WHO'S PRESENTING?

Kelli Schutrop | Parqa Digital Marketing Agency

Building Candidate Communities

WHY IS THIS IMPORTANT?

DATA

TECHNOLOGY

COMMUNICATION STRATEGY

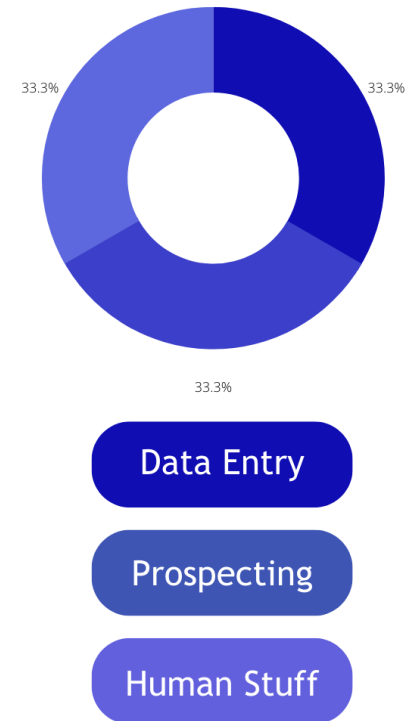**WHAT MATTERS TO YOUR AUDIENCE?**
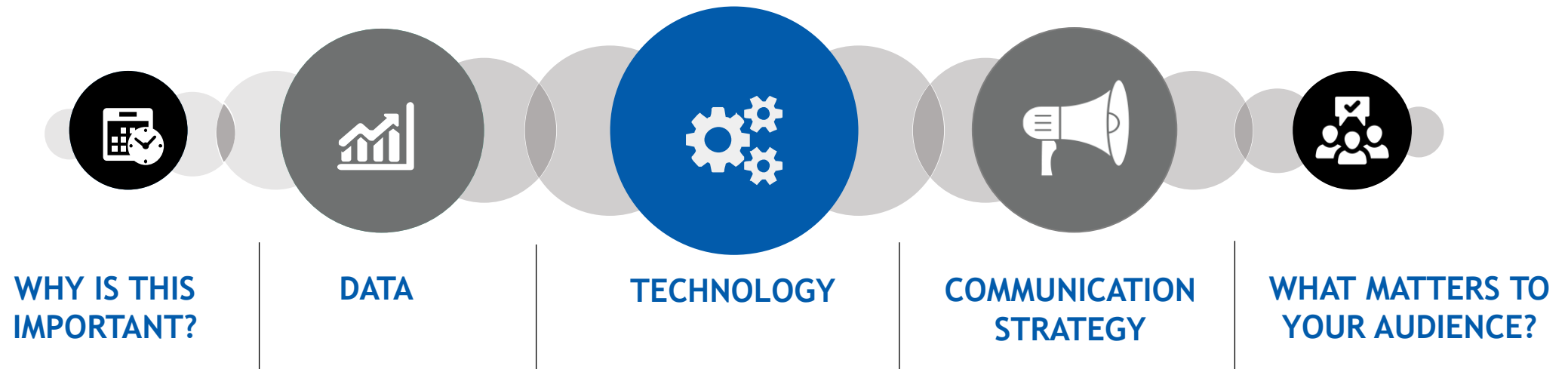
WHY IS THIS IMPORTANT?

*64% of staffing firms cite candidate acquisition & experience
as their top priority this year.*

Source: Bullhorn

THE NEW NORMAL

x1000 Candidates

90% Drop-Off

x100 Offers

20% Drop-Off

x80 Start

25% Drop-Off

x80 End

95% Redeployment Failed

3

Redeployed Successfully

Annual spend on acquisition

$60 BIL

Annual industry turnover loss

$24 BIL

33.3%

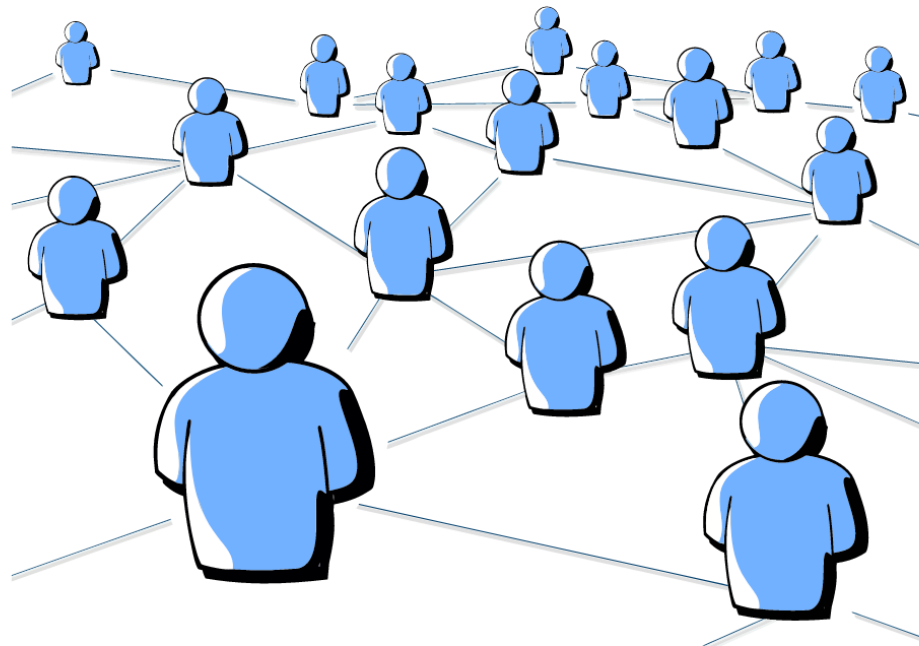33.3%

33.3%

Data Entry

Prospecting

Human Stuff

Source: Sense
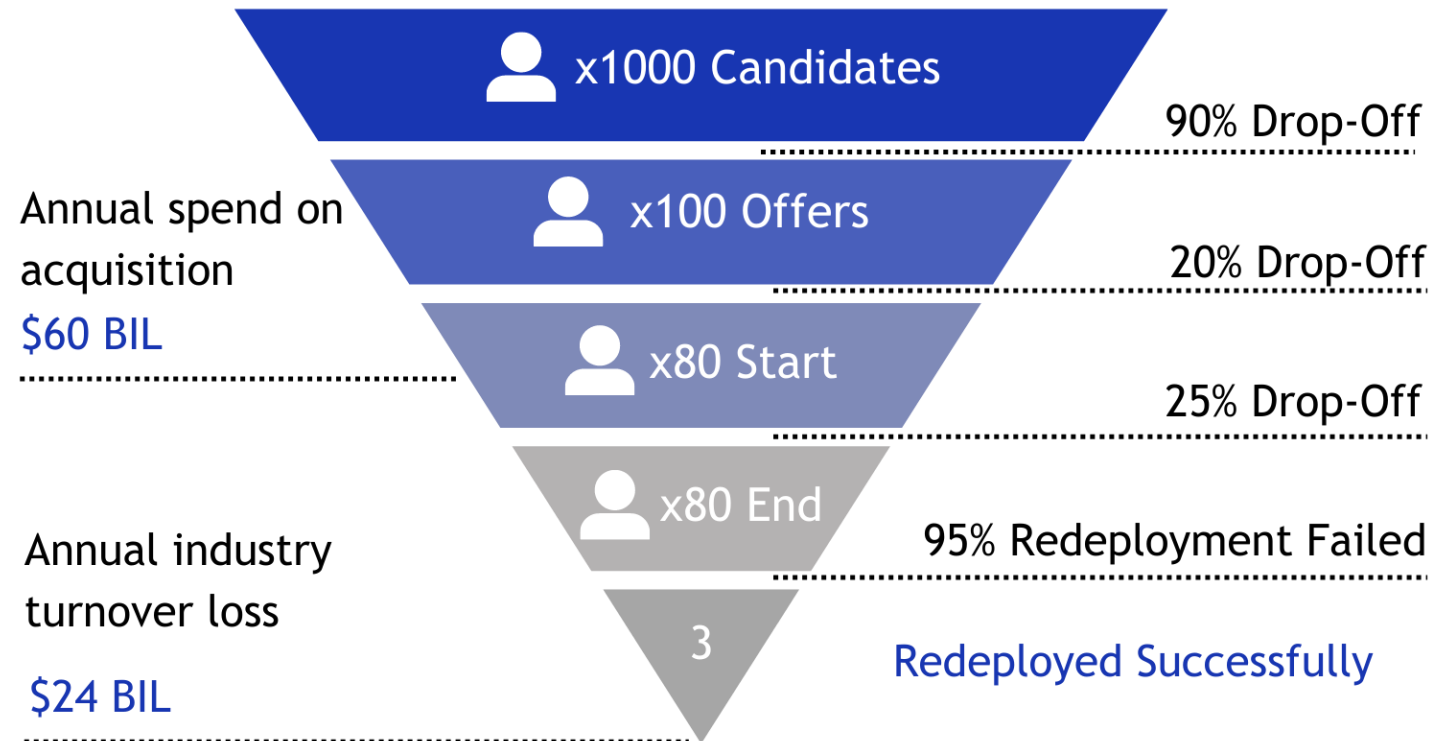
WHY CULTIVATE A CANDIDATE COMMUNITY?

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1 CANDIDATE EXPECTATIONS

Your candidates are expecting a different experience based on how they interact with businesses in their personal lives.

2 SIGNIFICANT LABOR CHALLENGE

We didn't just have a "great resignation" or "great reshuffle." The environment has changed and will stay for the foreseeable future.

3 COMPETITION IS SHIFTING

Your competition isn't defined by geographic location anymore and neither is your talent pool. This means competition is only going to increase and force staffing firms to operate more efficiently.

DATA

WHAT IS THE DATA TELLING YOU?

In order to leverage technology and automation
to create candidate communities at scale, you
have to trust your data.

> " "The #1 hesitation we hear from staffing firms looking to implement automation is that they don't trust their data. Clients don't hesitate because they don't believe in automation, they hesitate because they don't know how to overcome their data issues to make the jump to automation."
>
> Eddy Lee, Bullhorn "

MEASUREMENT STRATEGY

Define business objectives and how measure them.

Business Objective: Drive gross margin dollars through recruiter efficiency.

Marketing Goals

| Acquisition	Reactivation	Retention
Maximize conversion of new candidate leads.	**Maximize conversion of existing candidate contact database.**	**Optimize candidate experience.**
Key Performance Indicators	**Key Performance Indicators**	**Key Performance Indicators**
• New marketing leads in past 90 days • 1st time mktg. contact placements in past 90 days • Avg. cost per new mktg. contact placement • LTV of Marketing Contact	• Revenue from active marketing contacts • Volume of active marketing contracts • Avg. contracts for marketing contact	• Candidate satisfaction rate • Avg. time to fill for marketing contacts • Marketing contact redeployment rate

PARQA
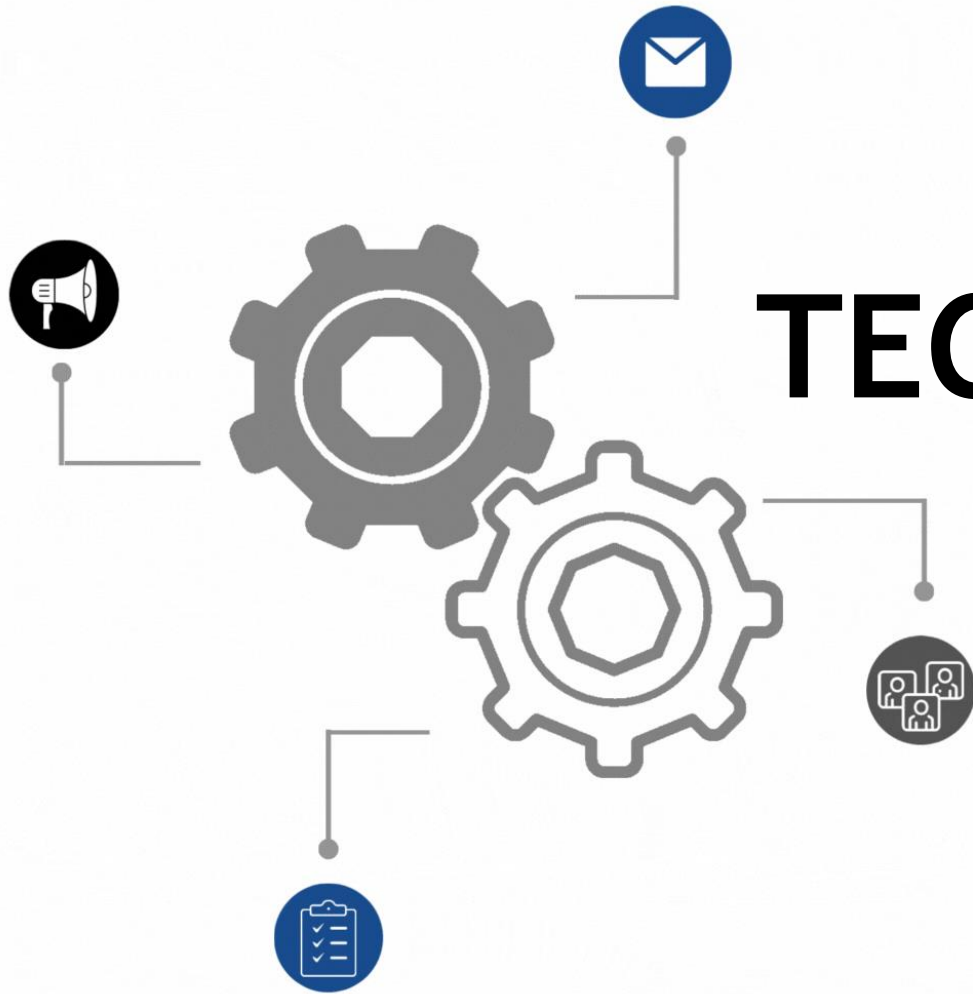
THE BENEFITS OF TECHNOLOGY

Automation allows you to:
- Communicate regularly with high volume of candidates
- Create scalable processes
- *Create a candidate community*

COMMUNICATION STRATEGY

43% of respondents who saw recruiters in a negative light said it was due to poor recruiter communication.

Source: Bullhorn

HOW ARE CANDIDATES COMMUNICATED WITH?

Your staffing firm needs to understand how your candidates want to be communicated with to drive their engagement.

Communication Mediums

| Email | Text Message | Human Interaction | Mobile Apps | Chat Bots | Social Media | Website | Paid Advertising |

FRAMEWORK FOR CANDIDATE ACTIVITY

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AWARENESS

CONSIDERATION

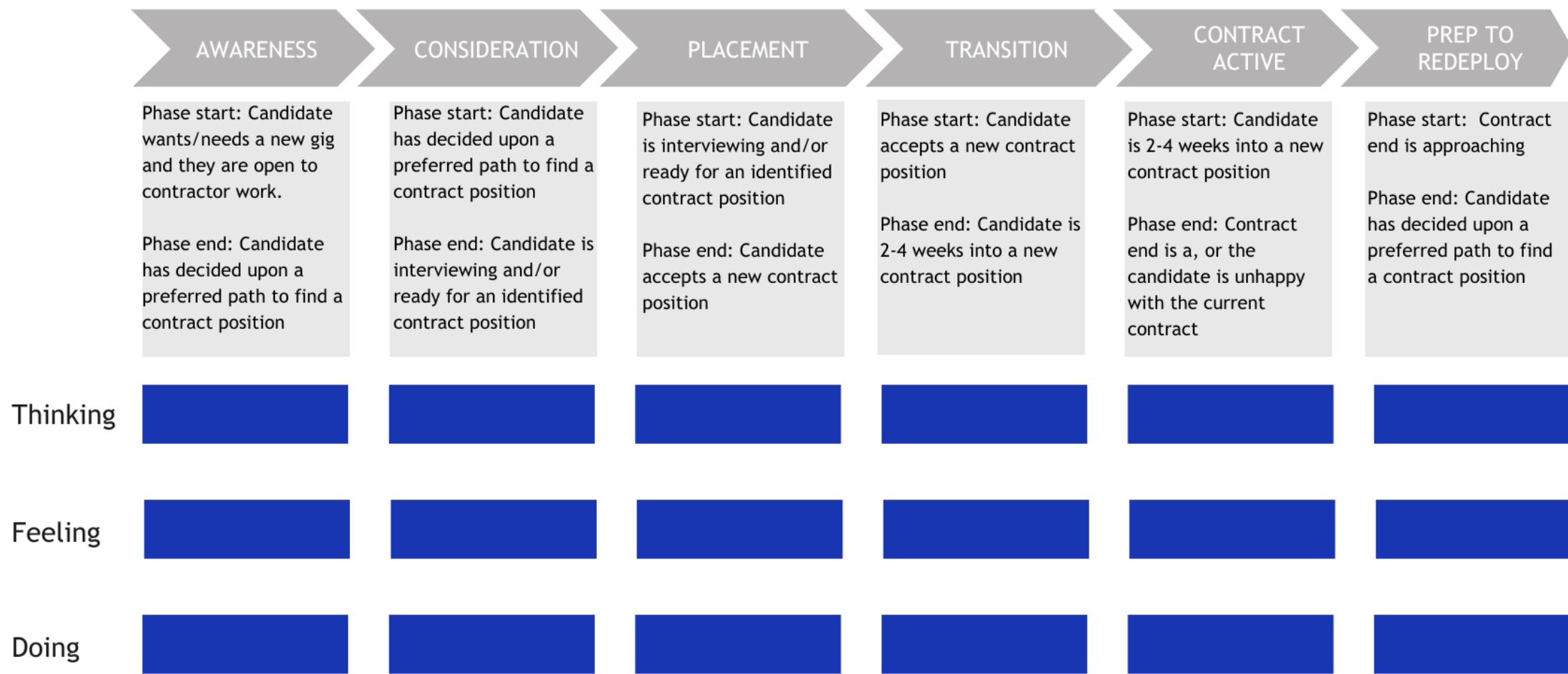**PLACEMENT**

TRANSITION

ON CONTRACT

PREP TO REDEPLOY

The candidate may or may not know that your staffing firm even exists. What they do know is that they are unhappy in their current position and are open to exploring a new opportunity.

The candidate's big questions have been answered and they have decided on a preferred path to find their next position.

The candidate is interviewing and has identified a position(s) that they are interested in and are looking forward to accepting a new job.

The candidate has accepted a new role and is in the process of preparing for the job to start and then adjusting to the first couple of weeks in the new role.

The candidate is settled into their role, the honeymoon has worn off and they have reached their new normal.

The candidate's contract is coming to an end, and they're thinking about what's next.

CANDIDATE JOURNEY MAP

AWARENESS	CONSIDERATION	PLACEMENT	TRANSITION	CONTRACT ACTIVE	PREP TO REDEPLOY
Phase start: Candidate wants/needs a new gig and they are open to contractor work. Phase end: Candidate has decided upon a preferred path to find a contract position	Phase start: Candidate has decided upon a preferred path to find a contract position Phase end: Candidate is interviewing and/or ready for an identified contract position	Phase start: Candidate is interviewing and/or ready for an identified contract position Phase end: Candidate accepts a new contract position	Phase start: Candidate accepts a new contract position Phase end: Candidate is 2-4 weeks into a new contract position	Phase start: Candidate is 2-4 weeks into a new contract position Phase end: Contract end is a, or the candidate is unhappy with the current contract	Phase start: Contract end is approaching Phase end: Candidate has decided upon a preferred path to find a contract position

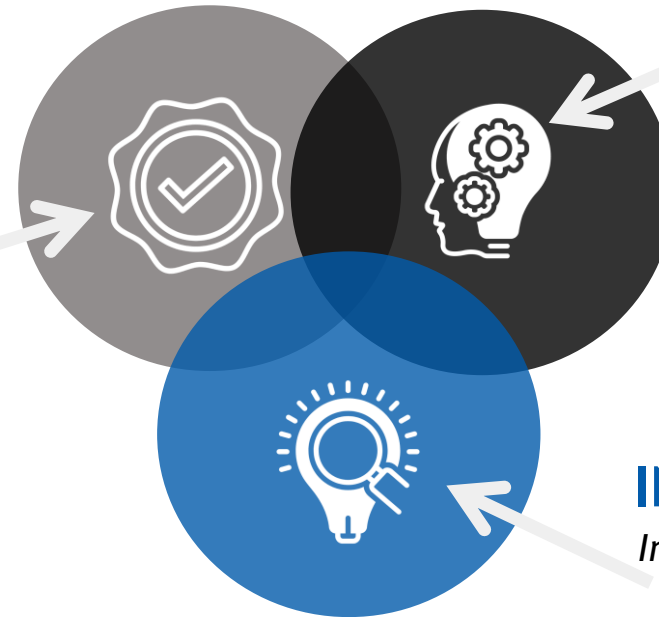**Thinking**

Feeling

Doing

What Matters to Your Audience?

OVERVIEW

Like every human on the planet, candidates respond to content that best relates to their interests, desires, and pain points. Sounds easy enough but there is art, science, and empathy, in creation of timely and relatable content and delivering it when it's needed.

UNDERSTANDING

Depth of understanding of your unique candidate segments

RECOGNIZING

Recognizing triggers that tell you when to deliver the right content based on their pain points

INSIGHT

Insight into their unique journey to successful career choices

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"THE STAFFING FIRMS LEADING THE PACK ARE INVESTING IN SCALABLE PROCESSES, TECHNOLOGIES, AND COMMUNICATION STRATEGIES TO ENSURE LONG-TERM GROWTH AND DRIVE ENTERPRISE VALUE."

A Holistic Strategy Will You There Faster with Less Risk and Stronger Returns.

Building Candidate Communities

Why Is This Important?
Meeting candidate expectations and staying relevant as competition shifts.

Data
Trusting your data in order to leverage technology and automation.

Technology
Using technology as a tool in order to grow ROI and provide great experiences.

Communication Strategy
Create a positive experience for your candidates by using the right tools and content.

What Matters to Your Audience?
Content that best relates to your candidates' interests, desires, and pain points wins every time.

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- Leadership and Culture
- Building and Retaining a High-Performing Staffing Team
- The Staffing Firm Tech Stack

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