



# IDENTIFY

Engage and Attract the Best Candidates



# The best are already employed

It's a fact that the best candidates and therefore your future employee already has a job and in the most part, they are happy where they are.

It's your job to find them, engage with them and make your total offer attractive enough so that they agree to interview for the position.

We have a particular set of processes and advanced technology which is managed by our trained and experienced team that help us match world-class candidates to available positions.

**This guide will show you how we do it!**





## Working that bit harder, and that much smarter

The key to our success is that we go further and dig deeper than any other recruitment agency we know. We don't rely on CV's from out of work candidates or candidates actively looking for new opportunities, because research and our own data show us that these candidates are often much weaker than someone employed in a good position and is not actively looking to leave.

We engage with and attract candidates who will be loyal and committed to their new company. Resulting in new hires that are more interested in being able to contribute to a new job rather than just a large paycheck.



The perfect passive candidate is excellent at their job and for reasons such as being comfortable where they are and unaware of their potential/value in the marketplace, they continue in their job role day in day out for years at a time.

However, 92% of candidates would consider switching jobs if a company with an excellent reputation offered them a position. And it needs to be recognised that people don't change jobs for short-term benefits, they do it because they feel it is the proper next step in their career. 87% of professionals rate career growth and developmental opportunities as important to them in a job.

These are the opportunities to engage with the best passive candidates if you position your brand and your offer in such a way that resonates with them, beyond just an increase in pay.





## Engage and Attract

We invest heavily in technology and tools available to us and our experienced team to search for and engage with passive candidates.

Because we don't rely on an endless stream of CV's coming in from a jobs board advert of which 99.9% won't fit the bill, we need to reach out, search for and engage with passive candidates, who we have already discussed are happy (in general) with their current position.

We do this by investing in recruiter options within services, such as LinkedIn Recruiter. Here we can:

- Discover hard to find talent
- Run deep searches and gain hyper-targeted results
- Create pipelines of candidates
- Save searches and auto-monitor the marketplace

# InMail

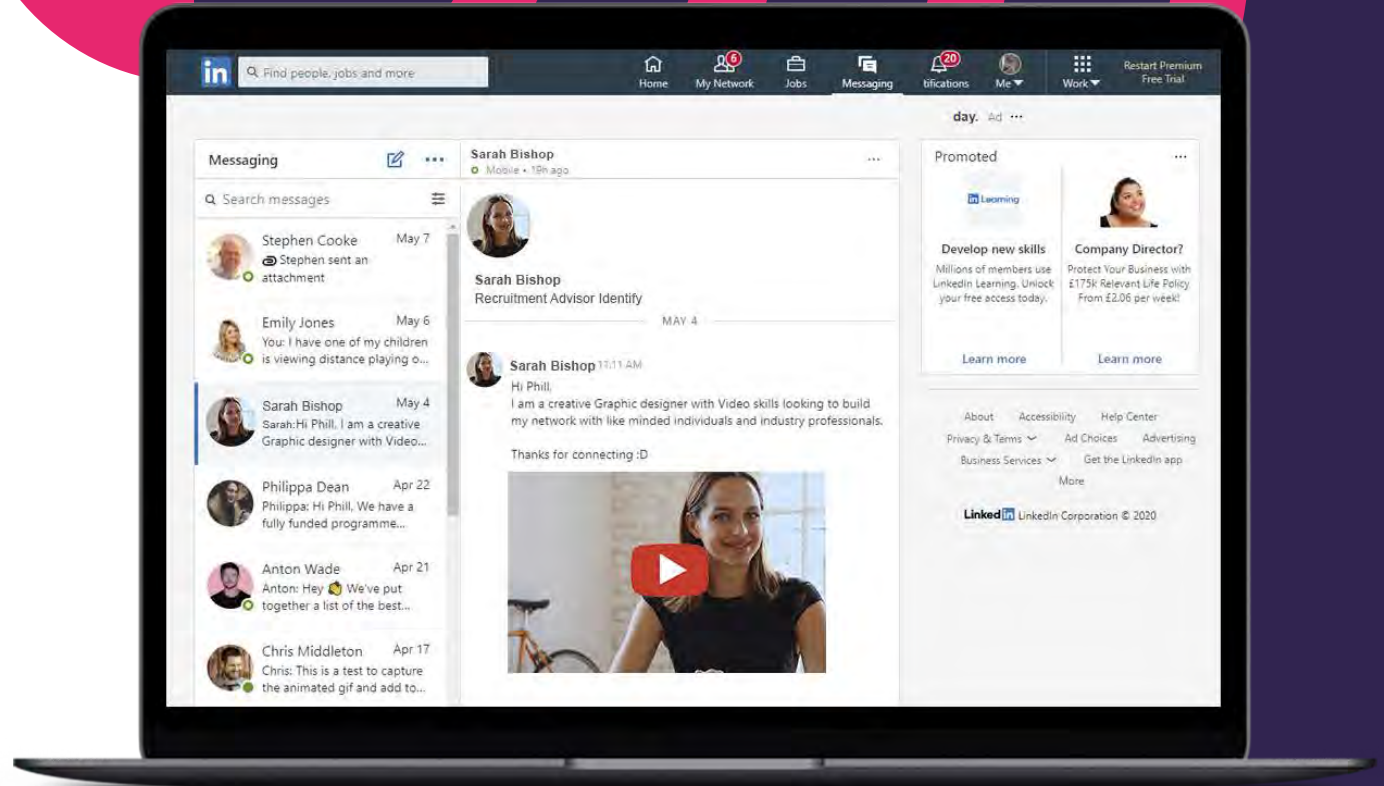
Technology further helps when we reach out, as most initial emails and telephone calls go unanswered.

Here we use video Inmail for:

- Personalised introductions
- Video job descriptions

The results mean we increase our candidate click-through rates by 96%. We humanise and connect with the candidate with personality and social proof. Our video job adverts get 4 x the application rates and extensive research shows that viewers retain 95% of the message when they watch a video compared to just 10% when reading text.

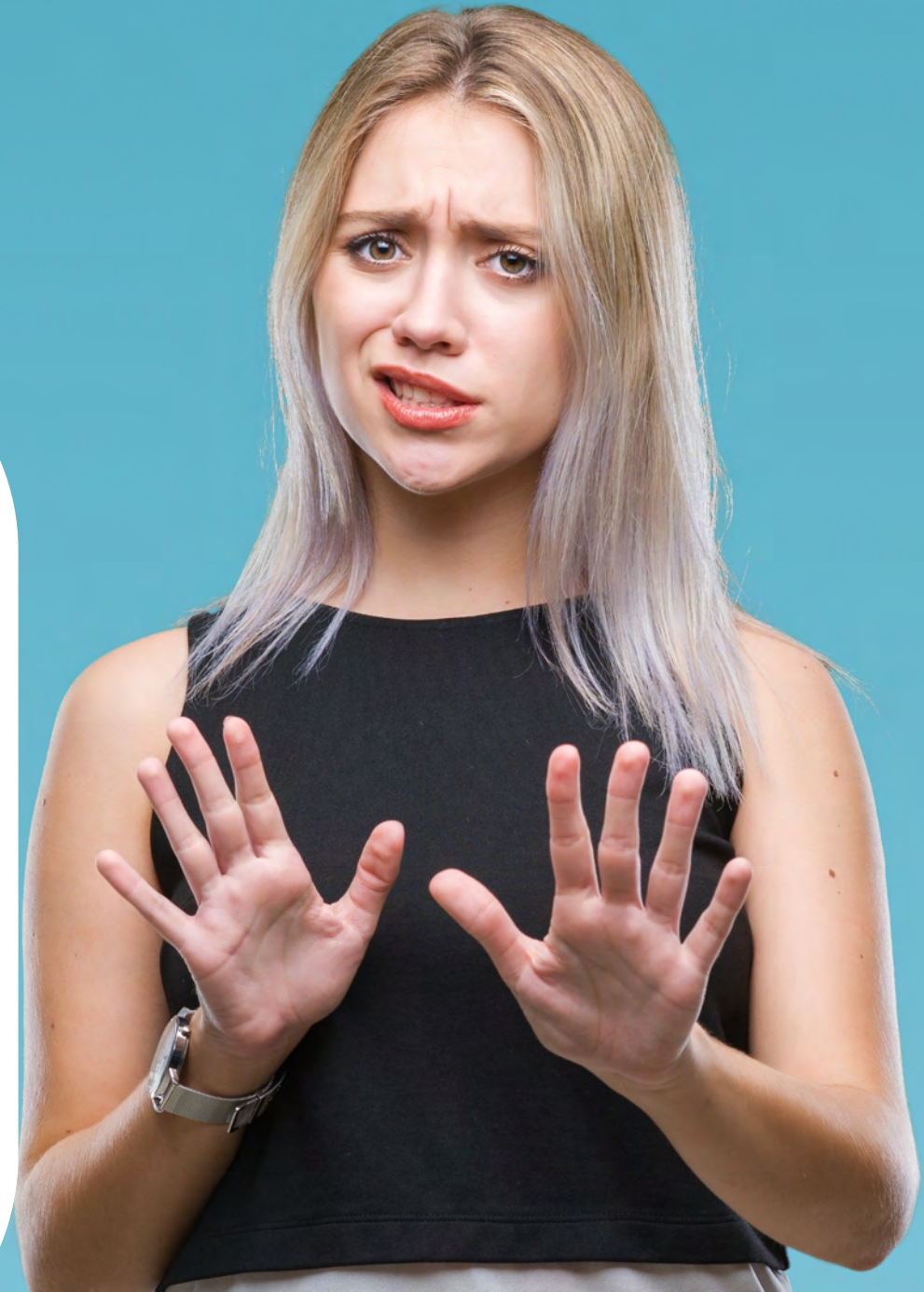
All in all we work a little harder, and think a little smarter so candidates feel confident in applying for a position.





Did you know that **60% of potential candidates abandon** the recruitment journey because of its length and complicity, including bad administration leaving behind a negative brand experience?

We reduce this number down to almost 0% because we have technology that manages the whole process for us, minimising admin tasks and making the process consistently good for the candidate. Candidates don't get forgotten about or ignored and even if they are not successful they leave happy that they did their best and that they were responded to throughout the process. Your brand is still intact!

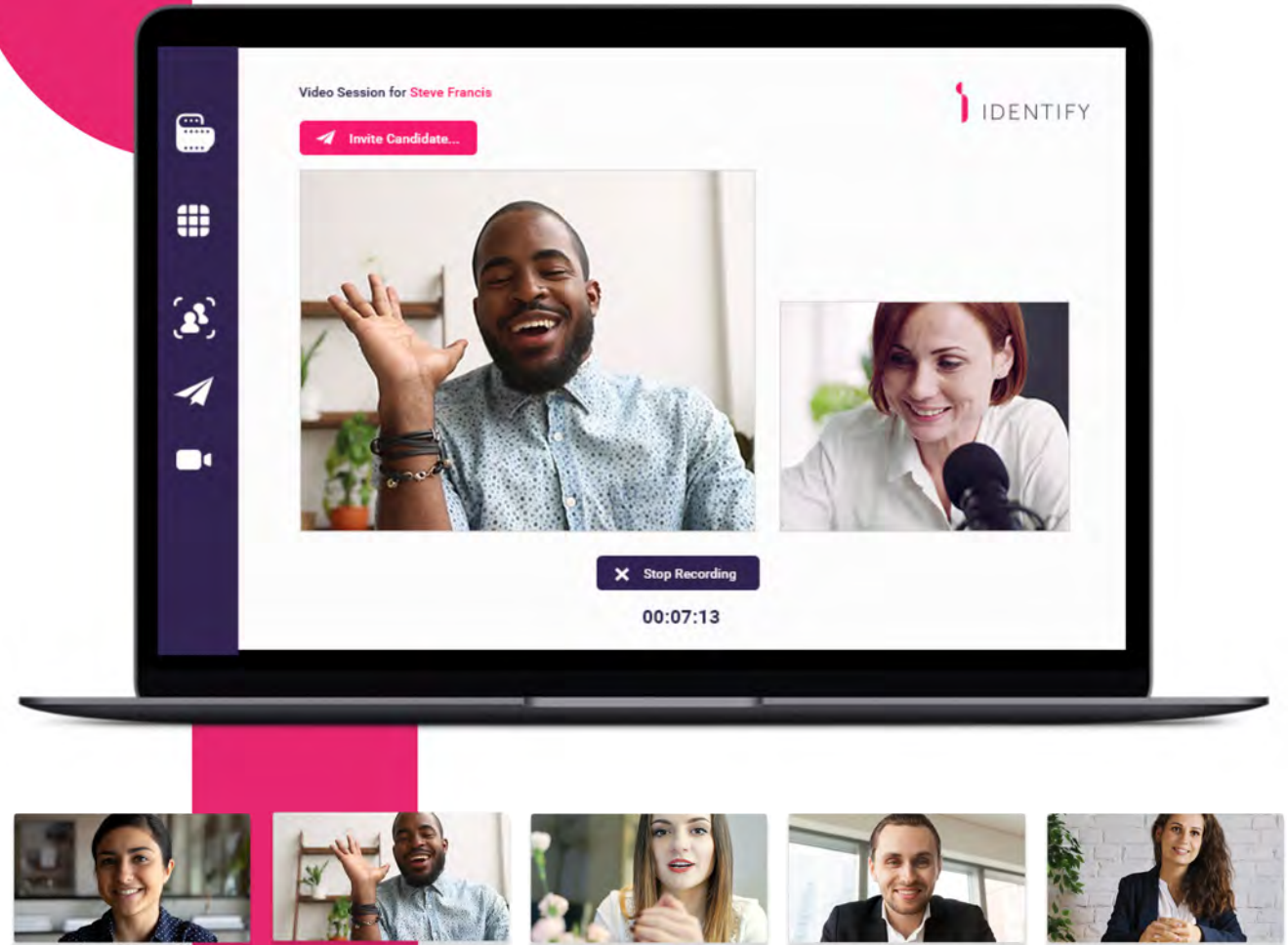


# Speed, efficiency, consistent quality

By doing what we do, how we do we can guarantee the quality of delivery, to both our clients and candidates. And there are other clear benefits too:

- The interview process is reduced by as much as 70%
- We improve the candidate experience, not least by removing the need to pay for travel and take leave from their existing job.
- Interviews can take place out of hours
- Interviews can be recording and shared amongst key decision-makers and stakeholders

Quality of final applicants is significantly improved because we start with quality due to our deep passive candidate searches, engagement and attraction processes. We keep the best candidates in the system as we treat them with respect throughout the process and at video interview stage we get much better information than what you see on a written CV.





# About Us



If you would like to know more about how we find and place the best candidates in the market place [book a call](#) with us and we will be only too pleased to show you in more depth how we do things.

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