Appcast™

Climbing the Recruiting Mountain

Hope you've got your hiking boots on...recruiting these days feels a lot like climbing a mountain. It's easy to get discouraged when you look at all of the adverse conditions you're facing and sometimes you likely feel like you're taking one step forward and five steps back.

What can you do to power up the mountain and reach that summit of a full hiring funnel?

Cast the widest net to reach all possible candidates

The tips above can certainly help to improve your apply rates but at the end of the day it's just math. If you need more applicants, you need to reach further to get your jobs in front of the most possible job seeker eyes. Maybe that means working with more job site partners or maybe it's time to consider a job ad exchange?

Benchmark pay against your talent competitors

You are competing for talent right now and it's fierce! Are you offering a wage or salary that keeps up with your talent competitors? It may be time to re-evaluate so that your job offer is every bit as enticing as the others!

Employers' Edge

Test, test, test your job titles

One of the best habits recruiters can learn from marketers is A/B testing. While there are always tips for what works best, ultimately, no job is the same. What works for one, or in one location, won't necessarily work for another.

Job Seekers Switchback

Slim down your apply flow

It's hard to find candidates right now, so if you reach them - don't turn them away! Eliminate any unnecessary steps or questions in your apply process that add to the length of the application. The shorter the apply process, the better. Especially in this current labor market!

Benchmark your apply rates

Benchmarks give you a sense of 'the norm' for the industry, location, and job function your recruiting for and while we're certainly not in a period of norm, you can get a better sense of how much or how frequently the performance of your job postings is changing.

Job Openings Alley

Recruiting right now is hard and we want to help make it easier. For more tips and data insights to help you drive agility and performance in your recruitment ads, check out the **video highlights** from our webinar about "Job Seekers Behaving Oddly".

If you'd like help with any of the tips above or you need a scalable, data-driven way to execute them, we're here for you. Visit **appcast.io** to chat with one of our experts!