

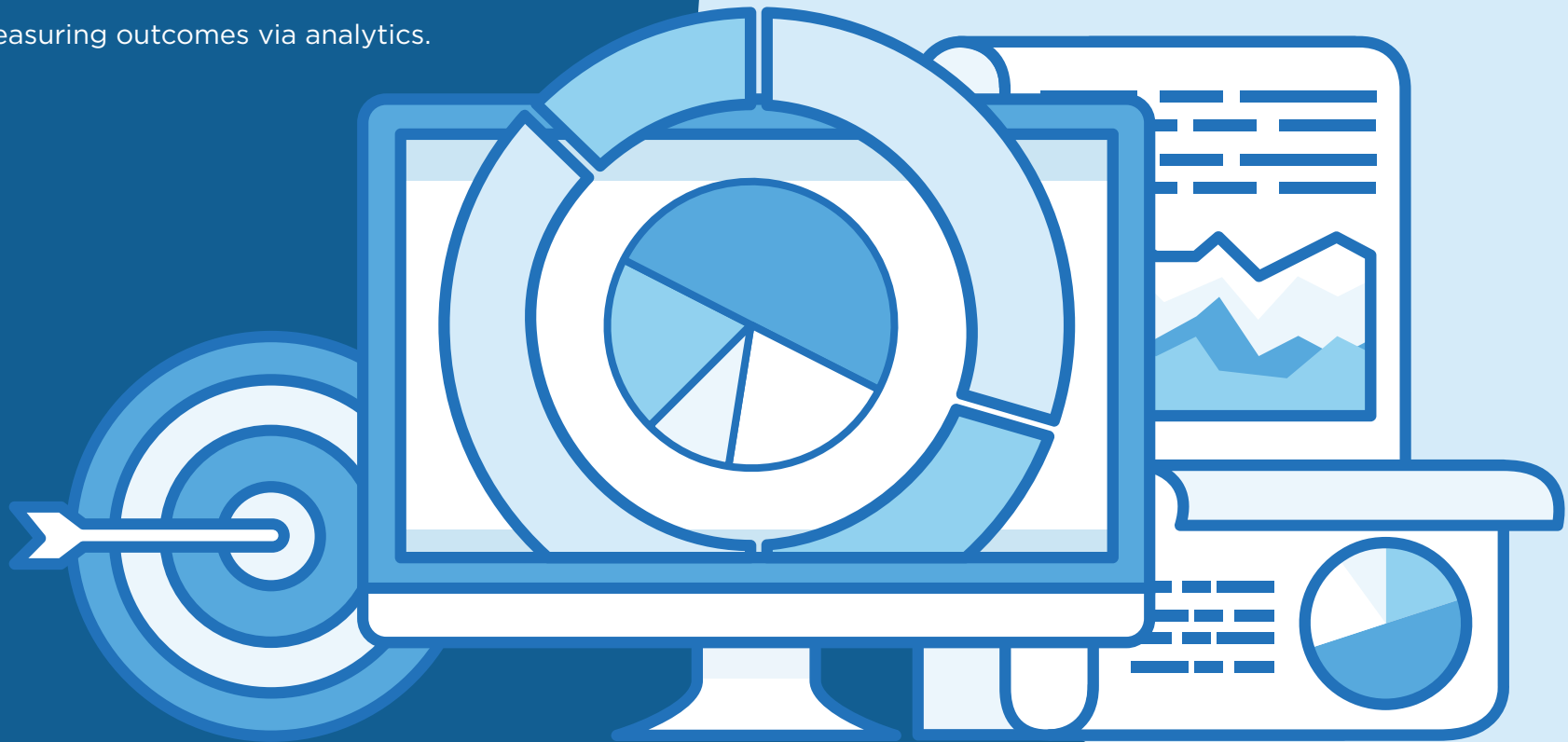


INBOUND RECRUITING:

How to Leverage Analytics &
Train for Positive Outcomes

In our last eBook, “How to go from ‘Post & Pray’ to Post & Pursue,” we outlined the necessity of growing a strong employer brand in order to implement internal job posting best practices and targeted search strategies.

When we provided our recruiters at Eastridge with those tools, we witnessed an impressive increase in candidate engagement, such as a total average candidate message response rate of 45% and a 59% increase in followers on Indeed. If your recruiters are utilizing established best practices for recruiting online, are you measuring their performance? At Eastridge, we realized the importance of maintaining and increasing our high candidate engagement by measuring outcomes via analytics.



Considering the return on investment & return on effort

By measuring your analytics against your established KPIs every week, such as application rates, click through rates, and impressions, you can empower your recruiters to make strategy adjustments considering:

1. **Your competitors.** Evaluating your performance analytics will allow you to finetune your employer brand messaging in order to stand out amongst the competition.
2. **SEO keywords.** Tuning into most-searched keywords will help your recruiters' develop job postings that will get in front of the ideal candidates they're seeking. Focus heavily on job title optimization, refreshing ads, SEO and more.
3. **Ad impressions.** This will guide your job posting ads in getting to your target audience and maximize your strategy's ROI.

For example, Indeed's Market Insights report tells us how many jobs are available in the market (San Diego) for a title (Administrative Assistant), how candidates access the jobs (43% from a mobile device) and the average salary (\$16.72 per hour).

From there, you know to post the job with at least the average pay rate in order to be competitive and that you should provide a shorter job description because roughly 43% of applicants will be viewing from a mobile device.



Curating internal training programs based on your analytics

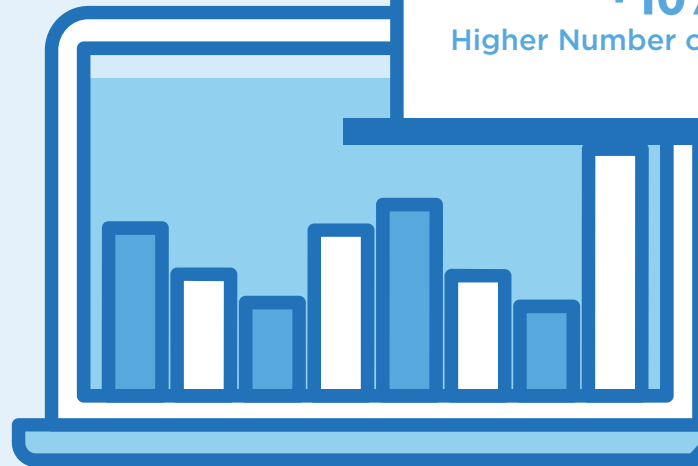
Stay ahead of the competition by curating regular in-house training programs in order to strengthen your strategies and meet specific KPIs based on your organization's goals (such as application rates, click through rates, impressions, etc.).



Use reporting tools to measure KPIs

Certain upgraded memberships with LinkedIn, Indeed, ZipRecruiter, etc. will provide you with analytics reports that you can then use to track these metrics against your established KPIs.

Alternatively, companies also use their Applicant Tracking System (ATS) to track their recruiting sources (including gross profit by recruiting source to measure ROI from placements made), number of contacts made, number of messages sent, number of responses received, number of applications, number of interviews, number of placements, etc.



At Eastridge, we've seen some significant improvement in recruitment ROI since curating training, reporting, and feedback programs for our recruiters:

+10%

Higher Application Rate

+22%

Higher Click-Through-Rate

+18%

Higher Number of Applicants

-10%

Lower Cost-per-Application

By implementing training in the way of lunch & learn sessions, bi-weekly team calls, educational webinars, and desk level training, our recruiters have been given the proper tools and support to evolve their online recruitment strategies and achieve the above results.

For example, in order to address our lowest performing job ads, we implemented training sessions emphasizing brand messaging. The session was designed to answer important questions, such as:

Are we selling our employer brand?

Why should someone pick this job opportunity versus all the rest?

How would a candidate search for this job opportunity?

Are we using the right keywords throughout the job posting to increase SEO?

Is there enough funding being allocated for our job posting budget?

By exploring these questions, our recruiters were given the opportunity to collaborate with their colleagues and share best practices. We've found that periodically sharing 'successes & stumps' is an excellent way for our teams to foster new ideas and inspire creative solutions.

About Eastridge Workforce Solutions

If your organization is struggling to keep pace with the rapidly evolving recruitment landscape, Eastridge can provide consultative support and guide you from 'post and pray' to proactively pursuing an in-demand candidate community via social media. Contact one of our experts today to learn more about our social media recruitment practices and how partnering with Eastridge can simplify and accelerate your hiring process.

Since 1972, Eastridge Workforce Solutions has provided full-service talent acquisition and management solutions for Fortune 500 companies across North America. Ranked as a top professional recruiting firm by Forbes and in the top 1% of firms by Staffing Industry Analysts, we are proud to help over 20,000 associates find jobs across all major industries every single year. With strategic contingent workforce management programs and comprehensive staffing solutions powered by our proprietary technology platform, Eastridge Cloud™, we make it easy for our clients to attract and manage a skilled workforce.

