

6 Key Recommendations for Inbound Recruiting

What does Inbound Recruiting have to do with the digital world?

In any recruitment process, HR always seeks out the right candidates who meet the requirements for a job and who also want to work with the organization—that is not new, but how to find them has, especially in the new digital world of today.



Transparency cuts both ways today. For a candidate, it is easier to find out more about a company's policies on salaries and compensation, flexibility in work-life balance issues, and opportunities for employee growth. Inevitably, with access to such information, candidates have become more demanding when it comes to choosing a job offer. They are sure to make use of all this data to make wiser career decisions.

At the same time, candidate information is also vulnerable to analysis by recruiters. Everyone has a digital footprint, a visible brand that can heavily influence each person's career and work.

Where does Inbound Recruiting fit within Inbound Talent?

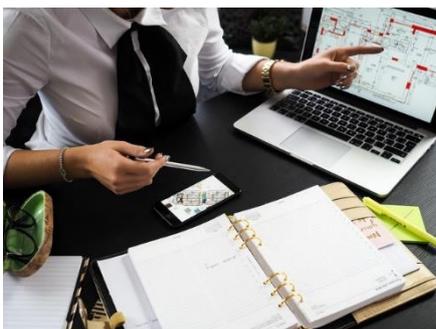
In this new context, Inbound Recruiting refers to these new recruitment processes and it is the first phase of the innovative Inbound Talent methodology that consists of four phases: Attract, Convert, Develop, and Delight as discussed in the Inbound Talent methodology.

The purpose of the first phase, Attract, is to woo and arouse interest in order to establish a relationship with the right candidates to cover the organization's needs, and eventually recruit them more smoothly. This is a crucial phase, if you can't attract the right candidates, you won't be able to convert them into brand ambassadors of the company.

Moreover, Inbound Recruiting is particularly useful for attracting people with brand new skills who are particularly hard to find in the market, or even for attracting people who can innovate and create new skills.

Here we analyse six key recommendations for a recruitment process from the novel viewpoint that Inbound Recruiting offers us.

1. Design the job offer in a visible and accessible way



It is not enough to know what kind of candidate you want; you need to be able to put out the right kind of job description to the candidate at the right time.

Go where the candidates you seek are likely to find it. For example, this includes various social media networks for millennial candidates. Make sure that the candidate gets an attractive user experience that reflects the corporate culture and image of the employer brand.

2. Develop and publicize a value proposition

Companies must recognize that candidates will check out their offers as well as their organizational culture and values. That's why companies must share information proactively and openly to show the candidate what the company is like.

If there is such a high demand for a rare skill, then the candidates have the upper hand. It becomes crucial for companies to seduce them in different ways and strengthen employer branding through, for example, organizing open days, generating valuable content, offering free webinars, and more. HR will need to make their corporate culture visible, develop and publicize a value proposition, to be able to position the organization as an attractive and stimulating place for the candidate's career development.

3. Develop a contextual recruitment strategy

It's not enough to see which of the candidates fit your job offer. Do not limit yourself that way. For example, the number of people responding to the offer can deliver a powerful insight. Such data and insights let you change your recruitment strategy and make it more effective.

Besides, if you get the wrong kind of candidate applying, find out why they are not what you need and ask yourselves different questions. Is my job offer attractive enough or is it too demanding? Am I publishing the offer in the right channels at the right times? Does the content of the offer reflect what the real job involves? Is it easy to enrol into the recruiting process?



Inbound Recruiting allows you to address such questions and even more, since it lets you develop a contextual recruitment strategy whereby you send out the right message to the right candidate at the right time.

4. Maintain proactive and fast communications with your candidates

Communicating effectively and proactively with your candidates attracts them and creates a positive impression, which in turn reinforces the employer brand of the company. Uniform and personalized workflows in Inbound Recruiting ensure fast and responsive communication with candidates throughout their interaction with the company.

5. Use onboarding as a key part of Inbound Recruiting

It isn't enough to get the candidate to sign the hire contract, not if you want the candidate to become a brand ambassador. You need to make sure they get up to speed as quickly and smoothly as possible.

Inbound Recruiting includes specific employee immersion and integration procedures to make it even easier to deliver a uniform and positive experience. Onboarding is a useful tool of this kind. It walks the future employee through the entire process of becoming part of the company, right from weeks before actually joining until sometime afterwards. This integrates the employee into the company more naturally and fluidly and bodes for better engagement.

6. Keep on analysing your Inbound Recruiting

Precisely because of the proactive nature of Inbound Recruiting, you can continue to improve your talent attraction strategies to woo the right kinds of candidates you want for each offer. Use the extensive information and analysis this methodology offers to help you to fine-tune your talent attraction strategy constantly based on the results and the needs as these surface.



This is not only ideal for smoother and more successful recruitments into the more usual job profiles, but also for better profiling of brand new job profiles in this new digital era.

You may discover for example, that you are better off pulling together a multidisciplinary team and upskilling in blockchain technology, rather than recruiting new experts in the field. You will be able to analyse whether the cost of hiring and onboarding such experts is higher than cost of upskilling key profiles within the company,

or to consider a combination of both. This kind of analysis will allow you to assess all alternative scenarios have been more difficult to assess until now.

In conclusion, when taking on the challenge of executing an Inbound Recruiting strategy in your organization, you must realize that this calls for making a profound change in all your previous processes. Inbound Recruiting is a non-stop, inclusive multichannel methodology in which constant communication is essential. Furthermore, it is impossible to develop Inbound Recruiting without recurring analysis.

This is why it is in your organization's interest to train your team in new skills, such as how to use social networks for publishing jobs offers, developing content specifically for enhancing employer branding, training in analytics tools and skills, among others.

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