

10 Recruiting Strategies for Hiring Great Employees



WHAT IS A RECRUITMENT STRATEGY?

A recruiting strategy is a plan of action to help you successfully identify, attract and hire the best candidates for your open roles. These are basic starting points that can help you recruit the job seekers you are looking for.



TREAT CANDIDATES LIKE CUSTOMERS

A candidate's first impression of your company is critical and it is important to make them feel like you're just as excited to get to know them as they are to learn about the role. One of the best recruiting techniques is to treat interviewees the same way you treat your customers. You can do so by:

1. Be respectful of their time
2. Be hospitable
3. Make yourself available

USE SOCIAL MEDIA

Social recruiting allows you to share job postings with your entire network and encourages a two-way conversation. Plus, by sharing photos and videos from company events, your workplace and/or day-to-day office life that align with your employer brand, you give potential applicants a glimpse into your company culture.



IMPLEMENT AN EMPLOYEE REFERRAL PROGRAM

Great people usually make a habit of surrounding themselves with other highly capable professionals. Consider providing incentives for referrals with bonuses and contests to encourage even more of your employees to refer the best talent they know.



CREATE COMPELLING JOB DESCRIPTIONS

Writing an attention-grabbing and thorough job description is one of the most important parts of the hiring process.



Visit our blog to get some job description tips!

MAKE USE OF SPONSORED JOBS TO STAND OUT

It is important to make sure your job posts stand out, and one of the best ways to do that is to sponsor the job. These paid listings appear more often in any relevant search results and their placement won't fall back in search results over time like free job listings—which can result in more high-quality applicants.

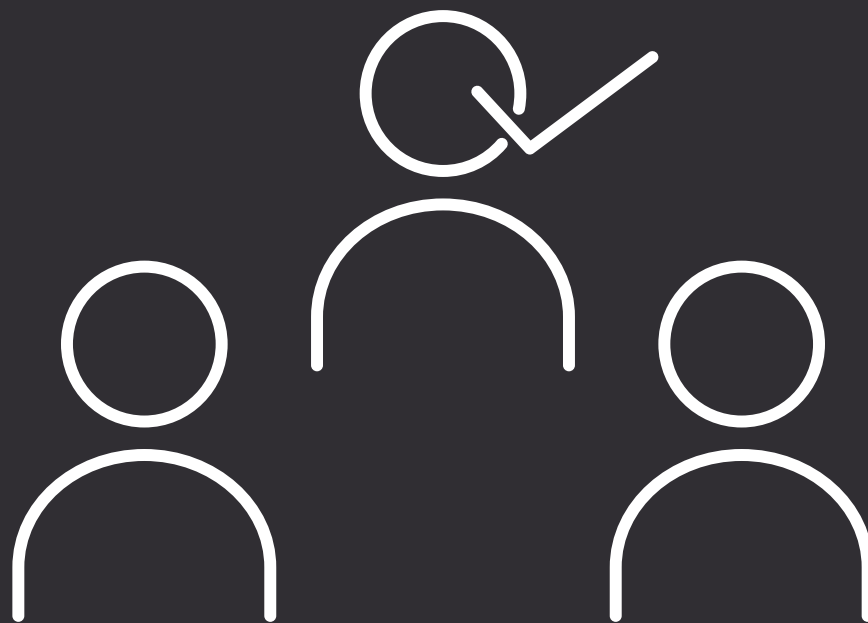
CHECK RESUMES POSTED ONLINE

Employers can quickly find candidates by entering a job title or skill and a city, state or zip. You can narrow down results by criteria like years of experience, education level, and more.



CONSIDER PAST CANDIDATES

When you're recruiting for a similar position, consider re-visiting the resumes of past applicants. These candidates are already familiar with your company and may have picked up new skills and experience since you last spoke.



CLAIM YOUR COMPANY PAGE

Job seekers often take time to research employee reviews, salary data, benefits and more before applying to jobs. Make sure you go to the sites where candidates can find you and “claim” your page and add pictures and descriptions for the best representation of your business.



ATTEND INDUSTRY RELATED MEET UPS

Non-recruiting-specific events can be an excellent opportunity to meet motivated industry professionals who are eager to network and advance in their field.



INCLUDE PEERS IN THE INTERVIEW PROCESS

Sometimes the best person to interview a candidate is someone already working in the same or similar role. This employee already knows what it takes to excel in the position and can verify whether candidates have the skills and experience needed to do the job well.



If you have more questions
surrounding your recruitment
strategy reach out today!



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