobile



The average adult spends just over 2.5 hours a day on their mobile phone. We even check our phones 80 times a day... when on vacation!

If you want to connect with talent, go where they are...on their phones. To improve mobile engagement with candidates, consider these tactics:

- Texting – 1:1 or one to many, texting is the fastest way to get a response.
- Email – while email may seem old school these days, it's still a top app on mobile. Consider job alerts, talent newsletters, and more personal-sounding messages from recruiters to your talent promoting job opportunities and asking for referrals.
- Push notifications from your career site.
- Build or buy an app that promotes your jobs, facilitates service to candidates and allows you to send push notifications.
- Social advertising targeting mobile – this can be done via Google display advertising, Facebook, LinkedIn and other social sites.

STRATEGY #4

Search Engine Marketing

OPTION #1

SEO for Jobs



Are your jobs and your website being found when people search on Google? How about other search engines? To optimize your jobs, you need to do the following:

- Ensure all your jobs are on your website.
- Ensure the jobs portal on your website is on your domain or a jobs subdomain.
- Ensure each job can be seen by Google as its own web page.
- Optimize individual job pages based on job title and location in the URL, page title and page content.
- Optimize each job for Google for Jobs – this requires adding “structured data” to each job so that Google can effectively read and categorize your job post content.
- Incorporate Google Cloud Job Discovery – this is an API used by Google that lets you effectively notify Google every time you post a new job.

Pardon the sales pitch, but Haley Marketing's Career Site software does all of this... and a lot more! [Call us for details.](#)

OPTION #2

SEO for Job Seekers



Active job seekers search the internet for jobs. But what about passive job seekers? They're not looking for jobs, but they are searching Google for other information. Are they finding your website when they search?

TO IMPROVE SEO FOR PASSIVE JOB SEEKERS:

- Define "personas" for the different types of candidates you want to attract.
- Produce content for each persona – this can include blogs, videos, infographics, eBooks and other content.
- Blog at least once per week on the topics of interest to your audiences.
- Create a separate web page for each significant piece of content, so you can optimize that page around each piece of content.

Need help with blogging? Yup, we do that. [Contact us at 1.888.696.2900 to learn more.](#)

OPTION #3

Google AdWords and Other PPC



Paid advertising can be expensive when your targeting job seekers... especially if you're targeting high-demand job seekers like doctors, nurses and IT professionals.

But Google AdWords are not as commonly used for other types of recruiting, and you may find it very cost-effective to use adwords to recruit for specific job titles in specific geographic markets.

Another way to use adwords and paid advertising is to target your competitors. Buy their names, so when their temps are searching for those companies, ads for your company appear.

BEYOND ADWORDS

AdWords is a form of advertising where you are targeting people doing specific searches on Google. But there are other ways you can target job seekers through PPC:

Remarketing

Get ads about your jobs to follow people around. Using Google's display advertising network, your ads will appear on millions of websites—but only to people who previously viewed the jobs on your site.

Matched Audiences

Google gives you the ability to upload a list of email addresses (for example, the candidates in your ATS or your Haley Marketing Job Board), and then target these people with advertising. Matched audience advertising is a great way to re-engage and reactivate the people in your database.

Matched audience advertising can also be used on social media, and we are big fans of using Facebook for matched audience targeting.

STRATEGY #5

Employment Branding

OPTION #1

Awards and Local Visibility



Companies like Google and Facebook don't have to spend much on recruitment marketing. Why? Because top talent comes to them. While your employment brand may never be able to match the world's leading tech companies, you can do a lot to be better known...and have a better reputation in your market.

HERE ARE A FEW IDEAS TO IMPROVE YOUR EMPLOYMENT BRAND:

- Win awards for being a best place to work in your local market or industry.
- Win Inavero's Best of Staffing and Best of Staffing Talent awards.
- Get more active in your local community – participating in civic, social and professional events.
- Improve your local visibility through:
 - Outdoor advertising.
 - Branded advertisements on local websites.
 - Branded advertisements in mobile apps.
 - Short-format TV and radio commercials.
 - Providing your candidates with T-shirts and other apparel to wear at work.
 - Give your temps their own business cards.
 - Pay to have your employees' cars wrapped with your branding – give them a stipend toward their car payment as a thank you for turning their car into a mobile billboard.

OPTION #2

Reputation Management



Do you have a proactive strategy to build positive reviews on Google, Glassdoor, Facebook, Indeed and other sites? If not, the reviews you're most likely to get are from the candidates you would never place.

With social reviews, anything less than a 3-star average is deadly to your brand. For every star you get on Glassdoor, your application rate will increase. Here's the data from the 2018 TA Tech conference:

- Less than 2 stars = 4 percent application rate
- 2-3 stars = 5 percent
- 3-4 stars = 6 percent
- 4-5 stars = 7 percent

With a proactive approach to reputation management, you:

- Use software to invite every candidate to provide feedback.
- Gather testimonials from the people who love you (and ask them to leave an online review).
- Try to keep the complainers from going online to leave a bad review.

Over time, a strategic approach to managing your online reputation will help you garner more positive reviews and build your employment brand.

Need more positive reviews? Yup, we can help with that! Contact us at 1.888.696.2900 to learn more about our Reputation Management services.

OPTION #3

PR



Press releases can be an effective way to build your brand, show off your capabilities, and improve SEO. From a recruiting standpoint, you need to create newsworthy stories, not pitch job openings.

PR CAN BE USED TO:

- Promote job fairs.
- Show off awards you've won.
- Announce a new office or recruiting center opening.
- Tell inspiring stories about people you've placed.
- Promote the community service your team has done.

PR is not a quick fix for that 5 p.m. Friday job order, but it should be an integral part of a long-term content marketing and SEO strategy.

OPTION #4

Brand Ambassadors



How many temps do you have on assignment right now? Dozens? Hundreds? Thousands? And are those people actively engaged in your recruiting process?

If you answered “no,” you’re not alone. Most staffing companies do little to involve their field employees in their recruiting efforts. While you don’t want your temps actively soliciting people while they are on the job, you can certainly make them brand ambassadors.

AS A BRAND AMBASSADOR, THEIR ROLE IS TO:

- Wear company-branded apparel on the job.
- Share company blog posts and jobs on social media.
- Write reviews about your company on social review sites.
- Spread the word by sharing food or promotional items with others at work.
- Educate people about the benefits of working as a temporary – and specifically, working through your firm.
- Celebrate events for your workforce like birthdays, service anniversaries and promotions.
- Actively solicit referrals and encourage others to do the same.

Your brand ambassadors should be your top field associates, and you can reward them with cash compensation or non-cash incentives like time off, preferred access to your best jobs, and company swag.

STRATEGY #6

Improve the
Candidate Experience

OPTION #1

Become a Talent Agent



We work in an industry that mainly reacts to client demands. In comes an order, then the recruiting starts. But what if you inverted your priorities and positioned your firm as talent agents for the people you place?

Some healthcare and IT staffing companies already do this. They recruit top performers, and then go to great lengths to provide an exceptional experience and get those people placed as quickly as they can.

So, why couldn't a talent-agent mentality be adopted by all staffing firms? In a talent-scarce market, you can place every qualified person you recruit. Make your mission to find people the jobs they really want—so those people only want to work for you.

Industry consultant Scott Wintrip recommends a “zero time to fill” strategy. With this approach, staffing firms focus on 3 to 5 core skill disciplines in which they proactively recruit on a continuous basis. Then when a client need arises, these firms are able to place the ideal candidate almost instantaneously. By putting candidates first, these companies gain a huge competitive advantage in speed.

OPTION #2

Talent Showcase



Redeployment rates in the staffing industry are awful. They typically range from a low of 10 percent to a high of around 40 percent. In other words, you spend huge sums of money to recruit talent, and then you let as much as 90 percent go somewhere else for their next job.

Skill marketing is a tried-and-true methodology for placing hot candidates and contractors coming off assignments. But the process is typically labor intensive and difficult to scale.

Rather than one-off skill marketing calls, use a tool like Haley Marketing's Talent Showcase software. With this software, you build an online profile of each candidate you are looking to place, and then you can market those people individually or as a group to local employers.

The Talent Showcase not only helps you place people faster, it shows candidates you do more to help them get the job they want. And that makes recruiting easier!

Want more information about our Talent Showcase? [Contact Haley Marketing today at 1.888.696.2900 or \[info@haleymarketing.com\]\(mailto:info@haleymarketing.com\).](#)

OPTION #3

Improve Communication



Ask a job seeker “What’s the worst part about looking for a job?” and you’re likely to hear “The black hole!”

The black hole refers to the void of communication after a candidate submits a resume to a job post or completes an initial interview. Savvy staffing companies recognize that great service is a key recruiting tool resulting in higher candidate satisfaction, more referrals and higher redeployments.

IF YOU WANT TO IMPROVE COMMUNICATION—WITHOUT HAVING TO HIRE MORE PEOPLE, CONSIDER THESE TOOLS:

Chatbots

- Scripted chatbots ask predefined questions to help people find the right pages on your website or connect with a recruiter.
- AI-based bots can do basic screening and then schedule interviews.

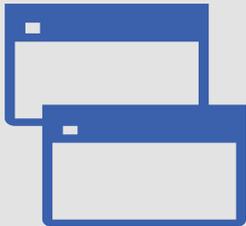
Service process automation

- Using tools like SenseHQ and Herefish, you can create communication workflows that use email and text messaging to follow up with candidates before, during and after placement. These tools reduce no-shows, ensure customer satisfaction and help you keep candidates working for your firm.

STRATEGY #7
Get Creative

OPTION #1

Create Client- Specific Career Sites



If your client does not already have a career site, offer to provide one. Even if your client already has a career site, offer to create a secondary career site just for temporary jobs.

With a client-branded site that you provide, you can post and manage the jobs the client has asked your company to fill, and your client can directly manage other jobs they want to fill on their own.

By partnering on a career site, you'll get better access to your clients' upcoming hiring needs, and since the jobs are on an employer site, you may be able to get them onto more career sites (no promises, but it's worth a try!).

Also, by marketing jobs in connection with your client, you may improve your response by leveraging your client's name in your job advertising and social recruiting.

Interested in this concept?

We'd love to work with you to provide branded career sites for your clients!

OPTION #2

Move From Staffing Vendor to Talent Acquisition Partner



When clients are really demanding, it can be hard to remember “we’re all in this together.” In fact, when you have an unfilled job order, it hurts your company’s profitability—but it might hurt your clients even more.

Right now is an ideal time to partner with your clients. Help them develop more robust strategies to resolve all their recruiting challenges and elevate your position from that of a staffing vendor to a true talent acquisition partner.

AS A TALENT ACQUISITION PARTNER, YOU COULD:

- Provide workforce planning.
- Be more consultative in developing and implementing recruiting strategies.
- Assist with developing position descriptions.
- Manage temporary staffing as an on-site or primary vendor.
- Provide direct hire recruiting or RPO services.
- Help clients define and build their employment brands.
- Provide job advertising consultation or outsource the management of their job advertising.
- Create a career site just for the client’s staffing needs (separate from their main career site).
- Define and implement social recruiting strategies for your clients.

As a talent acquisition partner, you elevate your role above the commodity-level staffing services that most of your competitors offer, and position your firm as a more valuable hiring partner. You also give your company an inside track on upcoming hiring needs!

What's next?

You need to come up with your plan to replace the loss of free candidates from Indeed.



STEP 1: Define your goals.

What will you need to replace?



STEP 2: Define your budget.

How much are you willing to spend to test your ideas?

What is the percentage of sales (or gross margin) you will allocate to recruitment marketing?



STEP 3: Test.

First benchmark results from all current paid job advertising.

Then set up your tests and measure the results again.



STEP 4: Determine resource needs.

What can you do on your own?
Where will you need help?



STEP 5: GO!

Get the help you need.
Refine your tests.
Scale your successful results.

Indeed maybe taking away your freebies...

but that just opens the door to becoming more strategic and efficient with your recruiting!

AT HALEY MARKETING, WE OFFER A FULL SUITE OF RECRUITMENT MARKETING SERVICES, INCLUDING:

- Career site development (for you or your clients)
- Programmatic job advertising management
- Social recruiting
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