



How To Source Candidates Like a Pro

An eBook for Recruiters



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5. How Can Ceipal Help You?

Struggling to find qualified candidates?

Not sure where to source candidates?

Is your recruitment strategy falling short of your organization's talent requirements?

You might not be looking in the right place to find the candidates you need. Start by reevaluating your candidate sourcing channels and strategy.



What is Candidate Sourcing?



Simply put, candidate sourcing is the process of finding the perfect candidates for open job opportunities. The goal of talent sourcing is to find relevant information about the candidate, such as their current job responsibilities, resume, education, skills, and contact information.

Candidate sourcing is typically the first phase of recruiting a candidate. In most organizations, once the candidate information is sourced, the HR department then steps in for the screening, interviewing, and selection process.



Attracting a Modern-Day Job Seeker



It is important to understand a modern-day candidate. For a job seeker, job hunting can be extremely daunting and agonizing. But no job seeker wakes up in the morning with the thought of opening a job board and applying to job openings. It is more likely that a job seeker will first visit LinkedIn and check out stories and posts in his/her professional network.

In an overly competitive talent market coupled with rising global attrition rates, qualified candidates are swarmed with job offers. Keep in mind that a candidate may care more about a Glassdoor review of the employer than other compensation and benefits.



What Does the Candidate Universe Look Like?



25%

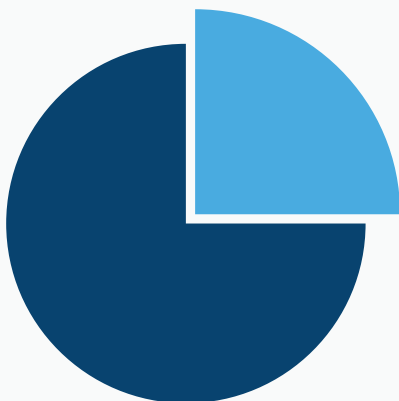
Active Candidates

75% of the global workforce is made of passive candidates. *Passive candidates are not actively looking for job opportunities but may be a perfect fit for a job opening.* Active job seekers come to you for job opportunities. An active candidate's profile is constantly updated on job boards and social media, and they apply for open positions, unlike the passive candidates.

Sourcing active and passive candidates requires very different strategies. It is easier to acquire active talent since they are proactively looking for jobs and submitting their profiles. For passive candidates, you have to first define your needs and then deploy a candidate engagement strategy to attract them. Converting a passive candidate can be challenging; a recruiter has to cold call, send emails, and build long-term relationships to just attract one.

75%

Passive Candidates



Active Candidates



Passive Candidates



Setting Up a **Talent Sourcing Strategy**: Finding the Right Sourcing Mix for Your Business



The aim of a well-crafted talent sourcing strategy is not just to find candidates. There are several other aspects of recruitment to keep in mind like candidate engagement, candidate experience, and employer branding. It takes more than just posting a job description in a job portal to find good talent. Before you start sourcing candidates for a position, it's always beneficial to create an ideal candidate persona. A viable candidate sourcing strategy usually includes sourcing talent from multiple and diversified channels.



The choice of sourcing channels depends on many factors:

- The organizational staffing industry (IT, engineering, healthcare, FMCG, construction)
- Job requisition type (permanent, contract, SOW)
- Authority of job openings (entry-level, mid-level, senior-level)
- The type of candidate needed (educational qualifications, seniority)
- Geographic and demographic factors
- Success rates of previously used talent sourcing channels
- Availability of resources to experiment with new channels



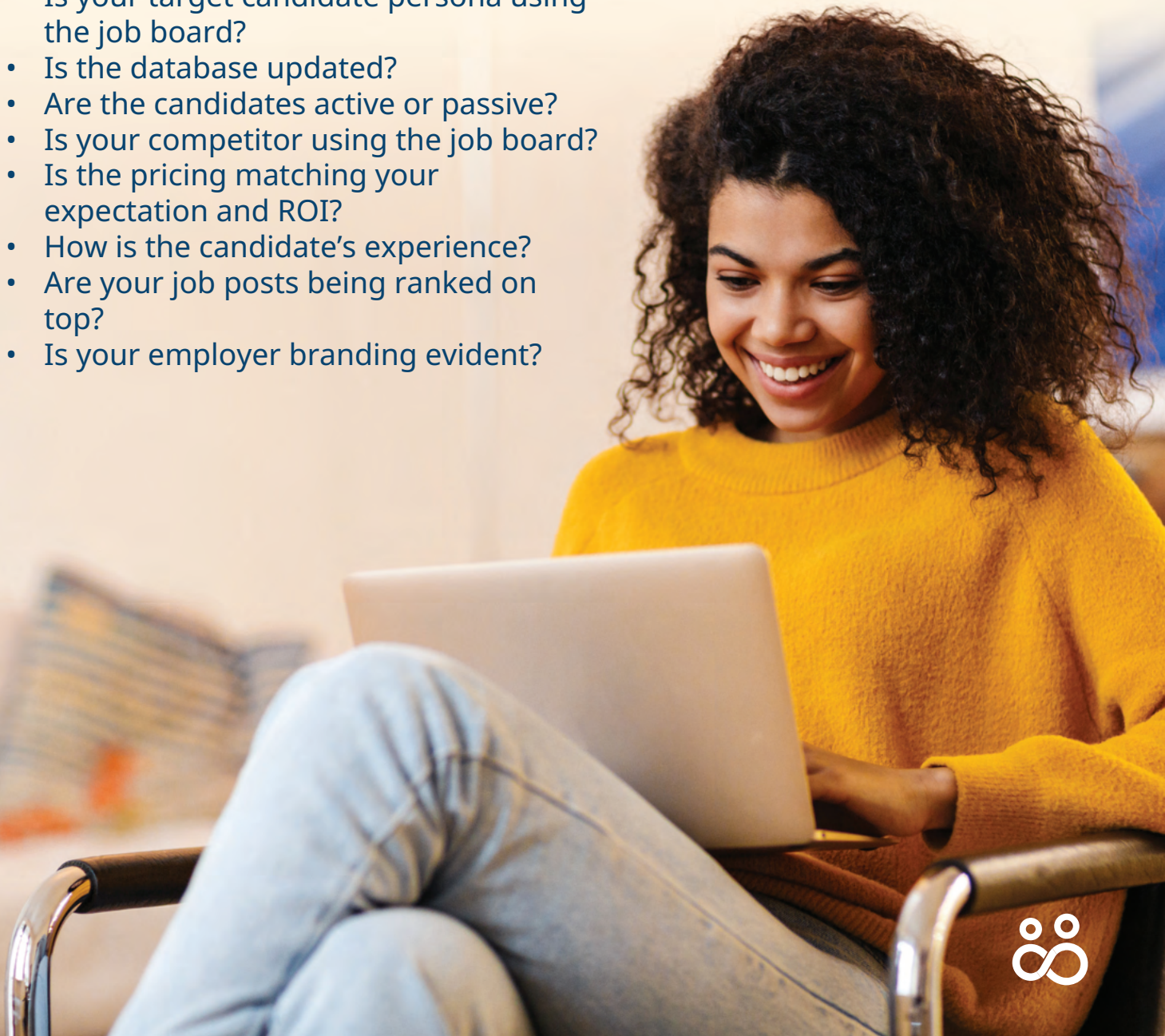
1. Managing Job Boards



Job boards generate 70% of their revenues from recruiters alone. With hundreds of job boards flooding the job market, it is almost impossible for recruiters to source candidates without job boards. A recruiter's task isn't just limited to finding talent but also to marketing the job to attract talent. There are a lot of specialized and non-specialized job boards and job aggregators with free and premium subscription options. The availability of numerous options makes it difficult for recruiters to choose the correct job board, especially with inflated job board prices.

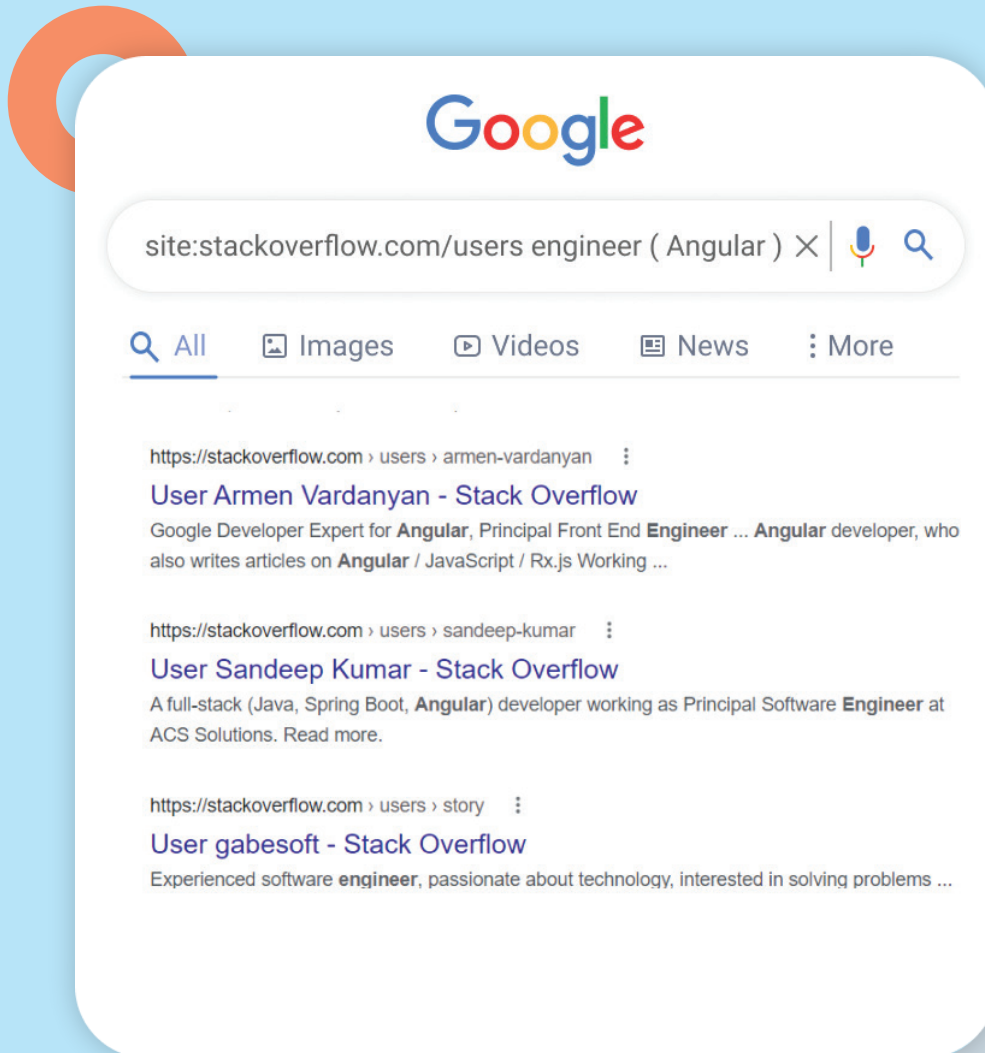
Top 10 things to keep in mind before you choose a job board:

- Size of job board database
- The quality of the database
- Is your target candidate persona using the job board?
- Is the database updated?
- Are the candidates active or passive?
- Is your competitor using the job board?
- Is the pricing matching your expectation and ROI?
- How is the candidate's experience?
- Are your job posts being ranked on top?
- Is your employer branding evident?



2. Using X-ray Search To Find Candidates From Search Engine

Search engines like Google provide an endless talent pool. Searching through Google has been a common practice among recruiters; however, it is important to narrow down the search query while you find candidates among the extremely vast database. As Google shows semantic data search and functions by finding the intent of the user, it is wise to use boolean search and commands ("AND", "OR", "NOT" "(")) to find more precise results.



Easily source candidates in a few steps:

- Set up your boolean search string
- Include location and other necessary keywords
- Narrow down search results by removing false positives
- Voila! You have a list of candidates



3. Be Social!

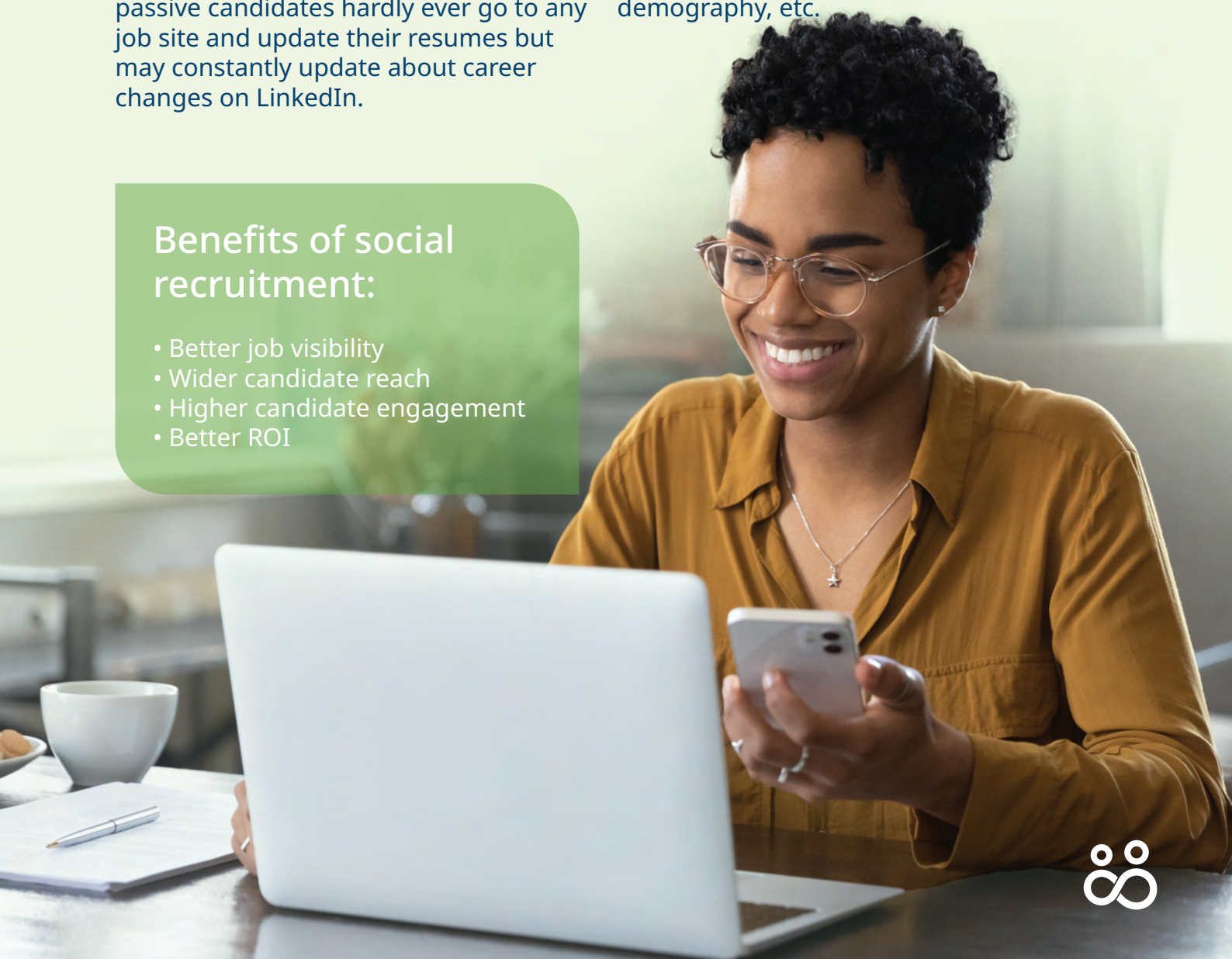
Social recruiting is one of the candidate sourcing channels used by recruiters to engage, attract and recruit candidates from social media sites like Facebook, Twitter, LinkedIn, etc. The increased popularity and usability of social media by almost every millennial and Gen Z-er has prompted recruiters to visit these sites to find candidates. Social recruiting has dramatically increased the talent pool including candidates who otherwise would not have been captured with systematic recruitment.

LinkedIn has more than 900 million users. It is the largest professional network enabling recruiters to post jobs, advertise them, and find candidates. LinkedIn has become one of the most popular methods for building professional employer brands, as well as personal brands. While active candidates may update their profiles on job boards, passive candidates hardly ever go to any job site and update their resumes but may constantly update about career changes on LinkedIn.

facebook, on the other hand with nearly 3 billion active users, has been useful for recruiters to hire active candidates with specialized roles. Recruiters of blue-collar heavily rely on Facebook to find candidates from entry-level to mid-level positions. Meta's targeted ads can be used to engage with candidates of specific location, age, demography, etc.

Benefits of social recruitment:

- Better job visibility
- Wider candidate reach
- Higher candidate engagement
- Better ROI



4. Building Career Sites That Convert!

Convert your website visitors into great hires by creating an engaging career page. Visitors come to this page via job boards and social media job posts only because they are interested in working for your organization.



- **Tell Your Brand's Story-** The career page is the candidate's first impression of you as an employer. The page should sell the story of your organization and why the candidate should join the company.
- **Promote Employer Branding-** You can share employee testimonials, workplace images, videos, posts on the culture of the companies, etc. on this page. The copywriting of the page should reflect the brand guidelines.
- **Keep the Site Updated-** Is your career page outdated? Highlight the most relevant job openings and make sure that the page is updated regularly with job opportunities.
- **Mobile Optimization-** 86% of job seekers who have a smartphone would use it to search for a job. The career page should be optimized for mobile users for a better user experience for the candidates.



5. Sourcing Through Niche Platforms

What Are Niche Job Sites?

Niche online job sites are job boards and job aggregation sites that are specific to Industry (tech, hospitality, finance), Job type (remote, part-time, freelance), region (South Asia, MENA), etc. Niche job boards provide a higher chance of finding talent specific to the requirements and ultimately reduce the time-to-hire. These niche job boards understand the market at an intricate level and are less competitive, so the quality of candidates they provide is also superior.

Niche jobs are industry specific, which makes it easier for employers to find active candidates who are more fit for the positions than with the normal job boards. The accessibility of qualified candidates' CVs and the affordability of niche job boards have been increasing lately. These job boards are evolving as powerful tools to build specialized talent communities and increase the talent pool.



6. Converting Your Database Into a Never-Ending Talent Pool

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Candidate databases are the goldmine of recruitment. Almost every staffing and recruiting team keeps a tab on candidate information and builds its databases. The most effective way to use candidate databases is through an Applicant Tracking System (ATS). Databases in ATS systems are like fancy spreadsheets, organized and optimized for usability and searchability. In most cases, the internal databases are the first place recruiters go for sourcing candidates. A well-maintained and updated candidate database goes beyond making placements. It enables recruiters to save time on redundant tasks and easily target active and passive candidates.

- **Building Talent Communities-** It is important to invest time in building relationships with candidates. Talent communities are live databases of candidates who are interested in job opportunities in your organization. Engage with the talent community and nurture them to convert into placements.
- **Save Money from Third-party Investments-** If the database of the candidates is constantly updated, duplicates are removed, and the quality of candidates is maintained, it can lead to a significant reduction in reliance on job boards. This ultimately leads to cost-savings in jobs ads spend.

Pro Tip:

There is no other way to expand your database apart from using an Applicant Tracking System (ATS). These systems enable recruiters to search and shortlist candidates from the candidate databases with powerful AI semantic matching properties.



7. Finding Candidates via Referrals



Harness the power of your employee network for sourcing high-quality candidates. A candidate who gets hired through employee referral is already interested in the position, knows about the organization and its culture, and more likely to onboard easily. Advanced referral programs can significantly reduce time and cost-of-hire.

A Built-In ATS Enables:

- Single-sign login for each employee
- Automatic updating of job openings
- Sharing of job posts for employees
- Tracking of each referral and robust rewarding program

82%

of employers rely on the employee referral program's effectiveness.



8. Offline Candidate Sourcing



There is no doubt that online talent sourcing results in higher engagement and is more cost-effective than offline sourcing, especially for remote hiring. But offline recruitment processes can help to easily amplify very targeted hiring goals. Offline recruitment is a major part of the unorganized and blue-collar job market.

Offline Recruitment Channels Include:

- **Campus Drives**- Highly effective to hire students from universities
- **Hiring Drives**- Useful for hiring in bulk (hiring tech teams, support reps)
- **Job Fairs**- Beneficial for both recruiters and job seekers
- **Networking Events**- Favorable for headhunters for higher-level positions
- **Industry Specific Events**- Finding niche candidates for specialized skills



Ceipal Sourcing Tools



Find the best candidates by automating your recruitment process.

Centralized Candidate Database

Ceipal's AI capabilities assist recruiters with high efficient searchability and profile matching.

Powerful Resume Parsing

Let the system work for you!
Parse a high volume of resumes and automatically create applicant profiles without duplicate creation.

Advanced Search

With Ceipal's integrated search, recruiters can filter data and find the exact match of candidate profiles.

165+ Integrations

Ceipal takes great pride in supporting a diverse set of customers through a wide range of integrations (25+ job boards, productivity apps, VMS, and social media.)

Career Portal Navigation

Create custom career pages using jobs API, and convert your website traffic into a talent pool.

Reporting & Analytics

Stay ahead of competition by keeping a track of everything that goes into the system with advanced analytics and actionable insights.



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learning how
Ceipal can help you
find more candidates ?

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