

5 Ways to Use Data to Find and Attract Top Talent

A Guide for HR and Talent Leaders

Introduction

Most HR and recruiting leaders understand that data can be valuable when making business decisions. But you may not know that data can turn recruiting into a competitive advantage for your organization instead of a cost center. That's because data can help you find and attract top talent.

Data is the key to success in recruiting; without it, we're driving without a map. Data can help you understand where the best talent is, what they're looking for, when and how to reach them, and how to motivate them. Here are five ways you can use data to find and attract top talent.

Method 1: Use data to get your messages read

The first step to recruiting top talent is getting your message in front of them. But with so many channels and so much noise, it can be hard to reach candidates. Data can help you cut through the clutter by telling you where your target audience spends their time and what type of content they're consuming.

The recruiting industry used to think that sending one email or InMail would do the trick. In the hunt for better response rates, we also rolled up our sleeves and found the best subject lines to entice the candidate to click your message. In light of the new labor market trends, none of the above are applicable.

Today, candidates traverse multiple channels and social platforms. Remote and hybrid work has changed patterns and behaviors on how candidates look for new jobs, and especially how they interact with 3rd party recruiters.

The best time to email candidates is when they are most active on their platform of choice, and the best way to find out is by using analytical tools that measure engagement and offer data-driven insights.

Tools like Source Whale (our favorite and very easy to use) offer deep analytical capabilities and multiple reach-out options.

For example, we have an 8%-9% response rate when sending more than four touchpoints in an email sequence. We can raise that response rate to almost 12% using a multi-channel messaging strategy: email, InMail, and LinkedIn connection requests. We also found that more messages are read and opened on Tuesday, Wednesday, and Thursday between 10 am and 3 pm. We tested this on over 200,000 email messages.

This is where as a talent-sourcing professional, you should be able to shine.

Method 2: Use data to find candidates that other recruiters haven't identified

When looking for candidates, it's essential to think outside the box and go where no one has before. With the advent of big data, businesses are using all kinds of data to make significant decisions. However, in recruiting, many still use resumes, job postings, and ancient sites like Dice to find candidates.

We call this "searching without a purpose."

Why would a candidate want to respond to thousands of emails and messages that all sound the same?

Instead, we offer a new data-driven candidate sourcing strategy. Instead of repeating the same phrase over and over, telling candidates what great background they have, try pinpointing the real, hidden issues that may motivate the candidate to respond to a new job opportunity. Try contacting candidates based on their company's lack of internal promotions to more senior roles from within or companies taking much longer than competitors.

Here's an example:

Hi (name),

I saw you're currently working for (company), and I wanted to reach out to you about a potential opportunity.

I noticed that (company) has been lagging in promotions to senior positions from within. This could be an excellent way to take your career to the next level.

Alternatively, if you're looking for a company that values internal growth, we might have something for you.

Let me know if you're interested in learning more.

Best,

(Your name)

Method 3: Use sentiment analysis to unearth candidates

Instead of trying to lure candidates from their current employer for a higher salary (which is a very high motivator), we offer a way to source candidates based on their current employer sentiment analysis.

Sites like Glassdoor, Indeed, Vault, Kununu, CareerBliss, Jobcase, Blind, and Comparably offer a plethora of information, with employees discussing the good, the bad, and the ugly. We have found this helpful to highlight internal pain points that an employee base discusses – negative sentiment on current employer leadership, training, a toxic culture, and no room for growth.

When messaging candidates, this data is invaluable. You can say, "If you're unhappy with your current situation and are looking for a company that values employee growth and development, we may have the perfect opportunity for you."

Method 4: Use skills data to find "dream" candidates

In the past, talent professionals relied on job descriptions and resumés to identify candidates' skills. However, this is no longer an effective way of sourcing. With the advent of big data, we now have access to a wealth of information that can help us identify a candidate's skills.

For example, if you're looking for a candidate with specific programming skills, you can use data from GitHub to find the candidates with the highest number of repositories or commits.

Alternatively, if you're looking for a candidate with specific marketing experience, you can use data from BuzzSumo to find the candidate with the most social media engagement.

This data can help you quickly and easily identify dream candidates with the required skills and experiences. By leveraging the power of big data, talent professionals can source candidates more efficiently and effectively than ever before.

Method 5: Combine advanced data technology with human sourcing

At RecruitCloud, we combine technology and human sourcing experts to change how teams build active candidate pipelines. Instead of charging you a success fee for every placement we make, we engage with you and become an extension of your internal recruiting team. Our strategic sourcing experts use labor market intelligence and data to engage, message, and attract talent away from the competition and into your company.

Our data-driven sourcing becomes your competitive advantage. RecruitCloud has collected and processed over 200 million candidate records with multiple data points, not just resumes. We crunch, tag, and stitch data from countless places such as Facebook, LinkedIn, Google Scholar, GlassDoor, Indeed, and other public and private sources.

Blank profiles or profiles with minimal information don't slow us down. We use statistics to infer skills and experience so we don't miss out on candidates because they have blank profiles. We also have a highly targeted approach for any opportunity requiring specific skills, diversity, and gender.

Conclusion:

Talent professionals can use data to their advantage to find and attract top talent. By leveraging the power of big data, they can source candidates more efficiently and effectively than ever before. By combining advanced data technology with human sourcing, they can find the best candidates for their open positions and turn recruiting into a competitive advantage.

Schedule a free demo to learn how RecruitCloud can help you meet your staffing goals.

SCHEDULE A FREE DEMO