

Interview →

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# Strategies for Attracting TOP TALENT

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## CAREER |



**It's a job seeker's market.**

As recruiters, your job is to know what your organization needs in a candidate, but what do job seekers want from you?

**Refine your hiring process with these 6 strategies to attract and win the talent you need.**



A person is sitting at a desk, working on a laptop. They are holding a smartphone in their left hand. On the desk, there is a cup of coffee, a small cactus, and a pair of glasses. The background shows a window with a view of a building.

#1

# Make It Easier to Apply for a Job

For each page in your application process, 50% of candidates will drop off.

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Your application process makes an indelible impression on candidates. If it takes more than 20 minutes, you'll lose applicants.

If your candidate drop-off rates are high, simplify the process.

- **Consolidate pages within your application form**
- **Reduce duplication of information already on resumes**
- **Offer the option to apply via LinkedIn**
- **Use progress indicators to signal where the applicant is in the process**

# #2

## Enable Applicants to Use Their Device of Choice

### Mobile Job Search Rates



Job searches happen everywhere, and modern search engines prioritize mobile friendly websites.

Apply high standards for responsive design to your careers site and application system.

- **Ensure your opportunities appear in mobile search results**
- **Reduce candidate drop-off**
- **Attract tech savvy job seekers**

# #3

## Seize the Power of Video



**34% higher  
application rate**



**60% better retention  
of information**



**53% higher  
search rankings**

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Video can show applicants what it's like to work at your company. Even with a limited budget, you can share "a day in the life" for key positions and showcase your employer brand.

- **Elevate search engine rankings**
- **Improve candidate experience**
- **Attract the right candidates**
- **Globalize your talent pool and shorten time-to-fill with video interviewing**

# #4

## Mine Your Candidate Database

In one year, one of our largest clients sourced **70% of their hires** from within their own applicant database.

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For each position you fill, you've got a silver medalist. Maybe more than one.

Mine your database and reconnect with previously interested candidates.

- **Reduce time to hire**
- **Increase candidate quality**
- **Lower advertising costs**



A photograph of three diverse professionals in a meeting. A woman on the left is smiling and looking at a tablet. A man in the center is smiling and looking towards the man on the right. The man on the right is wearing glasses and smiling. They are in a modern office setting with large windows and a decorative light fixture.

## #5 Actively Recruit Diverse Candidates

67% of candidates want to join a diverse team.

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Your organization needs diversity to thrive.

Ensure your recruiting efforts connect with minorities, veterans, and individuals with disabilities.

- **Ensure your application system is accessible**
- **Promote open positions to targeted job boards**
- **Provide appropriate accommodations in the hiring process**
- **Reduce unconscious bias with training for recruiters and hiring managers**
- **Foster and communicate a culture of inclusivity**



#6

## Source Talent Internally

Only 33% of companies have a strong internal mobility program.

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Successful staff members and contractors fit the culture, know your business, and can parlay existing relationships into success in new roles.

Source talent within your existing full-time and contingent workforce.

- Lower advertising and recruitment marketing costs
- Reduce time to fill
- Create internal mobility and growth opportunities
- Bolster retention rates
- Accelerate productivity



# Transform Talent Acquisition with the Right Technology

To build these powerful strategies into your talent acquisition process, you need an ATS that empowers recruiters, hiring managers, and job seekers.

**Find out how PeopleFluent Talent Acquisition enables recruiters to widen your talent pool, deliver a winning candidate experience, and help hiring managers select the right people.**

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## About PeopleFluent

As a market leader in human resources solutions for the digital enterprise, PeopleFluent helps companies build and power a productive workforce. We serve the global market, with specific capabilities for healthcare, financial services, manufacturing, and retail. Our cloud-based software solutions adapt to complex and unique talent processes, while clarifying their strategic value.

Our Talent Productivity Platform unifies talent acquisition, talent management and learning into a single, collaborative experience that attracts the best candidates, helps managers make better decisions, and empowers employees to grow their careers.

A part of Learning Technologies Group plc (LTG), PeopleFluent works with large and multinational organizations across 214 countries and territories, including 80% of the Fortune 100.

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