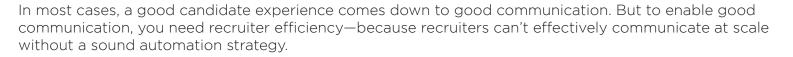
Automation Content Starter Guide

Create an amazing candidate experience with automated content that resonates.



Introduction

Talented candidates are more in demand than ever, and they have a newfound clarity about how they want to be treated by companies during the application and hiring process. Today, job seekers are paying close attention to every interaction with a potential employer. These interactions comprise what's now called the "candidate experience," the collection of touchpoints that form an overall impression of a company.



You've taken a powerful step with Bullhorn. Now, you need great content that reflects your deep understanding of the candidate at every point in their journey and creates the positive candidate experience that will help you **attract**, **engage**, **onboard** and **nurture** the very best talent in your industry.

Inside this starter guide following **Bullhorn's Connected Recruiting strategy**, you will find:

- Simple strategies for creating a good candidate experience with good communication
- Do's, don'ts and examples of good and not-so-good automated candidate content
- Keywords, subject lines, preview texts, body copy and calls to action (CTAs) to try out
- Links to resources: blogs, videos, eBooks and other inspiration to help you get started





Pull talent in through job boards and follow up right away to ensure they don't slip through the cracks.

When a sound automation strategy executes on great content in the Attract phase, firms see the majority of their placements coming from their existing database. This means you get more ROI from your job board spend. See also **Bullhorn's Application Confirmation Email automation**.

Strategies

- Use a triggered email automation to respond immediately when candidates apply.
- Consider "in the meantime" communications to reassure them that they're still in the running.
- Add value while they wait by sharing relevant content.

Do

- **Do** be personal, warm, interesting, witty, gracious and energized (as appropriate for your brand).
- **Do** toot your own horn-just a little bit-to reinforce their decision to engage.
- **Do** give as many specifics as possible about timing and next steps even if they may not necessarily hear back from someone directly—this is a huge differentiator.
- **Do** share relevant, value-added content straight away, and consider follow ups while their application is being reviewed: blogs, videos, social pages, testimonials, etc.

Don't

Don't fail to set up a triggered automation for this first critical step, otherwise candidates think their application went into the "black hole."

Don't be boring, bland, vague or "boilerplate."

Don't use overplayed and potentially discouraging phrases like "thank you for your interest" or "we'll be in touch."



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Right Talent. Right Role. More than placements-relationships.

Hello [First Name],

Thank you so much for throwing your hat in the ring for the [role] at [company].

We know you have a lot of companies to choose from these days. So, we're so pleased that you're interested in joining our award-winning staffing firm that's growing quickly and building a thriving nationwide candidate community.

Now that we have your info, we'll get busy reviewing it and determining if your skills and experience are a good fit. Then, we'll respond within two weeks to let you know if we'd like to set up an interview.

In the meantime, please check out this video from our talent on why they love it here and review our candidate prep guide to get ready to crush your next interview.



If you have any questions before we reach back out, simply respond to this email or give me a call at the number below.

I look forward to getting to know you better. Thanks again for taking the time to submit your application!

[Signature]

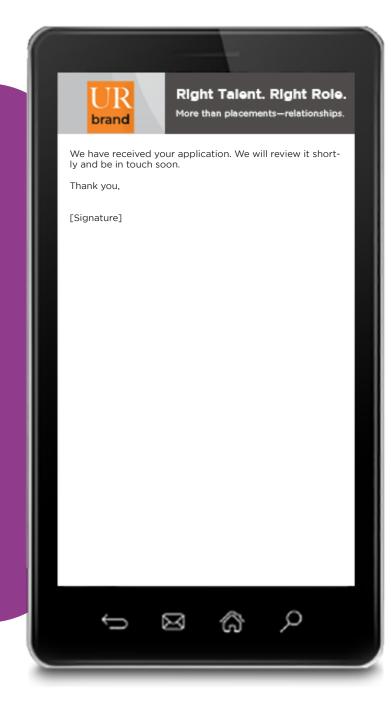
[Contact]

The Good: Sample Application Response Email

SL: [First Name], application received-check!

Preview text: Now that we have your info, here's what to expect next.





The Not So Good: Sample Application Response Email

SL: Thank you for your application.





Engage the talent already in your database with the right message, at the right time, for the right opportunities.

Now that a candidate has opted into your communications by submitting their application, it's time to **make the most of it**. This is done by connecting with them via automated (but personalized!) touchpoints throughout the entire lifecycle, aka **connected recruiting**.

Strategies

- Study your candidate audience, get data about them from them, create personas and map their journey—in their shoes—from application to placement and beyond.
- Balance self-serving communications with those that offer something valuable for free.
- Humanize and personalize their experience to make automation feel like connection. Use your recruiters' own words to create unique and compelling automated messages.
- Remember that **engaging passive candidates today** means successful placements tomorrow.

Do

Do make your emails distinctly interesting and worth reading—break through the inbox clutter.

Do acknowledge their place in the candidate journey to make a real-time connection.

Do "pay off" on the promise of your subject line and preview text with the body copy.

Do be brief, be informative, be thankful, and sign off.

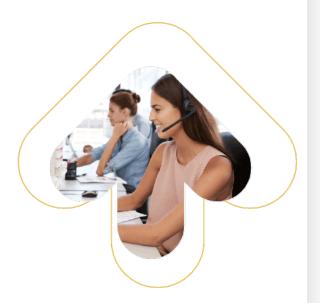
Don't

Don't send the same generic email over and over again.

Don't go silent after the initial application/opt-in.

Don't send long emails of too-dense copy blocks. Mix it up: a little copy, a little graphic, a little video, a lot of links.

Don't be <u>"spammy"</u> by sending the wrong message to the wrong person at the wrong time. Make sure your automation and communication strategies are in lockstep with the candidate's journey.



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Right Talent. Right Role. More than placements-relationships.

Hi there, [first name],

Now that you've applied for [role] with us (thanks again!), we'll share great content you can use right now to boost your job search and land your next big thing.

Read on for some very quick fixes that can take your resume from the scrap pile to the list of must-meet talent.

My Top Five Fast Fixes for a Lackluster Resume:

1. Don't include all of your personal information at the top-your name, email and phone number are fine.

2. If you include an objective, write it from the perspective of the value you offer to your next employer-not just what you're looking for in a new job or to suit your career path.

3. When summarizing your job duties, start every bullet point with a present-tense action word: Facilitate, lead, build, grow, achieve, create, implement, execute, etc.

4. For those roles that you're really excited about, consider creating a dedicated version of your resume that specifically aligns to (but doesn't too closely mimic) the job description. Speak to the most important requirements of the job with your specific skills and experiences.

5. Sprinkle in some data: Ideally before you've left your current role, find or generate a few compelling data points that quantify your achievements, i.e., "Increased email open rate by 300%," or "Grew the sales team from three to 10 employees," or "Hosted the first-ever webinar with 150 attendees."

Try these on and let me know what you think. Send me an email or give me a call to connect, anytime. And be sure to visit our [job board] and apply for other roles you that catch your eye while you await word on the [role they applied for] role.

Cheers to your job search!

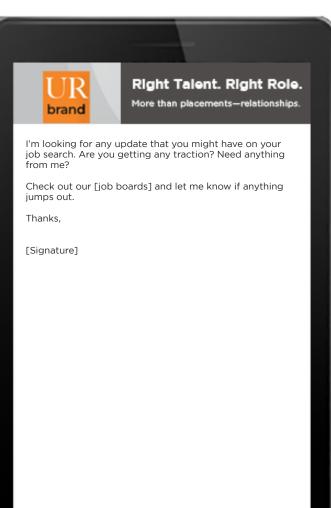
[Signature] [Contact]

The Good: Sample Engagement Email

SL: My top five fast fixes for a lackluster resume.

Preview text: Go from "meh" to "vay!" in 30 minutes or less.





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The Not So Good: Sample (Dis)Engagement Email

SL: Checking in.



Deliver a seamless and positive experience in the lead-up to the first day and throughout the first weeks on the job.

Too often, **the quality of the candidate experience** tends to drop off once an offer has been accepted. According to Bullhorn's **GRID Talent Trends Report**, 32% of survey respondents shared that recruiter responsiveness sharply declined once an assignment began. This sends the message that once a candidate is "in role," they're less valuable. A new job is a vulnerable spot for anyone, so making sure they feel supported and connected from "go" is the right move every time.

Strategies

Learn about leveraging automation to effectively onboard new hires.

Onboard

- Keep the communication coming. Silence may leave them too much time and space to feel undervalued and reconsider their career choices.
- Remember that other recruiters, roles and even job offers could still be swirling. Reinforce their choice, thank them for it, and reiterate your excitement for the great things they're about to do.
- Ease their new job jitters by reminding them that they're not on their own— they're part of a thriving candidate community with experts on hand and a dedicated recruiter they can count on for anything, anytime.

Do

- **Do** start the onboarding process off right by excitedly and personally congratulating your candidate for winning the job with their excellent interview skills and impressive background.
- **Do** stay in regular communication through a variety of channels between the time they say yes and the day they start their new job. Now is a good time for the **human touch** (even if it's via automation!).

Do use this time to offer relevant content at the right time, i.e., pre-day-one tips, tricks and encouragement—this is a stressful and exciting time!

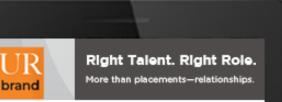
Do follow up on day one, week one, month one, and year one with smart automations that deliver heartfelt content.

Don't

Don't let your responsiveness to and interest in your candidate drop off.

Don't let candidates' questions go unanswered. This is the time to be even more responsive.

Don't communicate in such a way that makes the candidate feel like your relationship is transactional.



Hello again, [first name],

A big congratulations to you (again!) on landing this exciting role. You are all set to start your new role as [role] at [company] on [start date] at [time] a.m.

First, I want you to know that I am so impressed—not only with your background, but with how well you showed up for this process. Interviewing for a new job is no joke, but you did it all with exceptional professionalism and great energy. Bravo!

Going forward, you can count on me to guide you through the preboarding process, where you'll fill out some forms and I'll share more details (parking, places to eat, etc.)—plus some tips and tricks for preparing for day one, week one, and beyond.

Here is a [link] to a few forms that you'll need to submit before your start date. Let me know if you have any questions or trouble completing these by [deadline].

Next, check out these links with great content to help you get going on the right track.

- Pre Day-One Checklist
- Tips for a Perfect Day One
- Making Connections: Strategies for Building Relationships in Your New Role

Lastly, take a minute to watch this welcome video with more details.



Remember: I'm here for any and all questions or concerns—both now and for the duration of this assignment and beyond.

Thanks so much for your partnership, and I look forward to connecting soon.

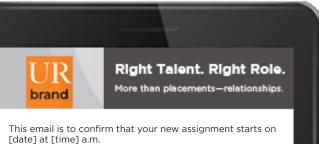
Congrats, again!

[Signature] [Contact Information]

The Good: Sample Onboarding Email

SL: Congratulations on your new job!

Preview text: You nailed it (no surprise there). Now what?



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Please be sure to arrive on time and dressed properly. Please let me know if you have any questions or issues prior to or during day one.

Thanks,

[Signature]

The Not So Good: Sample Onboarding Email

SL: Start date and details.





Proactively nurture throughout their assignment so you can easily engage them for their next role, increasing the rate of redeployment.

Nurturing the leads you have means **growing your talent pool with staffing referrals**. And for those candidates on assignment, it means taking care to maintain your connection throughout, so that when the time comes to redeploy or ask for a referral, it's natural, easy and logical to do so. You can do this with dedicated engagement automation streams which can lower the cost of talent acquisition.

Don't underestimate how important it is to deliver the right message at the right time in this stage. More than a third of survey respondents (33%) say their recruiter didn't reach out about future opportunities, including 20% of workers who actively wanted to work with their firm again. And you can give recruiter efficiency a major boost with automations that ensure they never miss a form submission or have to manually enter referral data ever again.

Strategies

- Keep a steady flow of value-added content going via smart automations that send the right message to the right person at the right time.
- Study your candidates' journey to understand when and how to ask for referrals.
- Use good data segmentation to avoid, for instance, asking candidates who were let go for referrals or who didn't have a positive experience with your organization or your client's.
- Remember that your audience isn't just passive candidates or workers on assignment. They're your talent community that expects to hear from you regularly. Deliver the goods and they'll be more than happy to tell their friends and share your info with their network.

Do

Do keep things fresh and interesting. Make sure every message offers value.

Do switch up the format of your content: videos, webinar links, podcasts, infographics, etc.

Do promote and clearly communicate the details of your referral program so that your audience knows what's in it for them and is incentivized to take the desired action.

Don't

Don't ask candidates you haven't communicated with for a referral.

Don't ask candidates for something without also offering something.

Don't ask candidates for a referral unless you've engaged with them up to that point.

Right Talent. Right Role. More than placements-relationships.

Hey there, [First Name],

I am so happy that you continue to rock your role at [company].

As you progress in your career, it can be a good idea to do some career pathing to get clear on what matters to you and where you'd like to go in the next one to five years—whether with this company or a new one.

To help you with this activity, I've included a link to our handy [Career Pathing Guide]. It's a fun and interactive workbook that you can use to get your thoughts down on "paper" and self-assess what makes you happy and fulfilled at work and how that might translate to your next move.

And speaking of goals and dreams, I'm working hard on building our amazing talent community. But we can't do it without referrals from rockstars like you.

Do you have a stand-out professional or two in your network who might be a great fit for [these open roles]?

Make a "Grand" Referral and Get Paid

Our [referral program] is simple and easy to participate in. Here's how it works:

- Make a weekly date to review our open roles—there are always new and interesting opportunities.
- Click the "Refer a Pro" link at the bottom job description. Or just tell us about them [here] and we'll follow up.
- If they're hired, we'll pay you \$250 after the first 30 days—plus another \$750 at the six-month mark.

Pretty cool, huh. We think so too. Sharing is caring, after all. And who doesn't like free money just for helping a pal find their next great gig?

In the meantime, I'm always here for whatever you need—just reply to this email or give me a call.

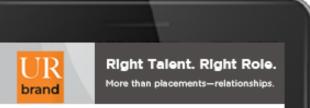
Best,

[Signature] [Contact]

The Good: Sample Nurture Email

SL: Loving your [company] experience? Ready to pay it forward (and get paid back)?

Preview text: Something for you + something for everyone.



Dear [Name],

I'm writing to ask if you have any friends or colleagues in your network whom you could refer to [company]. Our business is largely referrals-based, so we need your help in finding top talent for our clients.

There is a referral bonus if someone you send our way gets hired. Just send me their info plus a link to the job you think they might be a fit for.

Thank you,

[Signature]

The Not So Good: Sample Nurture Email

SL: Refer a friend.

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Build Up From a Strong Foundation

Here, we have offered just a handful of beginner strategies for populating your Bullhorn automations with the right message. This is the stuff of great relationships and amazing candidate experiences.

But it's the trifecta of your tech stack, data and communication strategy that can truly transform your staffing business.

Staffing firms who are leading the pack are investing in scalable processes, technologies and communication strategies to ensure long-term growth and drive enterprise value.

What if you could **amplify your recruiters' efforts and exponentially increase their impact?**

And what if you had an expert partner who could leverage technology and automation for growth?

PARQA exists to get you there faster, with less risk and stronger returns.

We deliver transformative strategy and precision execution to integrate your marketing, technology and recruiter operations. Our crew is comprised of creatives, strategists and technologists that love to help our clients win.

So, when you're ready to unlock the next level of success, let's have a conversation.

ACCELERATE YOUR DIGITAL TRANSFORMATION

