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Summary: From tried and true traditional techniques to technologically enhanced, new-age methods, here are 10 leading recruitment strategies to expedite and improve the hiring process.

## Recruitment Strategies Then & Now: 10 Classic & New Age Techniques for Attracting Top Talent

Over the years, numerous recruitment strategies have come and gone. As a new dawn of modern methods emerges, those that stand the test of time are often updated to remain competitive.

Below, we've rounded up 10 leading strategies to attract top talent, drawing from classic approaches and new-age innovations alike.

First, let's assess what makes a recruitment strategy effective.



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## What's a Recruitment Strategy?

**Recruitment strategy** describes a formalised plan to successfully fill a position, including detailed procedures to draw optimal candidates.

Recruitment strategies have long proven critical to maximising the likelihood of positive employment outcomes, saving companies' funds, manpower, and time.



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## Top 10 Recruitment Strategies

Let's start with five time-tested recruitment strategies that can still be counted on to deliver stellar results.

### 1. Create a Candidate Persona

The most desirable candidates will meet or exceed the job requirements. The posting needs to capture the attention of the highest-quality applicants.

Recruitment teams aim to achieve this as promptly as possible, beginning by defining exactly how the ideal individual would present. With research and data collection, they can create an internal profile for each role to represent the dream candidate.

A candidate persona can include everything from skills and professional experience to education, interests, and more.

Tips for assembling an ideal candidate persona:

- Create a questionnaire using informative questions (background, interests, etc.) – but watch out for biases.

- Conduct internal surveys and study performance analytics to observe any shared qualities of top performers, along with team members' career paths, goals, and so on.
- Collect data from job boards and competitors to inform successful advertising and engagement strategies.



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## 2. Showcase Desirable Perks & Benefits

Job postings that present an array of awesome perks and benefits will be extra competitive in drawing top applicants' attention.

Sought-after incentives like flexible scheduling, unlimited paid time off, mental health and sick days, extended parental leave, and childcare incentives can be an instant game changer.

Show applicants any fun activities your team partakes in, detail any remote or hybrid flexibility, and showcase all the most appealing elements of working with your organisation.





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### 3. Foster an Inclusive, Equitable, and Diverse Environment

A business's track record for diversity, equity, and inclusion (DEI) is a major factor in today's workforce. Catering to a diverse array of backgrounds isn't just attractive; it's expected.

Offering resource groups for demographics that have historically been underrepresented and committing to hiring diversified quotas makes your work environment especially inviting.

Publicise initiatives to demonstrate sensitivity and foster inclusion. Provide support to marginalised groups. Encourage all types to apply.

Teams can also receive educational courses to promote awareness and understanding in the workplace and combat unconscious bias.



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#### 4. Offer Recruitment Incentives & Rewards

When it comes to professional networking, current and past employees offer a vast resource. Encourage top talent to get involved in recruitment, as they can speak directly to the skills and experience associated with succeeding at the company.

Data shows employee referrals lead to smoother recruiting and more successful outcomes, including reduced costs and lower job turnover rates.

Incentivise team members with bonus payout programmes and regularly welcome former employees back with open arms. Previous team members possess institutional knowledge, plus they've likely gained new skills and experience.

Tips for launching a referral programme:

- Decide which positions are best served by employee referrals, like hard-to-fill roles or time-sensitive openings.
- Establish and distribute a formal policy for referral incentives.

- Make the process simple and accessible with one centralised location or webpage with easy-to-share templates and posting links.
- Sort referral-based applicants separately and use an automated referral tracking system if possible.
- Recognise and reward employees for successful introductions, using prizes such as gift cards, getaways, paid time off, etc.
- Measure the programme's success and consistently refine it for increased participation and improved results.



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## 5. Host Recruitment Events & Attend Industry Events

Recruitment events are a traditional recruiting strategy that continues to work to this day. However, with the workplace consistently evolving to reach a wider team, virtual events are increasingly popular ways to attract the talent you seek.

Additionally, recruiters are wise to tap into existing digital and physical communities of professional groups that host regular get-togethers and discussions. This is a clever way to



connect with individuals who already share the hobbies and passions that are well-suited for the open position(s).

These days, some organisations are innovating on the existing formal model, opting instead for a more casual-type mixer.

A major advantage of such events is that they allow recruiters and candidates to delve past CVs and cover letters for a more personalised experience, often covering more about applicants' backgrounds and virtues in a short period of time.

Now, let's examine some of the newer-age evolutions that are taking centre stage in the recruitment world today.



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## 6. Optimise Your Listings & Career Page

Perhaps the most effective way to get your postings noticed is through strategic use of SEO, or search engine optimisation. The basic goal is to use high-ranking keywords in your pages so they appear higher in search engine results pages (SERPs).

Make sure your description pages use SEO and use hyperlinks that the search engine will recognise as job postings. If you aren't sure how to do this, Google's digital tool can walk you through it. It's also possible that some third-party websites you're partnered with already utilise the proper HTML coding for your listings.

Next, evaluate your strongest competitors' listings. Investing in targeted paid ads may be beneficial so your site appears when people search for openings with your top competitor(s). That way, your ads will likely catch the attention of those who are already seeking similar roles.

It's also smart to target certain high-ranking keywords to make your postings more competitive. This can be done with your career page as well as with paid ads on Google.

Highlight your company's core values along with all the upsides of working with your organisation. Include awards and statistics that show what sets your team apart from the rest.

Finally, recruitment teams may consider adding a FAQ section to address many of the top inquiries or incorporating an AI-based chatbot to give applicants 24/7 access to the information they're after.



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## 7. Maximise Social Recruiting & Use Niche Job Boards

Social recruiting, or social media-based recruitment, often includes sharing content that is related to available positions. Additionally, this is frequently cultivated as an ongoing channel to promote company-sponsored events and activities.

Social recruiting materials are an exciting way to highlight all that makes your company's culture great. These publications should provide applicants with a strong sense of what they could expect if they were to join your team.

The channels can become even more interactive when you encourage your staff to participate and share their experiences. Make sure to outline a detailed social media policy so they know what guidelines to follow in publicising their day-to-day, on-the-job happenings.

Keep an eye on the comments, likes, and shares to engage with and capture any possible top candidates who've noticed your company. Stay consistent and accessible by showcasing team members in a personable way, motivating others to want to join in.

Last but not least, make use of niche job boards in targeting various specific groups that are likely to possess some potentially ideal candidates. This can include mothers, recent graduates, veterans, formerly incarcerated people, people with disabilities, and more.

Not only are candidates from all walks of life just as capable in many cases, but you'll be actively [improving](#) your overall work culture by embracing inclusiveness in your hiring practices.





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## 8. Generate Compelling Employer Branding Content

There's a difference between branding content catered to your company's general image and reputation and content that is specifically aimed at the company's brand as an employer.

With the increasing availability of employer reviews online, employers are wise to be conscious of their reputation among their past, present, and future employees. The way workers respond to and reflect on their work experiences with a company goes a long way in the eyes of job seekers.

By creating compelling content to actively boost your employer branding efforts, you generate opportunities for potential future employees – but that's not all. You also create opportunities for current team members and leaders to relate to one another and share posts, articles, and more, related to internal initiatives and events.

Using tools like a company blog or podcast, high-quality recruitment videos, and other creative platforms and networks to keep employees connected, updated, and engaged is advisable.

It gives your organisation yet another means of demonstrating an ongoing commitment to the well-being of staff members. This quality always bodes well with would-be applicants and current employees alike.

A positive brand as an employer is an excellent way to dominate the recruitment game. Boosting your reputation among job seekers is an invaluable achievement that never ceases to pay off. If you see candidates more like customers, the positive marketing you generate to authentically recruit them will constantly work in your favour.



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## 9. Embrace Automation, AI, & VR Enhancements

Automation services are time savers and should be used whenever possible. On top of automation, enhancements like predictive analytics and AI-supported tools can keep your business equipped with the most cutting-edge processes while lowering expenses on multiple fronts.

Frequently automated aspects of recruitment include job advertising, social recruiting, applicant tracking, pre-screening candidates, scheduling interviews, distributing offers, and more.

Artificial intelligence (AI) is an increasingly powerful force across various industries. When harnessed for recruitment strategies, AI systems are a simple way to streamline various tasks.

For example, AI allows for job specification analyses and cultivates a database for the quick recall of past applications to identify where talent records align with current openings. Customer service-oriented assistant chatbots also use AI technology to enhance recruiting efforts.

Lastly, virtual reality (VR) has been altering the way job candidates engage with various industries.

Applying VR to recruitment processes shows an innovative edge that many top applicants will find extremely attractive. A VR component can captivate candidates worldwide and showcase what working with your company is like.



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## 10. Gamification

Drab recruitment processes of decades past have nothing on this fun, unique breath of life making waves on the recruitment scene.

Prominent companies are incorporating digital games, challenges, and simulations into their job application processes.

It's not just more interesting and enjoyable when gaming elements converge with recruiting practices; these strategies are also shown to be extremely effective in identifying the most skilled and experienced candidates in a cost-effective way.

Moreover, [gamification](#) speeds up the hiring process by making applicant ability assessments more efficient and objective, reducing bias in hiring decisions.





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# Effective Recruitment Strategies Save Companies Time & Money

When it comes to recruiting, companies hate wasting valuable funds on expensive, ineffective hiring processes.

Applying results-driven methods from yesterday, today, and tomorrow can help your recruitment team zero in on the perfect candidates time after time.

With the tactics of yesteryear supported by the unparalleled progress of today's digital realm, designing the perfect recruitment strategy has never been more attainable.





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