

## Fewer Leads, More Hires

Seven Strategies for Winning the Web-Based Recruiting Game

By Jay Wommack, President and CEO, Vertical Alliance Group

The Internet has come a long way as a recruiting tool. So long, in fact, that in many industries, web-based recruiting is the primary engine driving the hiring process today.

For online recruiters, that's the good news. The bad news is that, despite the Internet's explosive growth, most companies continue to use outmoded recruiting techniques - time-worn methods that don't allow recruiters to take full advantage of the web's unprecedented potential.

Most businesses still measure the effectiveness of their Internet lead generation by the quantity of responses they get, rather than the quality of leads. The majority also accept advertising response rates as if they were a given, rather than a result they can influence and change in their favor.

And, perhaps even worse, most recruiters still don't use the web to differentiate themselves from the competition, but treat the Internet as if it were no different than traditional print advertising. It's like the old adage says: doing the same thing over and over but expecting different results is unreasonable.

But ask yourself this: Wouldn't it be more productive to receive fewer leads in terms of numbers and more in terms of quality? And if your ads aren't attracting the numbers and types of candidates you want, shouldn't you change your approach until they do?

With the Internet, that's just what can happen - providing you take full advantage of the web's power and flexibility. To get the greatest return on your Internet recruiting investment, your online campaigns should always include seven key components.

### 1. Results-Driven Measurement Criteria

Since your goal is to put the right people in the right positions at the right time, you should always measure results in terms of qualified candidates actually hired - not by the number of click-through responses generated. All other measurement criteria are intermediate at best and irrelevant at worst.

### 2. A Resonating Message

All advertising isn't created equal. Unlike

traditional print ads, the Internet allows you to change your message after your ad is up and running. If your initial placements aren't pulling like you wanted, you should test different messages until you find one that works. The Internet provides that flexibility. Keep in mind, messages that highlight specific benefits, like "get a \$1,000 signing bonus" or "work flexible hours," usually deliver better results than generic branding statements.

### 3. A Ranking of Leads

Like advertising itself, all leads aren't equally valuable. If you're located in Dallas, Texas, and you get one lead from Fort Worth and another from Bucharest, Romania, guess which one should take priority? To get the most from your campaign, leads should be ranked according to criteria that are important to your specific organization.

In addition, make sure your management team is involved in the ranking process. Although many Internet recruiting services can rank the leads for you, there is no substitute for evaluating candidates according to your own, job-specific priorities.

### 4. Fast Response Times

Web-based recruiting campaigns offer the fastest means possible to reach potential candidates. So if you're slow in responding to candidate queries, the Internet can actually work against you because you're inadvertently allowing competitors to contact candidates before you do. The moral of the story is to always respond to candidate queries quickly—on the same day if possible.

### 5. A Proactive Follow-Up Process

Contacting candidates a single time - quickly or otherwise - is rarely enough to create the level of interest and excitement you want to achieve. As a result, you should establish a proactive follow-up approach to keep your organization fresh in the candidate's mind.

Thank you cards, information packets, follow-up phone calls - the list of next-step possibilities is virtually endless. What's important is not how you do it, but how well you keep in contact with candidates throughout the hiring process.

### 6. Applicant Exclusivity

If your Internet recruiting site brings you pre-qualified, carefully selected leads, rather than names that are blasted to

dozens - possibly hundreds - of different employers, you're already way ahead of the game. That's why you should check with your online advertising resources to determine the level of candidate exclusivity they can provide you. The more exclusive the candidates, the better your results will be.

### 7. Ongoing Evaluation and Analysis

And finally, online recruiting isn't a stand-alone function, but a process you should monitor, evaluate and revise on an ongoing basis to maximize your potential for success. The Internet is a ready-made resource at your disposal that allows you to evaluate the impact of your recruiting messages and strategies in real time.

If you monitor and analyze your online recruiting results on a regular basis, you'll not only increase the effectiveness of your online efforts, you're likely to improve the results of your recruiting outside of the Internet as well.

So ask yourself: "Are my advertising investments providing the responses I want?" "What are candidates looking for?" "How do I attract better candidates to my open positions?" "How do I find more candidates more often?"

With the right recruiting strategies in place, the Internet has the answers to the critical questions you've been asking for years.

[www.verticalag.com](http://www.verticalag.com)

## SEVEN STEPS TO ONLINE RECRUITING SUCCESS



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