ENGAGE
AI TALENT INTELLIGENCE

TOP 3 TIPS TO BOOST YOUR RECRUITING STRATEGY

Moving Beyond Post and Pray in Talent Acquisition

FORGET EVERYTHING YOU KNOW

No longer can Talent Acquisition professionals use the "post and pray" approach and rely on advertisements, social media platforms, and community job boards to magically make quality candidates' resumes appear.

With so many recruiters using the same methods and platforms to recruit candidates, it is expected for Talent Acquisition professionals to stay up-to-date on the latest technologies available, learn new ways of recruiting and stay on top of current trends.

One key area that has gotten the attention of many employers is using **artificial intelligence (AI) to make smarter, data-driven decisions to fill open positions.** Using AI technology has proven to provide a high return on investment when it comes to finding talent, measuring the market forces impacting engagement, and understanding talent movement.

We've identified the top three tips to help you drive value, gain data-driven insights, find quality talent, and ultimately improve your recruitment strategy.

▶ ## PUT RESUMES TO REST

Shuffling through resumes and skimming for keywords or titles may not provide you with a good picture of candidates. After all, resumes often include only the highlights of a candidate's career.

Stop relying on pieces of paper and social media networks to find your quality candidates. **With the use of AI, you can take a more data-driven approach and gather the insight you need to paint a more clear picture of professional backgrounds, skills, career progressions, peer actions, tenures, and the likelihood of qualified candidates to engage in a conversation about a new opportunity.**

▶ MAKE USE OF MARKET INTELLIGENCE

Gaining market intelligence on businesses, industries, and competition is crucial when it comes to narrowing the top of the recruiting funnel. By only focusing your energy on candidates that fit your organization's criteria you can avoid sifting through the traditional pool of available candidates. **Market intelligence can clue you in on the news and events at the company and individual level, including reorganizations, mergers and acquisitions, layoffs, and more, to help develop an actionable talent acquisition strategy.**

USE YOUR TIME AND WORDS WISELY

Candidates are tired of receiving cookie-cutter messages from recruiters that aren't relevant or contextual in any way, especially when so many organizations are using the same social media platforms or emails to reach candidates.

Understanding a candidate's profile and preferences is a critical step to attracting the attention of top talent. AI enables talent acquisition professionals to **deliver a personalized message at the right time and in an automated fashion**. Understanding the complete job history of a candidate and the events that may be driving interest in a job change can mean gaining the attention of a candidate or being one of many organizations in a crowded inbox.

Predict when people are ready to change jobs and build a pipeline of passive candidates.

Increase your response rate by knowing when and how to target each candidate.

Conduct market and candidate research to make data-driven decisions.

Build the best candidate experience from your first touch point.

READY TO THINK DIFFERENTLY ABOUT RECRUITING?

As a modern Talent Acquisition professional, you need to take a modern approach to sourcing and recruiting, which means having the necessary tools for **better insight into market intelligence and identifying the right people at the right time**. ENGAGE is an AI-powered recruiting platform that helps organizations identify and target new talent in new talent pools by combining talent mapping, competitive intelligence, passive candidate sourcing, and outbound recruiting – all in one candidate identification and engagement engine. ENGAGE aggregates data from over 30K sources to create a complete talent profile on 100M professionals and 14M companies.

In short, we are all about insightful data and empowering talent acquisition professionals to make more data-driven decisions to find quality talent.

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