



CREATING A TALENT PIPELINE

Keeping your candidates engaged during the hiring process

Having an engaged pipeline of candidates who understand your business and have the skills you need is always a valuable commodity and it becomes a necessity in times of uncertainty.

You may be looking to nurture niche specialists who are not ready to move to a new role yet. Or, you may have people stuck partway through the recruiting process or talented people responding to job openings that no longer exist.

Talent pipelining enables you to hold on to this interest until the time is right to hire.

TALENT PIPELINE: WHAT ARE THE ADVANTAGES?



75% of hiring managers say it's easier to attract top talent when they know about your organization.

Better for decision makers

88% of hiring decision makers agree that an informed candidate is a quality candidate.

Improving quality of candidates

76% of hiring decision makers say attracting quality candidates is their #1 challenge.

Improving external perceptions

83% of job seekers are likely to research a company when deciding on where to apply for a job.

Better informed candidates

93% of employees/job seekers say it is important to be informed about all aspects of an organization (culture, values, business model, future plans) prior to accepting a job offer.

Source: Glassdoor



KEY FEATURES

We offer a talent pipelining service personalized to your needs and your business objectives. The key features of our solution include:

Generating Interest:

To create your talent pipeline, we use a number of tools and channels that reach passive candidates – including promotion across social channels and resume databases to message the right talent.

Data Capture:

Candidates are guided to a fully responsive registration page to collect information and segment the audience.

Targeted Communications:

In order to build and sustain interest we keep in touch with the candidate through communications crafted to specific audiences. Not only that, we are also able to report on the engagement level of each person in the pipeline.

Content Hub:

We create and host a content hub with pages designed to match your brand and EVP requirements. The page use is fully trackable using Google Analytics and our own click, mouse movement and scroll depth tracking technology.

Engagement:

At key times, we'll push candidates to specific pages on your website in order to create awareness of opportunities such as new vacancies or events that are suitable to each individual.



FREQUENTLY ASKED QUESTIONS

What will I get?

- A bespoke, branded talent pipeline and dedicated landing page with company and job vacancy information
- Recruiter-led talent identification to create a targeted talent list
- Recruiter-led engagement through social network messaging and engagement conversations
- Initial engagement and screening of prospect conversations – handed over to you to take forward into the application process
- A social media campaign to drive awareness of employer brand and job opportunities
- A crafted monthly content schedule to engage and inform the talent pipeline

What added value will I receive?

- We'll provide you with a talent engagement strategy
- We'll identify the audience and deliver segmentation consultancy
- We'll produce a social media and content road map

Management & Reporting

We'll supply:

- A social media consultant to manage content delivery
- A recruitment consultant to manage engagement and response
- A campaign lead to manage client communication and internal team
- Bi-monthly updates on deliverables
- Regular analysis and campaign metrics to identify key learnings

FOR MORE INFORMATION, CONTACT US

To find out more, email marketing@peoplescout.com.