

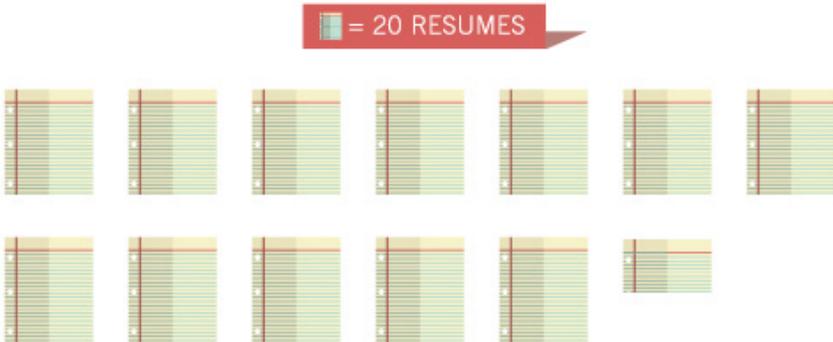


**THE MOST IMPORTANT STAFFING
& RECRUITING TRENDS FOR 2016**

The recruiting and staffing industry is fast, competitive, and highly interactive. Technology becomes more important every year as recruiters use online job boards, software, and algorithms to track down the most qualified candidates.

How does the industry successfully use technology while focusing on the human touch?

Each corporate job posting attracts an average of **250 resumes**



When a **post goes live**, the first application will generally be submitted



within **200 seconds**

Nearly **half a million resumes** are posted on Monster



every **week**

Based on a recent survey, the staffing and recruiting industry as a whole is challenged by 3 important trends:

- Social media integration and engagement
- Speed, efficiency, and improved technology to stay competitive
- Sourcing and working with top candidates

With those staggering stats, which are only expected to keep increasing, this industry relies on technology.

The five key trends the industry has seen over the past few years are the:



Push to mobile-friendly recruiting



Ever-increasing popularity of using social media to connect with candidates



Use of inbound marketing to become online powerhouses



Need to search and find faster, with or without Boolean search



Power of harnessing big data

And these trends are expected to continue and grow in 2016.

In this ebook, we explore how to make these trends work for you. We also see what industry experts have to say about the current state of marketing and what to expect in the future.



THE DOMINATION OF MOBILE

Let's start with the tiny computer in your hand. **LinkedIn alone has seen incredible mobile traffic growth.**

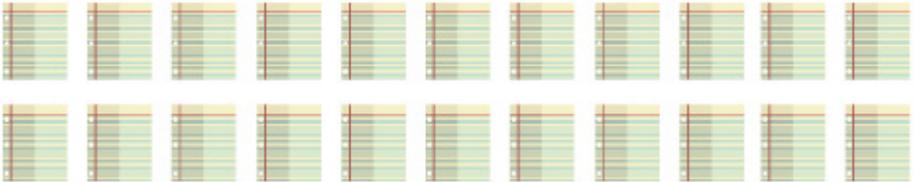
1.45 million job views per day

 = 50,000 JOB VIEWS



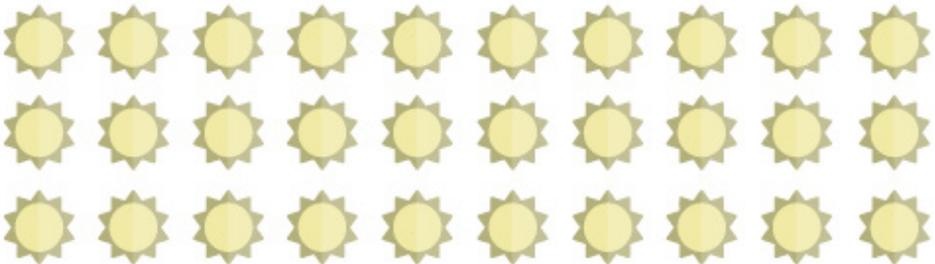
44,000 job applications per day

 = 2,000 APPLICATIONS



15 million profile views per day

 = 500,000 PROFILE VIEWS



Believe it or not, **your mobile website has a higher level of interaction and engagement** than your standard site.

Site engagement and the number of page visits are also higher on mobile sites.

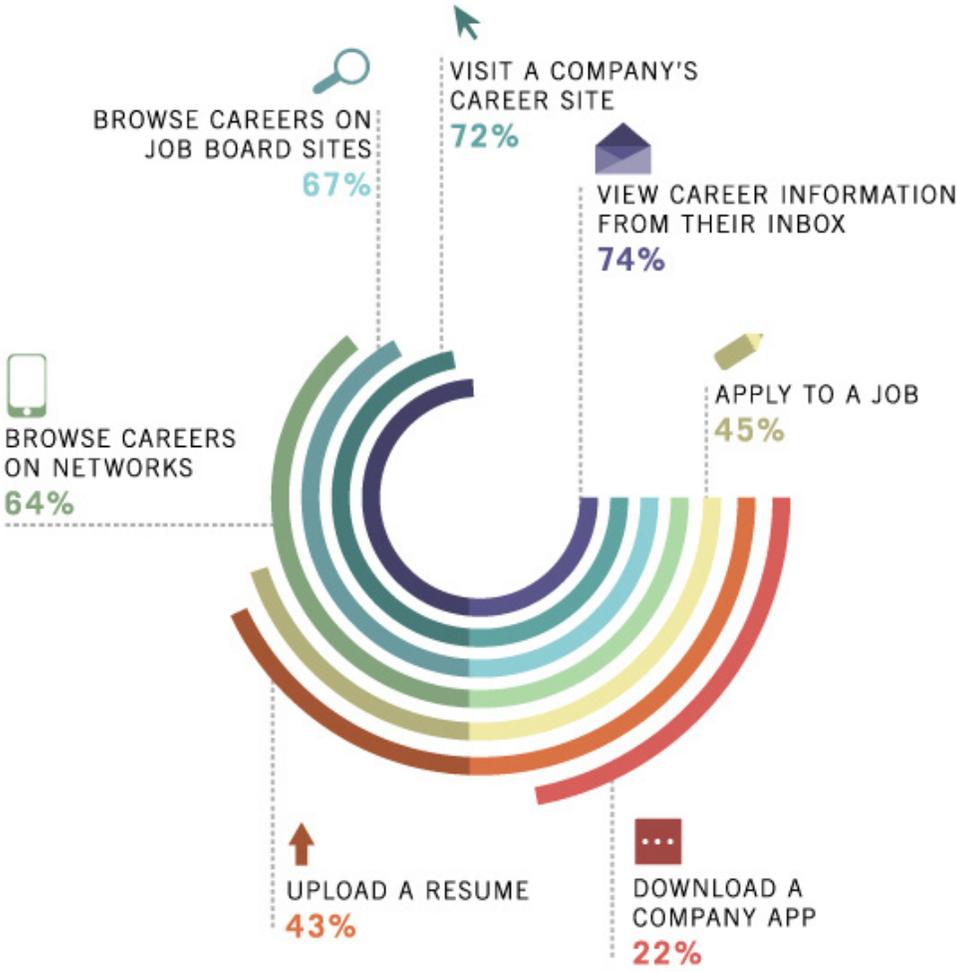
Mobile-optimized sites have a bounce rate of



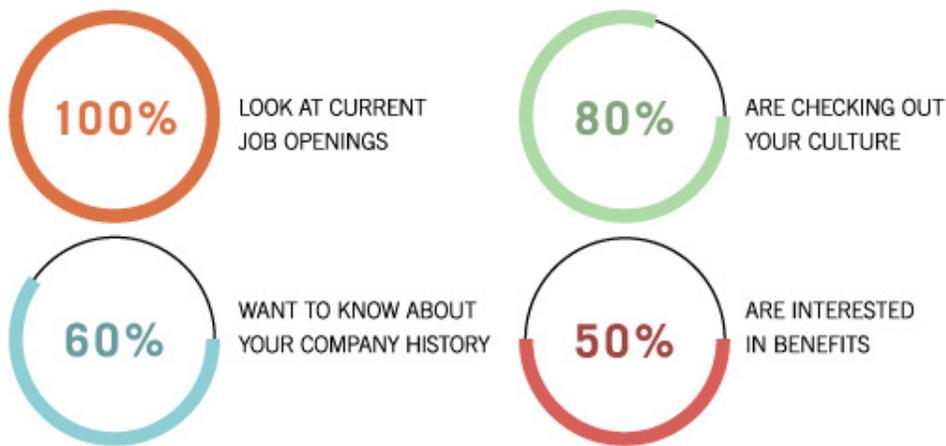
Most **standard desktop sites** have bounce rates of



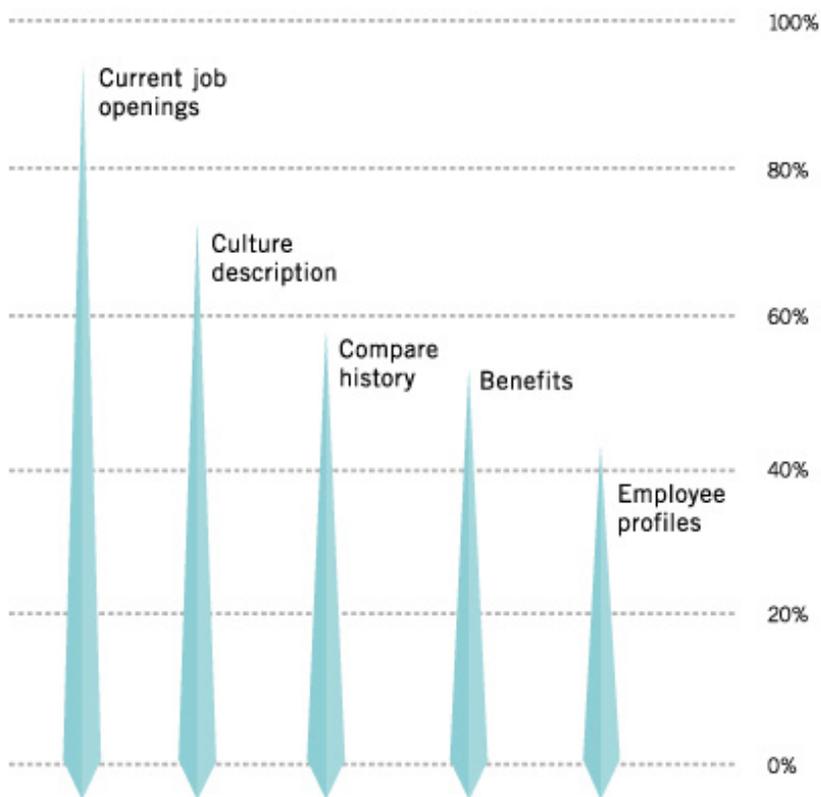
How are active candidates interacting with career opportunities while they're on their mobile devices?



Candidates are scouring career sites from their mobile devices. And many are looking at current employee profiles.



Top 5 Things Candidates Look For on Your Career Site



Armed with that data, format your mobile experience to make recruiting new candidates easy.

To cater to them,



Use responsive design in your mobile website so your website displays correctly on every screen size



Don't use Flash

- Not supported by Apple mobile devices
- Not easily indexed by Google
- Hard to update and make changes



Make sure it's well-written and well-designed



Ensure forms and links are easy to use on smaller mobile screens



Pay close attention to the reasons why candidates are on your site

For a successful mobile strategy, LinkedIn recommends these 6 tips:

1

DO YOUR RESEARCH TO GET TO KNOW YOUR AUDIENCE

2

GIVE YOUR AUDIENCE WHAT IT NEEDS

- Mobile sites
- Helpful content
- Interaction on social media
- A smartphone app (For some companies)

3

REACH OUT TO YOUR AUDIENCE APPROPRIATELY

- Email messaging
- Notifications
- Sharing on social media

4

ATTRACT CANDIDATES AND CLIENTS WITH INBOUND MARKETING

5

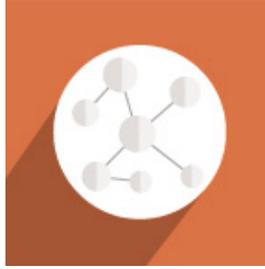
THINK CONVERSIONS AND WORKFLOWS

- Review the application and screening process
- Make users' lives easier

6

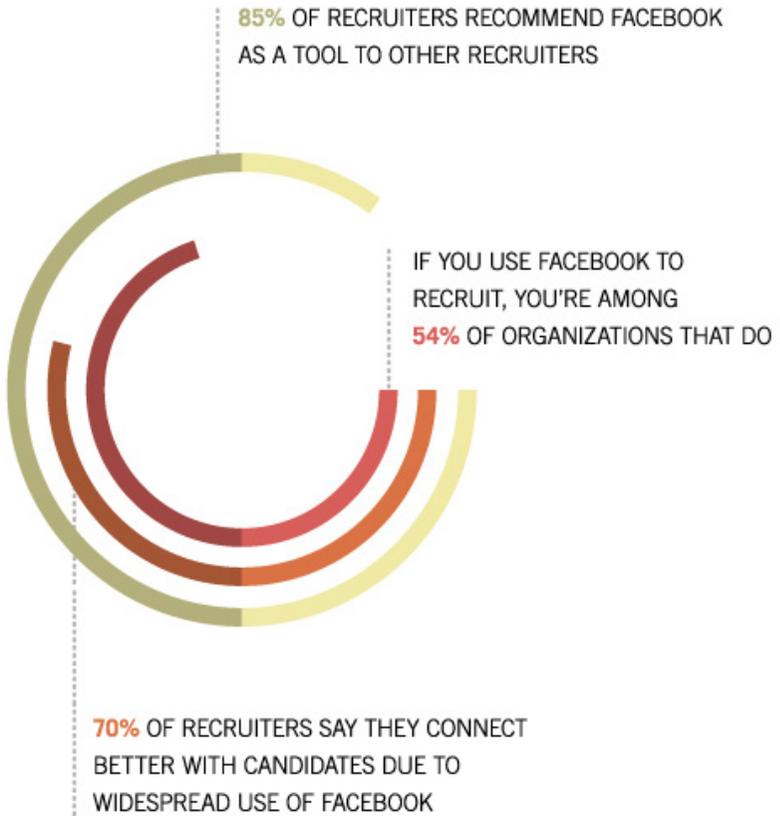
CONTINUALLY ANALYZE, REVIEW, AND IMPROVE YOUR METHODS

TIP: To succeed in 2016, focus your optimization efforts on your **mobile customer experience**.



THE CONNECTIVITY OF SOCIAL MEDIA

Your social media presence is another priority. Take advantage of sites like **Facebook, Twitter, LinkedIn, and other social platforms** to recruit the best candidates even faster.



We have more details about recruiting on Facebook, including advice on how to create social media screening policies for your company, in our infographic: [Recruiting on Facebook: How to Screen Candidates Ethically](#)

http://www.hr.com/en/topleaders/all_articles/facebook-recruiting-make-it-part-of-your-ta-strate_hpk0wdrh.html
<http://www.slideshare.net/shrm/social-networkingwebsitesrecruitingselectingjobcandidatesshrm2013final>
<http://theundercoverrecruiter.com/recruit-facebook/>

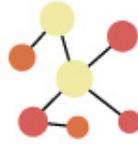
Another popular social media site for staffing agencies and recruiters? The 140-character world of Twitter.

Twitter is most popular for recruiting in major metropolitan areas.



<http://venturebeat.com/2013/11/05/twitter-is-the-new-linkedin-500k-jobs-posted-monthly-will-reach-2mmonth-in-2014/>

When you use Twitter for recruiting, make sure you're active and communicate well.



Treat Twitter like a **virtual networking event**



Participate in relevant **industry chats**



Most recruiting Twitter accounts post at least **once per day**



Because Twitter is a live stream, it's okay to retweet job postings **multiple times per day**



Stay in communication by answering questions **promptly**

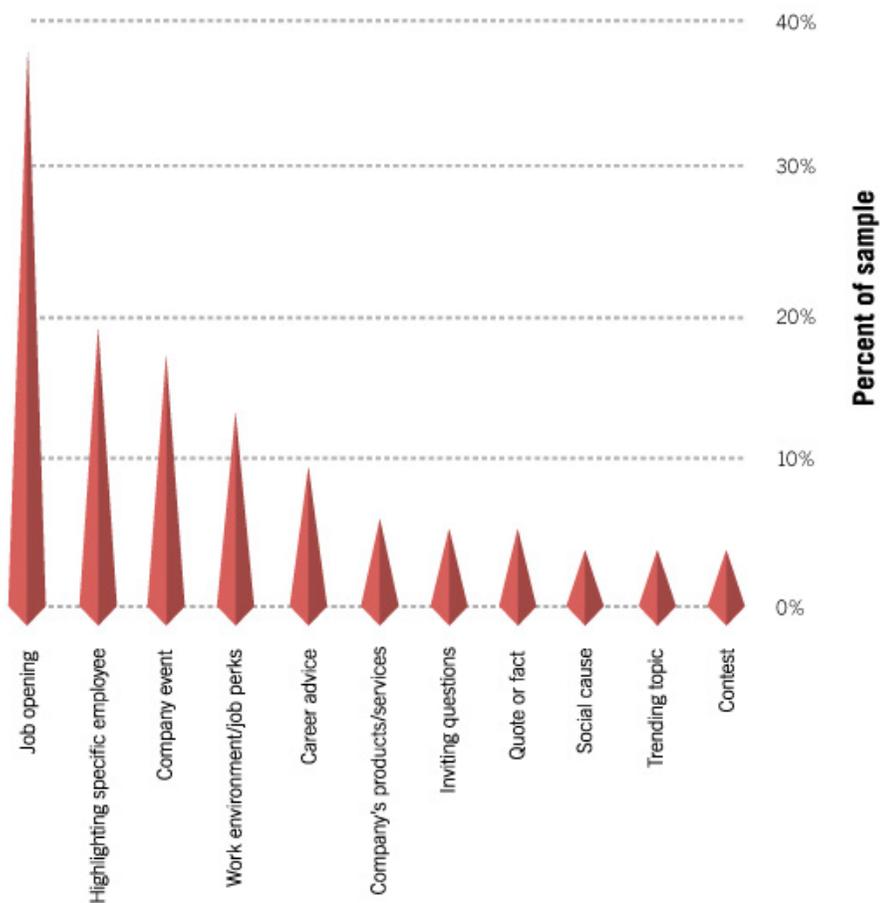


Personalize your **recruiting profiles** to make job seekers feel like they're talking to **individuals**

<http://www.entrepreneur.com/article/233201>

<http://www.softwareadvice.com/resources/hr-engage-talent-on-twitter/>

Most Common Subjects of Tweets by Fortune 500 Recruiting Accounts



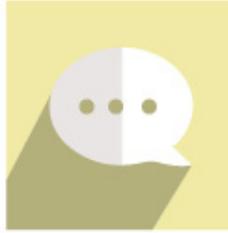
To learn more about Twitter and recruiting? Check out our infographic: [How to Use Twitter for Recruiting](#)

Facebook and Twitter are social media recruiting powerhouses, but they still pale in comparison to the industry juggernaut: LinkedIn.

Once you have your company page filled out and ready for candidates, how can you stay active to attract top candidates?



Share relevant news, company updates, and articles



Participate in discussions



Promote jobs or events through status updates



Follow, start, and engage in relevant conversations in groups



Consider starting and managing your own group

<http://www.forbes.com/sites/jaysondemers/2014/10/29/the-definitive-guide-to-linkedin-groups-for-marketing/3/>

<http://www.socialmediaexaminer.com/5-tips-to-build-and-grow-your-linkedin-network/>

<http://www.recruitingdivision.com/social-recruiting-tips-for-linkedin/>

<http://theundercoverrecruiter.com/how-build-your-personal-brand-linkedin-21-useful-tips/>

<https://www.linkedin.com/directory/groups>

<http://www.interoadvisory.com/2013/11/linkedin-recruiting-11-key-tips/>

You can also post jobs on LinkedIn for a fee or informally post them at no cost within groups and via status updates.

In news that surprises no one, especially in our industry, personalized and timely communication is key, no matter if it's by phone, email, or LinkedIn.



Personalized InMails receive **37%** higher response rates and increase the likelihood of a hire



Commit to responding within **24 hours**



Highlight **mutual connections**, if there are any



Consider asking a shared connection to make an **introduction**

Update Me is a LinkedIn feature that allows Recruiter users to be informed about changes to a prospect's profile – for up to 150 profiles.

More LinkedIn tips and trick are in our infographic: [Start at the Source: How to Find Talent on LinkedIn](#)

<https://business.linkedin.com/talent-solutions/blog/2015/01/a-10-point-checklist-for-recruiting-exceptional-people>

<http://www.inc.com/lou-adler/performance-based-job-descriptions.html>

<http://www.yourerc.com/blog/post/How-to-Use-LinkedIn-to-Recruit-10-Tips.aspx>

<http://www.slideshare.net/linkedin-talent-solutions/update-me-frequently-asked-questions-linkedin-recruiter>

https://business.linkedin.com/talent-solutions/c/14/12/build-your-personal-brand-on-linkedin?src=bl-ba&veh=recruiting-exceptional-people_Lou-Adler_012815

TIP: In 2016, social media is the number one way to connect with candidates on a large scale. Learn to use it wisely to better get to know the people behind the resumes.



THE EFFICACY OF INBOUND MARKETING

Now that we've covered the "easy" parts of recruiting online, it's time to discuss the hardest part: cultivating relationships through content.

Why do you need to focus on inbound marketing?



Enhance **brand awareness**



Build a **strong online presence** so you can:

Reach your target audience

Nurture leads

Increase sales



Get found by **potential customers** via **search engines**



Connect and engage with prospects



Establish **credibility**



Position yourself as an **expert**



Convert site **visitors to leads**

What methods of inbound marketing can you use to grow your audience and boost your online presence?



Blog regularly

Write posts that help your company interact with potential clients and cohorts

Provide assistance to readers in a human, engaging way



Use search engine optimization

Determine keywords to draw in the right audience from search engines

Modify your site to achieve a higher search rating



Pay attention to public relations

Provide useful info to the media

Increase your company's chances of getting published or quoted in major media outlets

Establish and improve industry credibility

Attract prospects



Grow your email marketing

Drive traffic back to landing pages with emails and newsletters

More inbound marketing hints are in our infographic: [**Inbound Marketing for the Staffing Industry: Attract, Engage, and Convert**](#)

TIP: As the popularity of inbound marketing and content rises, the focus has shifted from quantity to quality. **In 2016, your inbound marketing will have to be targeted and reliable to draw in your audience and stand out from the crowd.**



THE TRANSITION OF SEARCH

Using Boolean search operators—AND, OR, NOT—to locate candidates is time-consuming and often difficult to do well. Think of all the training required.

Recruiting and staffing agencies face a constant struggle to find unique candidates.

The most common, and obvious, places to look are



SOCIAL MEDIA



JOB BOARDS



AGGREGATORS

The most important tools in an agency's arsenal are its technology and its people: its own database, and the relationships they've nurtured.



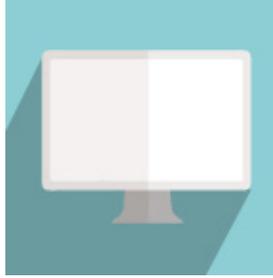
Boolean searches are still important, but our industry and technology are rapidly changing. We're moving toward a simpler way to search—one without long, complicated strings of keywords.

<http://www.grmwebsite.com/inbound-marketing-for-staffing-agencies>

<https://www.linkedin.com/pulse/5-things-recruiters-need-stop-doing-2015-johnny-campbell>

<http://mattcharney.com/2013/11/21/shut-up-already-stop-talking-about-these-3-recruiting-trends/>

<http://booleanblackbelt.com/2009/03/is-candidate-sourcing-dead/>



THE BENEFIT of BIG DATA

It's hard to get beyond the basic data. We need more information about:



Candidates



Trends



Client data



Compliance



Sales tracking

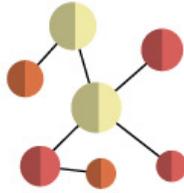
This is made more difficult with multiple, non-integrated systems that can't give us real-time information.

“Having a million different tabs each opened to a different candidate database or recruiting tool is the norm. The dozens of different systems necessary for executing and tracking all recruiting related activity is one of the most pervasive professional pet peeves in talent acquisition today.”

In the future, multiple sources of data in one location will help recruiters find the best candidates.



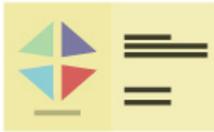
Online **resume databases**



Social media
profiles and statistics



Records of **employment**



Scanned **business cards**

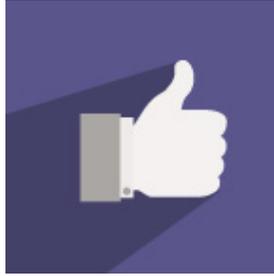


Job **applications**

This data will be analyzed, processed by algorithms, formatted into reports, and available for recruiters—but it will take recruiters versed in people analytics to interpret the data, forge a relationship with the candidates, and make sure the right candidate is placed in the right position.

<https://talentor.com/blog/2015/07/16/big-data-recruiting/>

<http://mashable.com/2014/06/11/big-data-recruiting/#Oqd3TIVZSskK>



THE INTUITION OF OUR INDUSTRY'S EXPERTS

JESSICA MILLER-MERRILL

blogging4jobs.com

We reached out to Jessica Miller-Merrill, SPHR, the President and CEO of Xceptional HR, who has over 12 years of industry experience as an HR professional. She told us her thoughts on using social media in recruiting.

“I believe the way recruiters should use or leverage social media is dictated by the company culture, the job market, the comfort or creativity level of the team, and the interest by the individual. We have a huge opportunity to reach, engage and build relationships with job seekers, customers, and peers using social. Who doesn't need more connections, relationships and referrals when you are a recruiter who is actively looking for the best talent to hire at their company?”



"Social media is a great place to engage and build relationships; however, **we don't own the data, information, or contacts on those social networks.**"

“Social media is a great place to engage and build relationships; however, we don't own the data, information, or contacts on those social networks. I suggest you funnel contacts and relationships to a central unified place. It might be your talent network, email newsletter, career site, or blog. In these places you can create a customized and unique experience for those candidates further building on the social media relationships you have established in a more personalized space.”

“I like Twitter for new communities, contacts, and events. Facebook seems to be my more personal space where I can engage and learn more about my network of friends and relationships. LinkedIn seems to be the least personal, but it's a good place to search for contacts and research who might be a good fit for a role within your organization.”

TIM SACKETT

timsackett.com

Tim Sackett has a Master's in HR and SPHR certification and has 20 years of experience in the industry. He's the President at HRU Technical Resources, a prolific writer, and manages timsackett.com. We asked him about the relationship between recruiting and technology.

"Recruiting software and automation...**increases the capacity of your team**, allowing you to do more with less, or use the extra capacity to **focus on more strategic work** the organization needs."

"Recruiting software and automation...increases the capacity of your team, allowing you to do more with less, or use the extra capacity to focus on more strategic work the organization needs. Set up correctly, talent acquisition software and great TA processes can be a distinct competitive advantage for your organization."

"Technology has allowed us to get more, faster. It's a gift and curse! We now get more candidates, faster, but this means we have more candidates to weed through to get the best talent. While assessment technology has come along way, the integration on the front end of recruitment automation is the next advancement I look to see evolve. We need the technology to deliver us not only more, faster, but better, more, faster!"

"Ultimately, I see recruitment technology being able to run the process end-to-end. Not just the pieces of recruitment, but the complete process. From workforce plan, to source, to selection, to onboarding."

When asked why he blogs regularly, he says, "Most agencies miss what is really happening on the ground. It's sexy to talk about where TA is going in the future and the latest and greatest innovations. We forget that some poor soul is stuck in the weeds, buried under a stack of resumes, with no hope in sight. The majority is currently stuck in the weeds. They can't even comprehend innovation and best practices. They are just trying to make it through another day

without shooting a hiring manager!”

“How do we help the majority? How do we give them the road map to get out of the weeds and start doing all this great stuff we see on the horizon? That’s the real stuff that not many in the blogging world will write about, because so few have answers for the real day-to-day work.”

BILL HUMBERT

recruiterguy.com

Bill Humbert has been a professional recruiter and contract recruiter consultant since 1981. He is also a professional speaker and the author of RecruiterGuy's Guide to Finding a Job. He talked to us about social media and technology and how they've changed the industry.

“Social media by its definition is ever changing. This dynamism drives change, many times unforeseen because it is also driven by the acceptance—or not—of the masses. Many candidates have used social media for a period of time. When they realized (in most cases) they were being social with the company, but the company wasn't being social with them, they abandoned social media for job searches. Furthermore, if companies do not take care of recruiting fundamentals prior to creating a social media presence, trying to use social media for the attraction of candidates will fail miserably. It's like trying to be a member of the orchestra prior to learning how to play an instrument.”

On a broader scope, technology has undergone revolutionary change in the past 15 years. “Tracking candidates and their behavior during the interviewing process has improved greatly, and it gives recruiters the ability to usher people in for the right new position. Conversely, if utilized properly, it also enables recruiters to usher people out if they acted like flakes the last time.”

“In the past 15 years we have seen technology like the job boards go from being a great place to harvest resumes to a desert full of resumes of desperate candidates—not a place where either recruiters or better candidates will graze. Once a particular technology claims they will replace third party recruiters, those recruiters who supported them will take their money elsewhere. LinkedIn is working its way down the unfriendly road currently. It would be nice if they learned from history—but tech companies always believe they are different, until they are not.”

“Bottom line: Technology has made it easier to locate and track great candidates, but nothing works better than networking to find the right candidate. LinkedIn is no longer a networking technology because when you begin to try to network, they stop you.”

"Technology has made it easier to locate and track great candidates, but **nothing works better than networking** to find the right candidate."

In terms of technological advances he hopes to see for recruiters in the coming years, Bill says, "Smart tech companies will create new technologies to benefit recruiting primarily on sourcing projects and real time social media for companies prepared to handle that volume of immediate contacts by candidates. As always, 'The times they are a changin' ...'"

GIRIDHAR AKKINENI

akkencloud.com

Giridhar Akkineni is a staffing industry entrepreneur who has owned a number of businesses in the information technology, transportation, manufacturing, and retail industries. He entered into the staffing industry in 1998 as the founder of interWorldnet, an IT Staffing Firm. Then, foreseeing the potential of cloud computing in the industry at that time, and the opportunity to create one platform that could unify the fragmented software solutions available to staffing and recruiting firms, Akkineni created AkkenCloud in 2005.

He sees technology as the cure to what ails the industry. “The number one thing companies struggle with is searching their data. You see staffing companies that have been accumulating data on candidates and customers for many years, not to mention additional information gathered and added through job boards, social media, and the other recruiting technologies they use, all of which are continuously changing. At the end of the day, what a staffing company has to show for their efforts, is their database of all accumulated candidates and their customers. There are ways to mine that data, of which, Boolean search has notably been the most popular.” He laments that many staffing companies are spending a lot of valuable time and money performing searches and formatting their results to generate a manageable and presentable output.

“We’ve found search to be a big pain point that nobody in the industry has addressed. This is why we’ve been working so diligently on our newest feature: AkkuSearch. Technology has allowed us to solve this pain point.”

In the future, Akkineni hopes to see technology evolve in ways that will help the industry continue to grow. He remains focused on providing ways for staffing firms to accomplish more, in a more efficient way, allowing more available time to focus on the efforts that make them the most profitable. Making the industry more productive and efficient is the driver that influences Akkineni and his team.

“You see the phrase ‘all-in-one’ a lot in this industry. That trend is going to continue as software solutions grow in order to stay competitive. The other thing we’re seeing is that our customers have been expanding and gaining more business, however they struggle to hire people on time. To moderate this issue, we have dedicated

resources to incorporate paperless onboarding into our solution. After all, we need the technology to work for the end-user. We also need it to work for the back-office people who are overwhelmed without extra time to spare.”

“These days it is imperative that everything within the entire business cycle is **optimized to be done through mobile devices**: Applying for jobs, filling out the paperwork for onboarding, and even submitting timesheets.”

“Recruiting is just one part of the process: You search to find qualified candidates, go through the process of screening and interviewing them, you ensure your client likes your selections and then hire the best candidate for the job. In addition to those recruiting efforts it is important to manage and monitor that candidate while on assignment, invoice the client on time, and process payroll in an accurate and timely manner. As if that weren’t a complex enough cycle, these days it is imperative that everything within the entire business cycle is optimized to be done through mobile devices: Applying for jobs, filling out the paperwork for onboarding, and even submitting timesheets.”

“The recruiting technology behind this business cycle is only one piece of the puzzle. Without it however, the entire process would be tedious, time consuming and chaotic. I wanted to create a solution that not only allowed the entire business process to be done in one place, but to enable it to be done as efficiently as possible.”

For Akkineni, the next step in the business cycle, as a whole, is establishing how you mine your data to accelerate your business performance.

“The business cycle is the same whether you’re a 1-person or a 100-person staffing company. Your capability to grow is literally restricted to how much you can do in a limited amount of time. That’s where the technology comes into play. The more effectively you can fill jobs and fulfill clients’ needs, the more business you’ll have.”



The recruiting and staffing industry has changed dramatically in just a few short years, and it's forecasted to continue its advancement in 2016. Mobile recruiting, social media, inbound marketing, improved search capabilities, and big data are all revolutionizing the industry. It's important for all members of our industry to keep up, adapt to these changes, and keep our clients happy.

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