

# Q1 2018 echogravity magazine

GET FOUND. GET LEADS. GET CUSTOMERS.

Strategies for Building Your

# Talent Pipeline



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Kiosk #2b

**Kevin O'Brien**  
Co-Founder and Partner  
at echogravity



**R**ecruiting and staffing, what a great industry! Like many others, I fell into this industry without really knowing where it would take me. Nearly 30 years later, I am proud to have built my career within and around the recruiting and staffing world.

Staffing begins with a simple business model – work with a client that will pay you X, find a candidate who earns Y, and make a profit. Right? Place enough of these people and voila! You have a successful business! But we all know it's not that easy. This is a very difficult industry because we're working with people. We hire people to find people to work with other people. This triangle of people, as I call it, is very complex even though some of your clients try to commoditize it. Sometimes the process isn't fair, but we power through to build wealth for our families and our employees in this amazing industry.

Today, we are in the midst of a period of evolution. The trends we are seeing will prove that this opportunity for growth and development is sustainable in the foreseeable future. We are climbing into a remarkable era where technology is automating many of the tasks that are core to the recruiting and sales processes. It's incredible how many new platforms and tools are popping up every year to help make our jobs easier. However, it's also quite challenging to stay on top of all that's happening when we are so consumed by the day-to-day aspects of our business. That's why we've created this small publication to help recruiting and staffing leaders cut to the chase and learn where the industry is headed.

I'm proud to bring you a little insight into our knowledge of the staffing and recruiting space. Our quarterly magazine is just a snippet of what we see impacting the industry, and we would like to share it with you.

At echogravity, we are entrenched in this business and strive to be ahead of the curve in order to keep our clients in an increasingly competitive position. If you would like to discuss any of the industry insights within these pages or learn more about how we help clients achieve their unique business goals, please do not hesitate to contact me.

Warm regards,

A handwritten signature in black ink, appearing to read 'Kevin O'Brien', written over a white background.

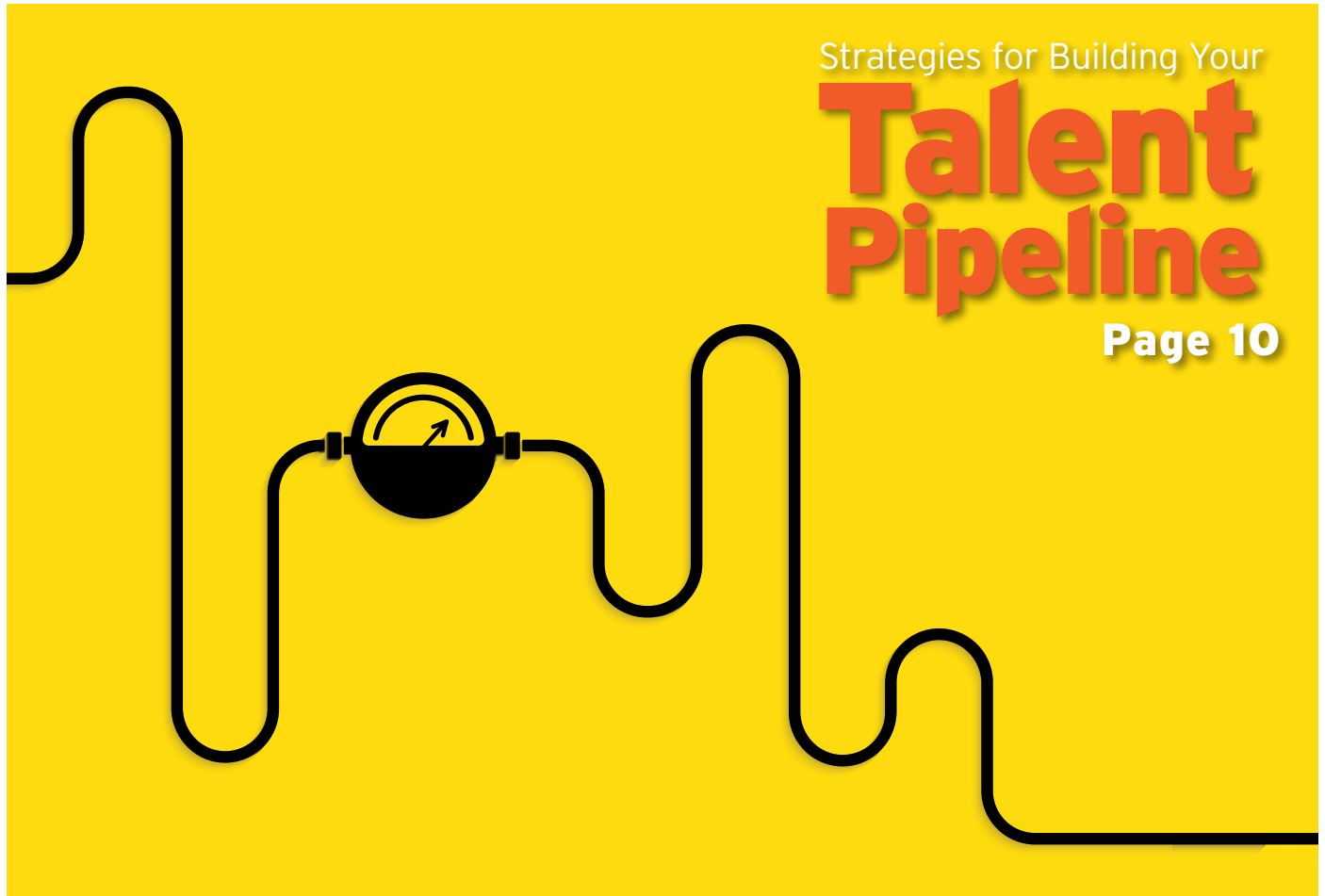
Kevin O'Brien

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# echogravity

magazine

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**A**t echogravity, we're passionate about staying tuned in to industry trends and insights. That's why we took our entire team to this year's TechServe Alliance Conference. TechServe is an excellent resource for the staffing industry, particularly in IT and engineering, and the conference is always a great opportunity to connect with industry thought leaders.

This year, the conference was held at Wild Horse Pass in Chandler, Arizona. Since it doesn't take much to herd up the echogravity team and convince us to don a pair of cowboy boots, we decided to enjoy the location as much as the conference.

We began our trip with a once-in-a-lifetime team building activity at the local equestrian center. We quickly found out that herding a pack of cows was significantly more difficult than our day-to-day marketing activities. But just as fun!

Back at the conference, there was a number of keynote speakers, roundtable discussions, sessions, and parties to attend. We were pleased to see many of our existing clients and meet a lot of new faces.

This year's conference was founded upon three main themes: Growing Revenue, Improving Profitability, and Preparing for What's Next. Of particular note was a keynote speech from Chris Fussell, Partner at McChrystal Group Leader Institute. His insight was memorable because his expertise in business is based on his experience in the U.S. Navy.

Fussell makes the argument that the biggest risk for an enterprise is the lack of agility in adjusting and adapting to change in external environments. Although small teams and departments can be powerful in making these adaptations, operating from a siloed foundation naturally creates barriers to reaching common goals for the organization.

Does that sound familiar? Fussell says that narrowing down the "why" of your organization, in addition to some other strategies, is one of the most impactful ways to overcome this challenge. At echogravity, helping companies create this "why" narrative and implement it in their marketing efforts is something we're passionate about.

Fussell's insight and advice was just the tip of the iceberg regarding the rich education we gained at the TechServe Conference. Employee branding was also a theme that came up over and over again, a topic that we at echogravity are dedicated to keeping front of mind as we assist our clients in implementing their own brands.

We were delighted to follow up these insightful sessions and discussions with events like Careerbuilder's Wild West evening, where we got some practice with a lasso, horseshoes, and even ax-throwing!

We can't wait to see you at next year's TechServe Alliance Conference! 🌟



# Inside the 2017 **TechServe Alliance Conference**

BY KEVIN O'BRIEN





How Does Your  
**ATS**  
Impact the  
**Candidate  
Experience?**

BY BRIDGETTE BARRY



Though it's technically your clients who contribute to revenue, the ability to attract quality candidates is key to long-term success. Demand for top talent is soaring, particularly in industries like IT, engineering, and healthcare. Talented professionals know they're wanted, and only the best candidate experience will make them partner with your staffing firm.

Here lies the challenge: creating a candidate experience that will impress the strongest candidates. Even with the world's finest recruiters, your underlying process will set the tone for candidate engagement.

The application itself, your recruiters' communication, and the tools you choose are the foundation of candidate engagement. In other words, your Applicant Tracking System (ATS) will impact the candidate experience more than any other factor. Here's why.

### The Job Application Process

How user-friendly is your application process?

Housed by your ATS, the job application is often your first interaction with candidates. You should make the process as easy as possible, since few candidates will be willing (or happy) to fill out a lengthy, cumbersome application. The best staffing software will parse a candidate's resume into their record, eliminating the need to ask as many questions of the applicant.

### Mobile Responsiveness

A study from Indeed indicates that almost half of jobseekers search and apply for jobs via their mobile devices. If your ATS technology isn't mobile responsive, you could be losing a lot of potential candidates.

Your ATS impacts how a candidate chooses to interact with your company. If you are unable to meet expectations, forcing them off their phones, the experience is tainted (and the candidate will likely abandon their efforts completely).

### The Feedback Loop

One of the most powerful functionalities of an ATS is how it facilitates communication. However, this is also an area where mistakes are just waiting to be made.

First, it's vital to provide timely feedback, but a quick follow-up email or call isn't as simple as it sounds. It's too common for multiple recruiters to respond to the same application, confusing the candidate. The best ATS will ensure a single point of contact, as well as track communication and status notes.

Additionally, automation can lead to a negative candidate experience. An automated response email offers immediate feedback but can also create an impersonal experience. Your ATS should make it easy to personalize those emails as much as possible.

### Predictive Intelligence

Once upon a time, the ATS was simply a glorified digital Rolodex. Its evolution has streamlined operations, created user-friendly online portals, integrated social media and job boards, and provided advanced search capabilities.


The ATS of the future will not only impact the candidate experience but help build it. Picture smart technology that matches candidates with openings; imagine alerts that predict when candidates will be most receptive to outreach. These possibilities would leverage a recruiter's time and skills, allowing them to better engage

candidates.

There's still room for improvement in the staffing industry's approach to candidate experience. Predictive intelligence in staffing software is a powerful tool that can help turn it all around.

### How Does Your ATS Impact the Candidate Experience?

Bullhorn's 2017 North American Staffing and Recruiting Trends Survey reports that 86% of staffing firms believe they're doing a great job with candidate engagement. However, almost 60% of jobseekers report having had a poor candidate experience. There's clearly a missing link, and we believe that link is typically in your staffing software.

The job search is overwhelming enough without adding clunky software to the mix. The right ATS can provide the foundation for a quality candidate experience, increasing your candidate pool, your recruiters' effectiveness, and your bottom line. 

86% of staffing firms believe they're doing a great job with candidate engagement. However, almost 60% of jobseekers report having had a poor candidate experience.

Given the lucrative nature of the current staffing industry, it's little surprise that people are attracted to careers within the field. However, the plain truth is that not everyone is cut out to be successful. The more we work with our clients, the more we see a pattern in the characteristics that make someone a successful staffing professional.

Regardless of how a recruiter is hired, trained, or molded, these are a few signs that tell you that you've landed a good recruiter on your staff:

An illustration featuring a hand in a blue suit sleeve pointing towards a light blue box containing text. Below, another hand in a yellow sleeve is shown writing on a notepad with a red pencil. A curved line connects the box to the text on the right.

2

**THE RECRUITER IS  
HIGHLY ORGANIZED.**

There are a lot of moving parts in the daily tasks of recruiters and salespeople. Applicant tracking systems and other tools facilitate day-to-day productivity, but long-term success requires more than software. Setting specific objectives, reaching out into new market segments, building long-term talent pipelines – all these things take detailed organizational skills.

3

**THE RECRUITER IS PERSISTENT  
AND DOES WHAT IT TAKES  
AFTER (OR BEFORE) HOURS.**

Hard workers and dedicated employees are tough to find in any business. Recruiters that schedule interviews after hours, or are highly motivated to reach candidates, are keepers. The persistent recruiter who follows up repeatedly with the view that they're building a long-term relationship is doing what it takes to make an impact.

At a time when great recruiters are highly sought after, droves of individuals, from fresh graduates to experienced salespeople, are entering the profession. Inevitably, many will fail. The great ones who will achieve long-term accomplishment are highly motivated individuals. The six signs above are what we see most prominently when meeting and interacting with the most successful recruiters – the individuals who will make a difference in your business.



1

**THE RECRUITER ASKS DETAILED, ACCURATE QUESTIONS.**

They do not settle on a job description like "java developer" or "accounting manager." They dig in and get to know the exact requirements before picking up the phone. Once they are assessing potential candidates, it's also vital to acquire an in-depth understanding of each candidate, including their experience, characteristics, and goals. This includes asking tough questions up front to solidify the relationship and decrease the chance of something falling off in the end.

# The 6 Characteristics of a Great Recruiter

BY MEGAN BLAIR

5

**THE RECRUITER SPENDS THEIR TIME ON THE PHONE AND MEETS CANDIDATES IN PERSON.**

Emailing candidates is now the norm. Calling them instead is an opportunity to get the candidate on the phone immediately and make a good impression. Meeting a candidate in person provides an additional, personal touch that lasts longer than one recruiting process. Long-term relationships are built by taking the time to genuinely connect with candidates beyond email; and they typically equate to more hires.

6

**The recruiter can easily build rapport, earning a candidate's trust and referrals.**

No matter what the industry, candidates fall along a wide spectrum of experience, skill level, and background. Great recruiters must demonstrate credibility to earn trust, digging deeper and opening new doors. This requires strong communication skills and a deep understanding of their industry. A more integrated conversation can provide golden nuggets of information. Plus, candidates that have a higher comfort level with the recruiter are more likely to divulge mutually beneficial information.

4

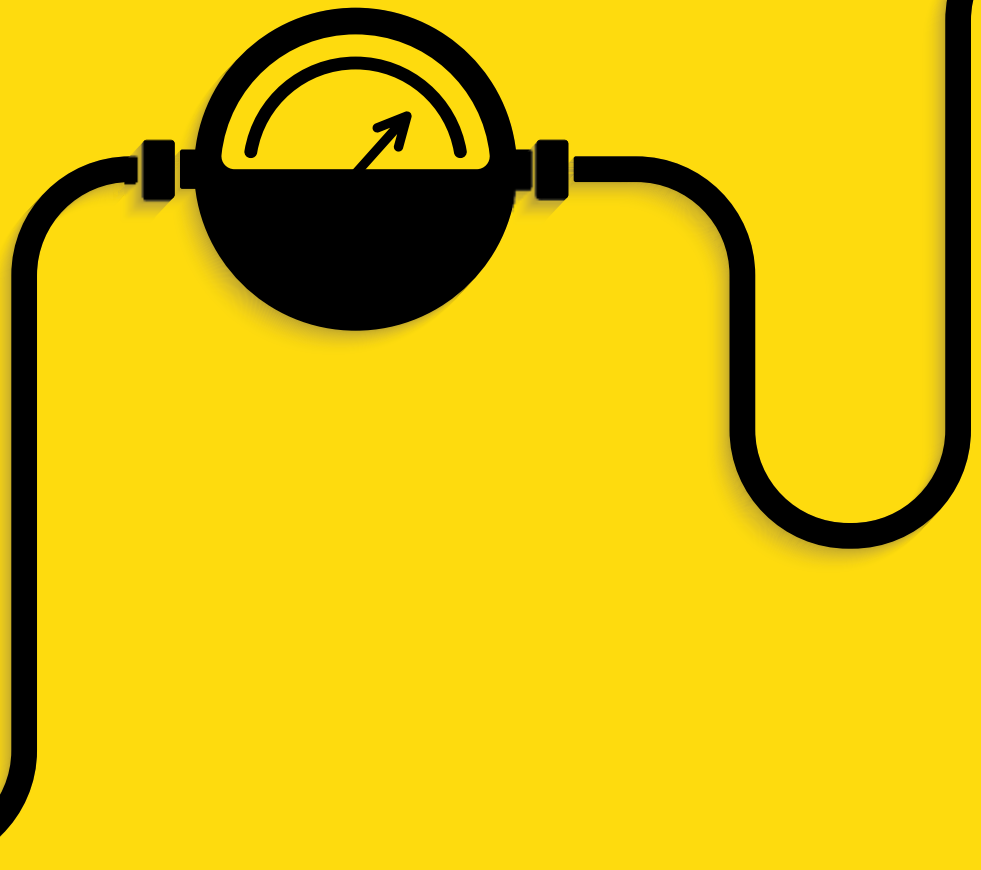
**THE RECRUITER IS NOT AFRAID TO TAKE IT AWAY.**

If something doesn't feel right, a good recruiter isn't afraid to pull out of a deal. It's common for recruiters to panic and give away the farm in order to close the deal. A good one will stop the process and yank the candidate if things aren't lined up how they should be.

Strategies for Building Your

# Talent Pipeline

BY LISA POKORNY



Remember the nightmare of 2008 when clients were on hiring freezes and staffing firms everywhere went into panic mode? The recession was a decade ago, but it's not easily forgotten. That's why many firms are still highly focused on client lead generation.

The challenge is that the current market has flipped 180 degrees. Today, it's candidates who most staffing firms are struggling to find. The truly talented people you need to fill job reqs simply aren't responding to job boards or recruiting calls the way they were in the years following the recession.

That's why recruitment marketing matters now more than ever.

### **Is the Job Board Dead?**

Although the job board isn't completely lifeless, the way we approach using it needs to evolve with the changing habits of jobseekers. Consider these statistics: 60% of the talent pool is comprised of passive candidates... Only 17% of Millennials claim to use online job boards when career searching... And only 14% of consultants and contractors first learned about their current staffing agency through a job board. With that said, we have to learn to be smarter about how we use job boards. In short, we must consider how they fit into the overall candidate journey.

### **Standing Out in a Crowd**

Why would a candidate choose your recruiters over others? In a commoditized, crowded market, how does your company stand out enough to build genuine, long-term relationships with talented professionals?

The answer is by building a strong brand with a differentiated value proposition that reflects through every element of your marketing efforts. Beyond that, you need to understand your candidates intimately.

Look at them through the marketing lens of a buyer persona. More than just demographics, a buyer persona is built on your audience's goals, challenges, desires, values, and habits. You need to know your candidates inside out so you know how to attract them.

### **Recruitment Marketing Channels**

Once you know who to target in your marketing efforts, it's time to explore the different recruitment marketing channels that will strengthen your brand and business. Is your company or its leadership established as a thought leader in the industry? Now is the time to build engaging content marketing, articles and resources that provide value to your audience. Then it's about reaching your audience through email marketing, social media marketing, digital ads, on-site events, and more. It's also worth looking into how your ATS, CRM, marketing automation platforms, and other tools are leveraging recruitment marketing to your benefit. Ultimately, the goal is to create a custom, high-value experience for every candidate.

### **Measure Your Success**

Finally, make sure you're measuring your success. Assessing your recruitment marketing efforts on a regular basis should be no different than assessing the performance of your recruiters. You have to measure the ROI of your program in order to understand what's working, what's not working, and what to improve.

At the end of the day, recruitment marketing is a cohesive marketing strategy that will truly help build your pipeline of talented candidates.

For more strategies and ideas, get your complimentary Recruitment Marketing eBook today. Just visit <https://echogravity.com/recruitment-marketing-guide-staffing-firms> 📖

While at the TechServe Conference in Phoenix, we had a chance to talk to a number of the sponsors and exhibitors, as well as tinker around with some of the new technology in our space. There is one technology we found to be pretty cool: Great Recruiters. This tool is a mash-up of online recruiter reviews coupled with a scoring system for recruiting managers and executives.

The foundation of their premise is a simple Google search: “Recruiters are...” which shows firsthand the perception issue the staffing industry is combatting. In a world where staffing firms are being commoditized and the barriers to entry remain low, it’s difficult to differentiate one firm from another. This negative perception affects all good recruiting professionals and establishes trust issues that can prevent recruiters from engaging with great talent. This is where Great Recruiters comes in to make their pitch.

Great Recruiters believes that to differentiate your firm, you must under-

stand how you are performing—not simply from the perspective of the people your recruiters place but from the perspective of all the candidates interacting with your firm. The Great Recruiters platform keeps a true pulse on the perception of your firm in the marketplace by proactively, directly, and continually asking for feedback about candidates’ recruiter experiences.

### How does Great Recruiters work?

Great Recruiters is powered by candidate reviews. There are two ways candidates can provide recruiter reviews:

1. Agencies can send review requests directly to the candidates through the Great Recruiters platform or through an ATS integration.
2. Each recruiter can include a unique link in their email signature, allowing candidates to provide a review by clicking the link.

The candidate is asked to rate the recruiter’s performance in five categories: genuineness, responsiveness, experience, advisor, and transparency.

Jobseekers also have the option to provide comments. It is not required, but 60% of jobseekers choose to provide additional insight about their experience with the recruiter. Jobseekers who rate their interaction with the recruiter positively have the opportunity to refer candidates, providing recruiters access to a

Jobseekers also have the option to provide comments. It is not required, but 60% of jobseekers choose to provide additional insight about their experience with the recruiter.



# NEW TECH REVIEW

deeper talent pool. According to Adam Conrad, Founder of Great Recruiters, 10% of jobseekers who provide a positive review include at least one referral (beta test results). Once a candidate has completed their review of a recruiter, the feedback mechanism sends that review directly to the recruiter and their manager in real time.

## The Management Dashboard

The dashboard provides a window into recruiters' performance. Through the information provided in the dashboard, Managers can analyze the performance of their departments and teams, drill down into individual recruiter ratings and reviews, and respond to action items to ensure recruiters are delivering a great candidate experience.


## Knowledgeshare

Additionally, Great Recruiters provides

BY KEVIN O'BRIEN

a knowledgebase where agencies can capture their own recruiters' best practices and share them with the team. Recruiters contribute tips and best practices to help their team perform better and ramp-up new recruiters faster.

All-in-all, it seems like a pretty nifty tool. We haven't seen anything else quite like it to date and are interested to see the adoption over the next 12-18 months. A few of our clients have already integrated the platform, and it's also come up in a few discussions with other clients.

To learn more about Great Recruiters and how it may fit into your business, check them out at [www.greatrecruiters.com](http://www.greatrecruiters.com). 



echogravity

echogravity is nationally known as the leading provider of marketing solutions for the staffing industry. We've mastered the communications of client's awards for Best of Staffing over the past four years and are gearing up for the 2018 awards. Leveraging the success of a Best of Staffing award is essential to a company's brand communication.



**ARE YOU  
PREPARED?**

**BEST OF STAFFING  
AWARD PR AND  
COMMUNICATION**



If your client satisfaction scores qualify your firm for the Best of Staffing award, the next steps are to **modify your company's brand identity, communicate the achievement and to let the world know that your company is a brand to recognize.** echogravity offers the following programs to communicate your success:

**NEWS FLASH**

**\$1800**

**STOP THE  
PRESSES**

**\$2800**

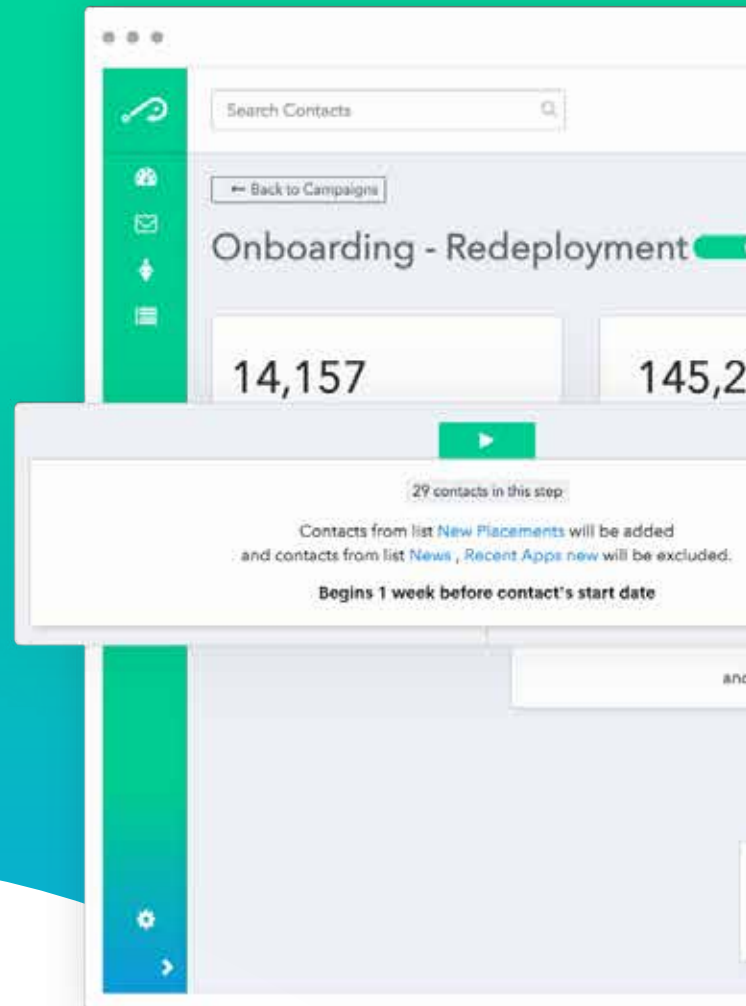
**RED CARPET**

**\$6000**

To learn more about these and other marketing plans, contact Kevin O'Brien at **847-960-3302**, or email at [kevin@echogravity.com](mailto:kevin@echogravity.com)

# Candidate Engagement Software

Visit [herefish.com](https://herefish.com) to learn more



Herefish is the first marketing technology platform specifically built to help professional recruiting and staffing firms drive engagement to place more candidates.

Visit [herefish.com](https://herefish.com) to learn more



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