

The Outbound Recruiter's Playbook

Shifting the approach from
passive to proactive

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A Message From HireEZ's CEO



If you've been working in the talent acquisition industry within the past few years, you've probably experienced an unprecedented amount of pressure, long days and uncertainty.

With talent shortages and the Great Resignation, many recruiters are facing the daunting task of hiring hard-to-fill roles in a short amount of time and with tools that just haven't kept up with this rapid pace of change.

That's why we're advocating that the industry changes how they fundamentally think about recruiting. For the past 20+ years, recruiters have largely relied on inbound recruiting – posting a job and hoping that the right candidate applies.

But that just doesn't work anymore in this tight labor market.

Recruiters and companies need to shift from inbound to outbound recruiting or face being left behind in today's struggle for top talent.



Steven Jiang
CEO & Co-Founder
hireEZ (previously Hiretual)



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What is **Outbound** Recruiting?



At its core, outbound recruiting represents a shift in mindset and approach from previously passive to presently proactive.

This proactive approach puts recruiters in control of:

- ✓ Bringing jobs to people and building meaningful talent relationships
- ✓ Utilizing real-time data to develop informed recruiting strategies
- ✓ Identifying target talent and engaging with them – not “posting and praying” that the right candidate finds you
- ✓ Assessing and successfully addressing DE&I shortcomings in their organization
- ✓ Contacting candidates directly via their personal email and not relying on platform-specific messaging channels like LinkedIn InMail
- ✓ Integrating directly with ATS databases to keep that information up-to-date and streamline workflows
- ✓ Using email automation instead of manually sending communications individually
- ✓ Gaining visibility into candidate engagement progress and optimizing the candidate experience

The eventual result of embracing outbound recruiting?

Recruiters' jobs become easier and they are empowered to connect organizations with their most valuable asset: people.



It's about being proactive versus reactive. In a time when workers have more choice than they know what to do with, the companies that win talent are the ones who take the initiative. In this case, outbound recruiting is equivalent to outbound sales tactics.”



Chris Russell
Managing Director @ RecTec Media

Why is it so Important?



Over a decade ago, when there were more people available than jobs, it was easy to attract hundreds of applicants with a single job posting or an online message.

A decade later with more jobs than people, recruiters are doing the exact same thing.

While this was an important reality check, it's just the tip of the iceberg when it comes to outdated tactics and strategies employed by talent professionals.

For instance, we surveyed over 600 talent professionals about their most valuable resource outside of outbound recruiting in 2021. The majority picked marketing platforms (email marketing, social media tools, etc...).

And therein lies the problem with today's recruitment approach.

Marketing your organization and job openings to increase brand awareness and cast a wide net for more talent might seem like a smart idea, but it won't work in a candidate-driven market.

In a candidate-driven market, job seekers are already getting flooded with marketing efforts from countless companies and talent professionals.

The solution to finding talent isn't marketing to as many as possible. It's proactively understanding what the market has to offer and searching for talent that aligns with the criteria you're looking for.

That's what outbound recruiting is all about.



Here's the bottom line: This Era of Outbound Recruiting combines strategy, sourcing, engagement, data and integrations. It's the arsenal needed to accelerate the luck and the timing sourcers and recruiters need to find the right person and deliver the right message at the right time – not the same message deployed on the same platform at the same time under the same constraints as everyone else.”



Steve Levy
Technical Recruiting Manager @ Zip Co

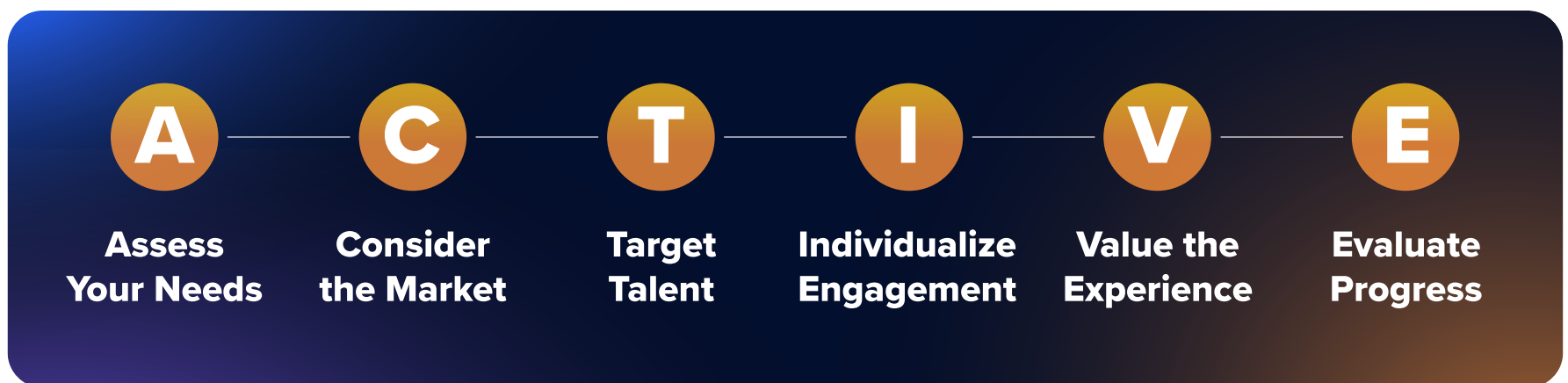
How to do **Outbound** Recruiting

With thousands of recruitment tips, tricks and strategies posted online every year, we know how difficult it can be to find what ACTUALLY works best.

That's why we're keeping our process

simple with an easy-to-remember acronym - **A.C.T.I.V.E.**

Not only does it capture actionable strategies for outbound recruiting, but it also includes real-world success stories.



ASSESS YOUR NEEDS

This step is not just about determining your needs for an open role. It's also about considering the resources available to your team, the larger goals of your organization, and the viability of existing processes to make hires.

Here are three key areas to consider when assessing your needs:

Open Role Assessment

Start by considering what open roles exist. If you're working to fill multiple roles, you might risk losing track of some in the shuffle and not prioritizing the more immediately important ones to your organization.

Once your open positions are accounted for, set expectations with your team (i.e. hiring manager, collaborators) about:

- ✓ The persona you're looking for
- ✓ The timeline you're working with
- ✓ How internal communication should happen

By doing so, you establish a focused process, align expectations and minimize surprises that can bog down your team's efforts.

[Uncover how to strengthen communication and build a productive relationship with your hiring manager >>](#)



Organizational Assessment

When your team has their head down trying to fill open positions, it's easy to lose sight of the impact new hires will have on the organization as a whole. Make sure to have a conversation with organizational leaders to understand how these hires should be impacting the organization.

For instance, many organizations are making a more significant effort to address and close diversity gaps. If that's the case at your organization, talent teams should work with HR and organizational leaders to understand where those gaps exist and how recruiters can do their part by finding talent to close them.

[Uncover the latest DE&I technology to aid outbound recruiting »](#)

Technology Assessment

Once you take care of organizational and role assessments, you need to understand what tools and processes you currently use. By doing so, you can leverage what's already available and what you might want to improve upon as you proactively recruit for talent.

For instance, you might have an ATS that holds thousands of past applicants.

In most cases that database has some serious roadblocks:

- ✔ Outdated talent profiles, including lack of recent experiences, correct contact information, and more
- ✔ No way to input search criteria to find talent that meets your existing persona

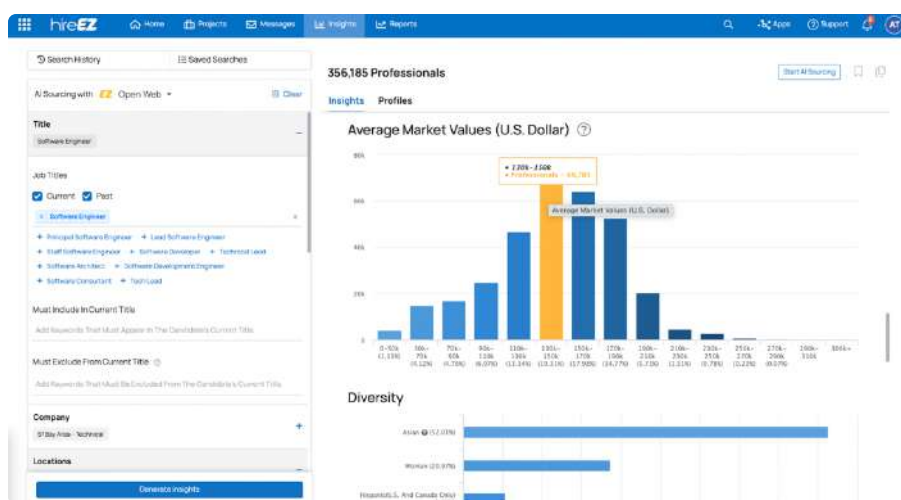
[Uncover how EZ Integrations solves this issue for more than 30+ ATS/CRM providers »](#)



CONSIDER THE MARKET

It's one thing to establish personas for open roles and hope that there's talent in the market that fits them. It's another to have complete visibility into the talent market to see how those personas align with those available.

Take the time to understand what the talent market looks like based on your open job criteria, since this might inform necessary tweaks that will make a major difference in the size of your available talent pool.



Skill Assessment

Experiment with "preferred skills" to expand your talent pool and tack on attributes that might not otherwise be considered during your search.

Remote Roles

Try different locations during research to see where the most talent exists for your industry, skill sets, and beyond.

Job Movement

How professionals in your industry with desired criteria have been changing jobs to anticipate how willing they would be to take on your open role.

All of this information and research tactics can be easily applied with Talent Maps. [Learn more here >>](#)

How does this approach translate in the real world?

Researching Respiratory Therapists With Talent Sourcer George Cobb

Hiring in healthcare is beyond competitive and Talent Sourcer at Arkansas Children's Hospital George Cobb knows this first hand. He was able to use hireEZ's Talent Maps feature to uncover what the market of respiratory therapists looked like. Most importantly, he was able to use this information to find viable candidates.

"Hospitals may have an abundance of Respiratory Therapists while we're having a shortage. With [hireEZ's Talent Maps] I know what those hospitals are, I can see that Respiratory Therapists with 3 years of experience are starting to move now and 10% of them have left their jobs in the past 12 months. I can start building my roadmap to engage with them."



George Cobb
Talent Sourcer
Arkansas Children's Hospital



TARGET TALENT

At the start of 2021, building a list of qualified talent via sourcing took 60% of talent professionals over 10 hours each week. That time could be much better utilized in improving the candidate experience, crafting personalized engagement, and more.

So once you assess your needs and the market, take all of that information and plug it into talent searches. The solution to cutting down the time it takes to find qualified talent is investing in a tool that's proven itself to do just that.

This tool needs to exponentially expand your available talent pool to give you the best chance at finding the most qualified talent. In short, long gone are the days of searching on just one platform, like LinkedIn.

Here are some examples of how teams can utilize hireEZ's outbound search capabilities with over 750M+ candidates across 45+ platforms.



We all know there are some roles that you can post and advertise and they are so specialized you will never get a candidate remotely close to being qualified. And yet, the money is spent because, "well, you never know..." Actually, yes, yes we do know, and I'm not burning any more cash just for the fun of it! All of those resources should be spent on outbound recruiting.



Tim Sackett
President @ HRU Resources

1

Tech Searches

There's so much to consider when looking for technical candidates: technical expertise, specific skill sets, personal projects, and years of industry experience to name a few.

With hireEZ, technical recruiters have access to necessary capabilities including:

- Access to tech-specific platforms, including Github, Stack Overflow, Kaggle, and beyond
- Tech-specific filters to hone in on coding activity, technical skills, and more.
- Uncovering personal websites and projects that can be referenced during outreach with talent

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Diversity Searches

If you're looking for talent and hoping that they both qualify and contribute to organizational diversity, you have the wrong approach.

As you look for qualified talent, it's important to have search capabilities that highlight the talent you need to address diversity gaps and strengthen a culture of inclusion.

- Underrepresented search filters
- Blind sourcing mode to reduce unconscious bias during searches
- Keyword options that go beyond underrepresented ethnic minorities and target those with neurodiverse backgrounds, LGBTQ+ affiliation, etc...

3

ATS Talent Rediscovery

Got an ATS? Conduct targeted searches in your ATS with profiles that are refreshed.

This means you'll have:

- Past interactions talent (i.e. notes, email exchanges)
- Up-to-date information (i.e. recent experiences, social profiles)

Together, this allows for a holistic assessment and search for qualified candidates in your own talent database.

INDIVIDUALIZE ENGAGEMENT

Imagine your inbox at this very moment. It's likely packed with promotional emails, recruitment content, candidate replies (hopefully), work requests, and so much more.

The only time you stop scrolling is when something catches your eye that's important TO YOU. You have to consider the same approach when engaging with talent. It's about identifying what's important to talent and using that as the building block to meet their needs and build a relationship.

Find Out What's Important to a Candidate

In talent profiles on hireEZ, recruiters have access to all of the data they need to make this assessment. In addition to recent experiences and skills, hireEZ also includes websites, portfolios, and social media links. Since EZ Sourcing helps you save time during talent searches, recruiters can take that time to research and reference what a candidate is looking for and interested in. For instance, you might find a candidate's LinkedIn profile and see that they've consistently liked posts about the importance of employee benefits. With this information, you can inform your subject lines and email content to include how your company benefits stand above and beyond anyone else. If you're having trouble finding what's most important to a candidate, don't be afraid to ask them. By doing so, they'll know you're invested in meeting their wants and needs.

Build a Relationship

The strongest relationships tend to be the ones that span multiple positive interactions. In fact, an analysis of emails sent in November 2021 on hireEZ found an interesting statistical comparison: 25% of email senders received a reply within a day while 83% received a reply within a week. To increase the odds of a response, you have to take the approach of engaging candidates more than once with information that's valuable and relevant to them. For instance, culture is a major factor that many candidates consider. You can send talent information about awards your organization has won, social media posts from employee events, informative blogs, and anything else that might paint an attractive and accurately informative picture of your company.

Evolve your Outreach Options

InMails don't work anymore. In an evolving world of digitization, there are more ways to reach talent than ever before. hireEZ provides those other avenues with an industry-leading contact information finder, including social media profiles, work/personal emails, and phone numbers. Find out how a candidate prefers to communicate and speak to them where other companies are not. On the topic of looking where other companies are not, try to think of different ways to proactively reach talent.

This might include:

- Reaching out to university alumni groups or college career centers to find fresh/Gen Z talent entering the workforce
- Find community groups that you can message and collaborate with (Veteran hiring groups, etc...)

Saving time with Templates and Automation

Now, you might be thinking: I don't have time to individually send emails to hundreds of candidates (let alone follow ups after a few days).

With hireEZ, sequences are simple and easy to set up in just a few clicks. Need inspiration for templates? Try some of these:

Initial Outreach:

1st Touch

Sequence Imported
Change Sequence

From: [Redacted]

To: [Redacted]

Subject: [Redacted]

Template Meeting Variables Poll

1st Touch

Follow up 1

Follow up 2

Follow up 3

Hello [First Name],

I hope that you're doing well and staying safe!

My name is [Redacted] and I work as a [Job Title] at [Company]. [Brief explanation of company].

Your profile caught my eye! Especially your recent experience as a [current title] at [candidate company].

I wanted to connect with you since I frequently recruit for [position]. How are you enjoying your current job at [candidate company]?

Regards,

[Signature]

Follow Ups:

Follow up 1

Sequence Imported
Change Sequence

From: [Redacted]

To: [Redacted]

Subject: [Redacted]

Template Meeting Variables Poll

1st Touch

Follow up 1

Follow up 2

Follow up 3

Hi [First Name],

I know you are super busy, but I wouldn't want you to miss out on a great opportunity!

Any chance we can connect tomorrow morning or afternoon for a quick chat about a [Job Title] role at [Company Name]?

Thanks,

[Signature]

1st Touch

Sequence Imported
Change Sequence

From: [Redacted]

To: [Redacted]

Subject: [firstname], join us as we evolve the talent acquisition industry with All

Template Meeting Variables Poll

1st Touch

Follow up 1

Follow up 2

Follow up 3

A background like yours does not go unnoticed.

My name is [sender first name], recruiter here at [company name], [company tag line]. In the past year, our [position team] has [accomplishment], and we think you'd help us accomplish even more.

Scheduling time to talk is easy, click here: [meeting link]

Follow up 1

Sequence Imported
Change Sequence

From: [Redacted]

To: [Redacted]

Subject: [Redacted]

Template Meeting Variables Poll

1st Touch

Follow up 1

Follow up 2

Follow up 3

Hi [First Name],

I'm sure you're up to amazing things at [candidate company], but let's chat about the possibilities at [sender company].

Check this out...

[list three bulleted accomplishments, benefits, etc...]

Let's schedule time to chat: [meeting link]

What does successful engagement look like with hireEZ?

“The ability to quickly build out robust email campaigns with freshly sourced candidates was an area where other tools he used fell short. What I like about hireEZ is how quick and efficient it is. It's a snappy workflow that lets me go from the 10 candidates that I like, to pushing them into a sequence, and then editing or rescheduling an email in that sequence, and the email insights are helpful as well.



Ryan Mann
Direct Hire Manager @ Amtec Inc.

VALUE THE EXPERIENCE

In a candidate-driven market, the candidate experience is more crucial than ever before. What many fail to realize is that the experience should do more than seamlessly transition candidates from one stage of the recruitment process to the next. It should also be a reflection of your company's culture and willingness to meet a candidate's needs for successful employment.

Here are some areas to consider when strengthening your candidate experience:

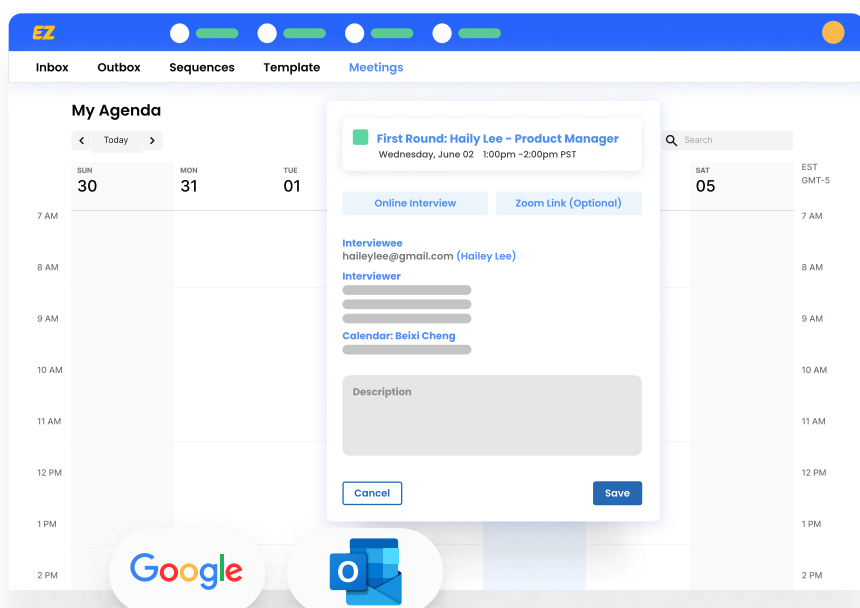
Internal Team Communication

When we surveyed over **600 talent professionals in December 2021**, internal communication ranked as the second biggest obstacle to an effective candidate experience

To prevent these disruptions, teams should have a centralized location for:

- Candidate notes where information about a candidate can be easily accessible and organized
- Clear communication channels beyond email for expedited discourse (i.e. Slack, Microsoft Teams)

It's important to establish communication expectations so the entire team knows how to communicate efficiently and keep track of information that's needed to assess and secure talent in your pipeline.



Bonus Advice: Reduce The Length of the Process

If there are areas where you can limit the length or difficulty of the recruitment process, do it. This might include diminishing the annoying back-and-forth process of **interview scheduling** or having video panel interviews to shorten the number of rounds, if applicable.



External Communication with Talent

Similar to internal communication, clear conversations and expectations should be set with candidates. **69% of candidates** want employer response time improved, and part of this is attributed to talent teams not being upfront about the length of time a process will take.

With that in mind, keep candidates looped into the process and updated as to when they should expect responses.

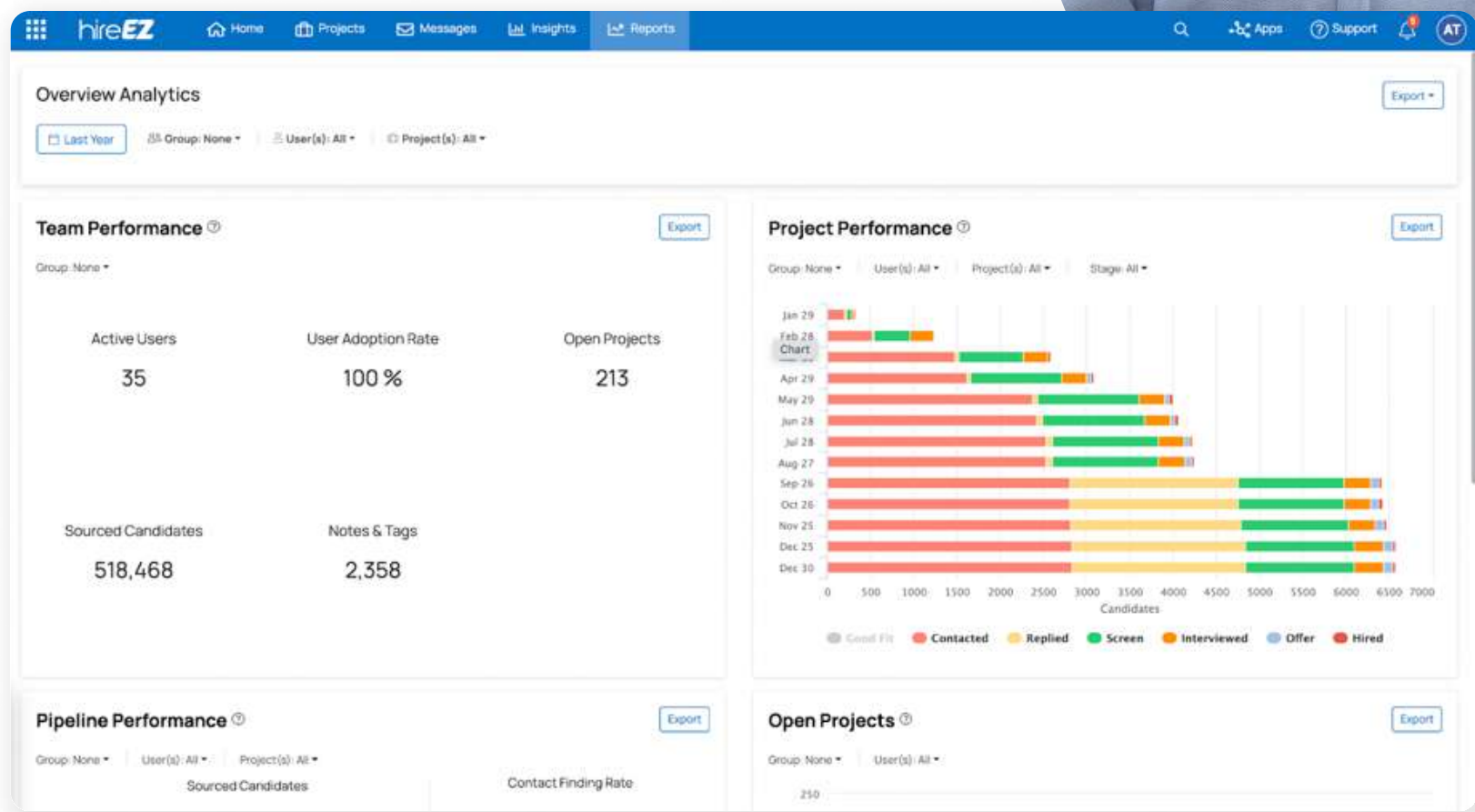
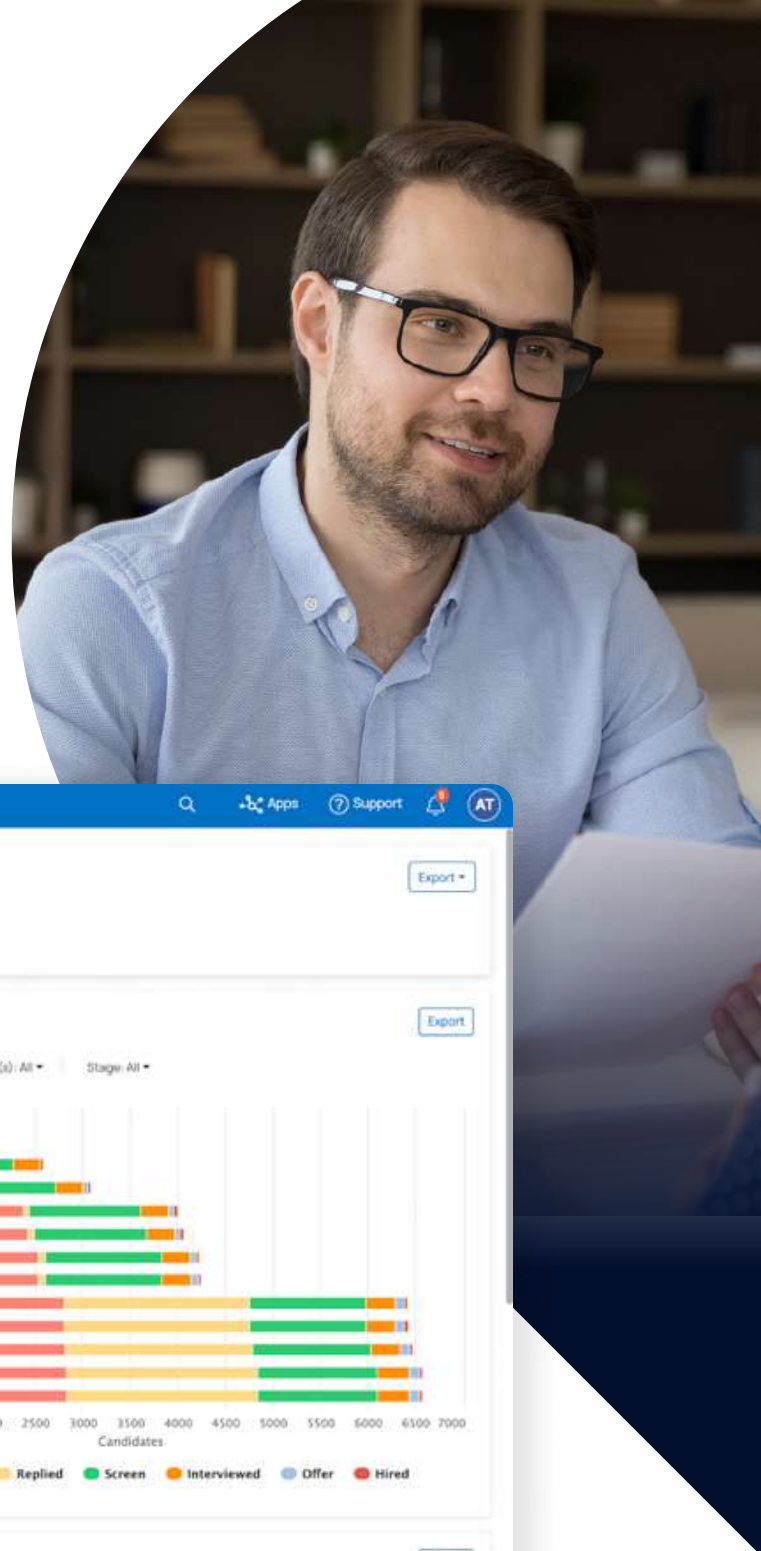
For instance, as a candidate makes it through each round of an interview, ask them:

- How they're doing
- If their expectations are being met
- If there's any way you can help them

You don't want to lose a good candidate that's already making their way through your pipeline just because you didn't check in on them.

EVALUATE PROGRESS AND SHARE SUCCESS

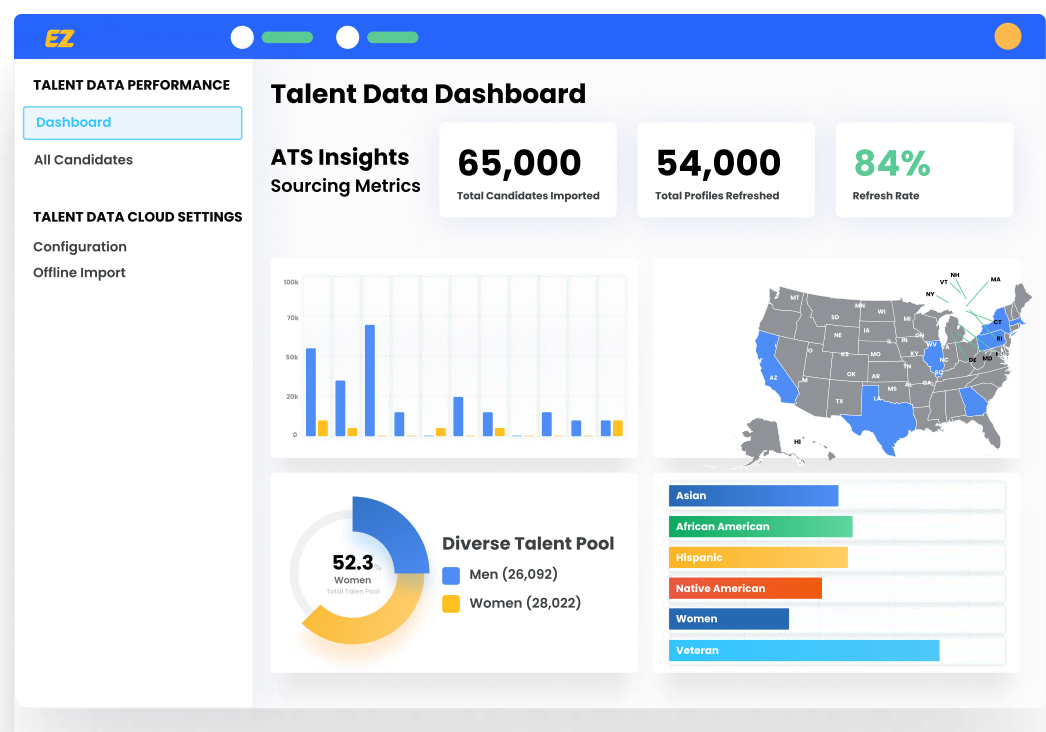
For each step of the process above, you need to see how you and your team are performing.



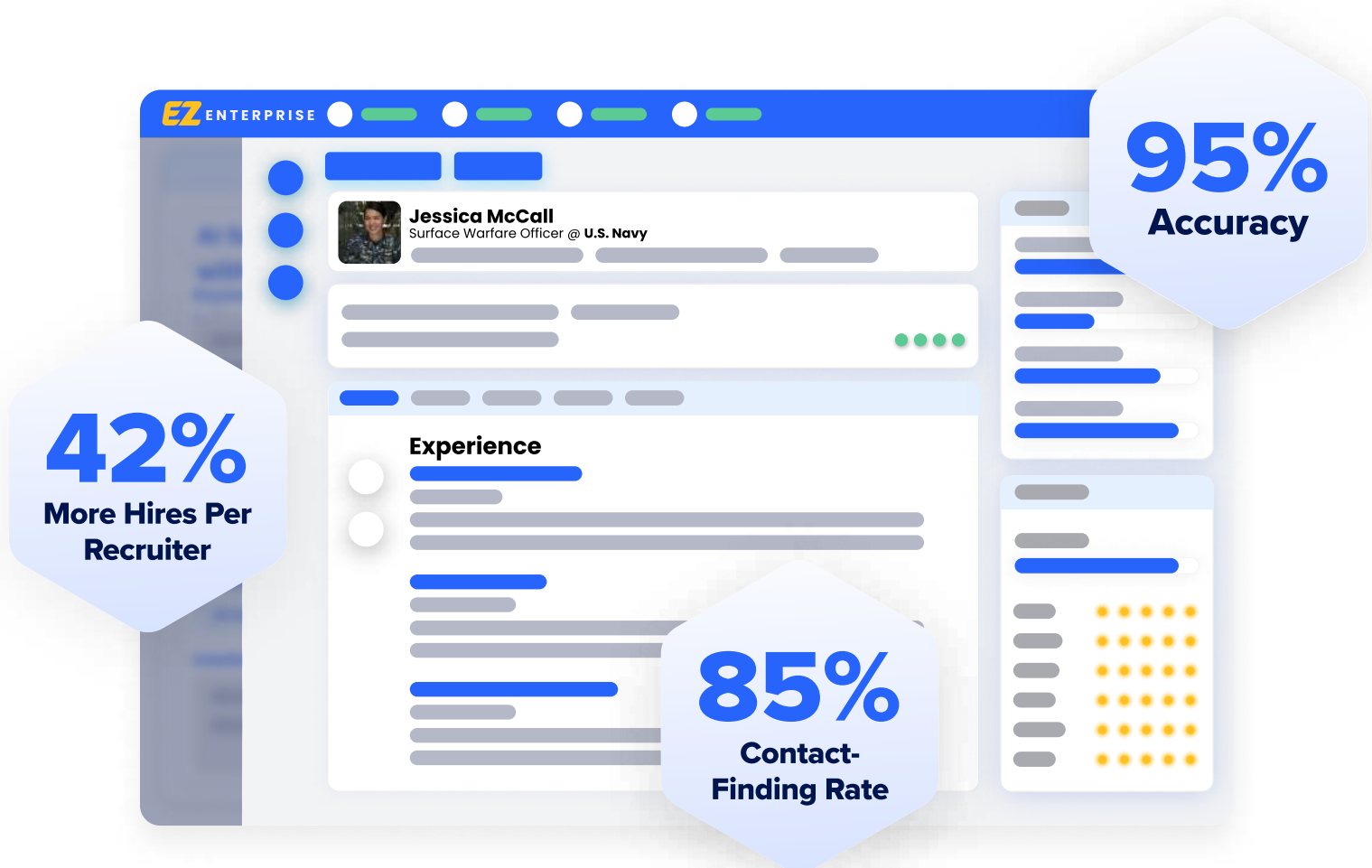
With hireEZ, these metrics are automatically available to be shared with your team, including:

- How many candidates you are uncovering, qualifying, and contacting
- How quickly talent is moving through stages of the talent pipeline
- What the response rates look like for each individual team member

Not only will this make it easier to track progress and remain motivated by each other's success, but it will let your team leaders know that your outbound recruitment efforts are garnering results.



Exclusive Metrics from hireEZ



2x
Faster Talent Sourcing

5x
More Qualified Leads

70% of our customers
Uncover More Underrepresented Talent

45%
Improved Response Rate

About Us

hireEZ: The #1 AI-Powered Outbound Recruiting Platform

At hireEZ, our mission is to make outbound recruiting easy. We're dedicated to helping recruiters proactively bring jobs to people and give organizations the solutions they need to make the switch from inbound to outbound recruiting to achieve their business goals, hire the right people and build more inclusive workplaces.

That's why we developed hireEZ (formerly Hiretual), an AI-powered outbound recruitment platform. With hireEZ, you can execute a strategically scalable approach to build your workforce of the future.

[Contact Sales](#)