

Hiring Tactics for Any Budget

15 Creative Ways to Attract
Today's Top Candidates



Introduction

The one thing that unites all recruiters and hiring managers is deciding which hiring tactic best suits their budget.

It doesn't matter whether your team is made up of one person or 100, or if you're recruiting for a single role or several, budget matters. In this guide, we'll outline low-cost ways to attract the best candidates, why technology doesn't necessarily require deep pockets, and – for those who do have bigger budgets – tactics that could revolutionize the hiring process.



Learn how to
make your
next great hire,
regardless of
budget

15 creative ways to attract today's top candidates:

Hiring on a shoestring

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Hiring on a shoestring

Recruiting the best candidates with little or no budget.

Whether you're gauging the interest of candidates who are passive, or those who are actively looking for new opportunities, there are many low-cost and even free ways to hire.



Facilitate internal employee mobility

Offering clear career paths is critical to employee happiness and, therefore, retention. This is where talent mobility programs come in. When someone leaves a company, employers need a pipeline of qualified workers who are ready to take their place.



Why it's important

The median cost of voluntary turnover is [21% of the departing employee's salary](#).

How to achieve it

To assist employees with their personal development, organizations must ensure they capture people's motivations and manage expectations. This can be done through clearly documented goals and constant one-on-one communication between employees and their managers.



Pro tip

—
Creative solutions, such as lateral moves for employees seeking new challenges or simply keen to learn a new skill, can also be used to retain your best people.

Target passive candidates

A passive candidate is one who is employed, but not currently looking for a new opportunity. Distinguishing a passive candidate who's interested in speaking to you can seem challenging without the right tools.

COST ●●●●●●●●●●

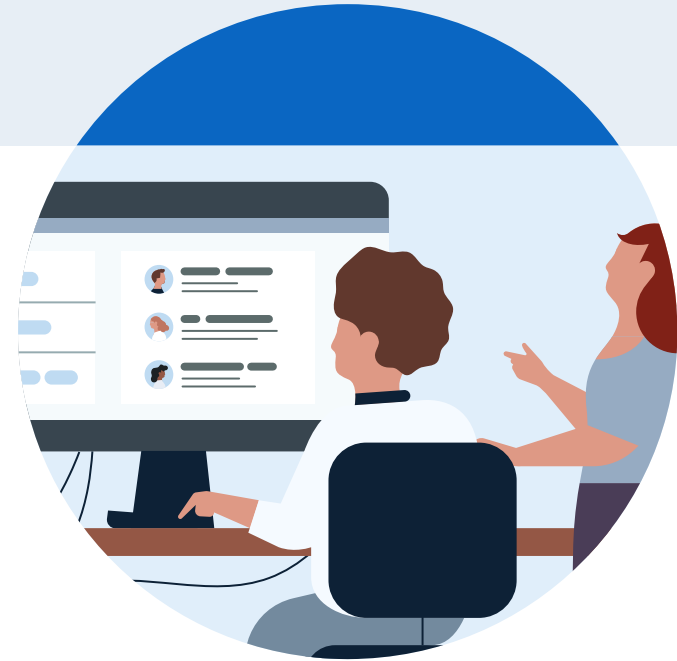
EFFORT ●●●●●●●●●●

Why it's important

According to LinkedIn data, passive candidates make up [70% of the global workforce](#), so you need to reach them.

How to achieve it

To get passive candidates to notice your opportunity, you may need to try several tactics at once. Happily employed prospects may pay attention if you lead with something only you can deliver – skills growth, job satisfaction, or unique benefits. Develop a story, work your network, and respond to any sign of interest.



Pro tip

—
Use [LinkedIn's "advanced people search"](#) to find passive job seekers who might be a fit for your next role.

Inspire employee referrals

In this hiring method, an existing employee refers someone they know for an open position. The employee often gets an incentive, and you get a candidate delivered by a trusted source – reducing your time and cost to hire.

COST ●●●●●●●●●●

EFFORT ●●●●●●●●●●

Why it's important

It takes a company 29 days to hire a candidate who was referred by an employee, compared to 55 days for most other methods, [according to LinkedIn data](#).

How to achieve it

Design a user-friendly referral program that can be adopted by everyone at your workplace. Promote the program – and incentives – every chance you get. Make it an essential part of onboarding and manager training.



Pro tip

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Get your leadership team to buy into and promote your employee referral program, too. Their support will trickle down to employees, who are the ones to bring more people in the door.

Create employer branding

This may seem like a daunting proposition but, according to Ed Nathanson, the founder of the talent acquisition consultancy Red Pill Talent, creating an employer brand is as much about the effort you put in as it is about the cost.

COST ●●●●●●●●●●

EFFORT ●●●●●●●●●●

Why it's important

[69% of candidates](#) would reject a job offer from a company with a bad employer brand - even if they were unemployed.

How to achieve it

Start by establishing your employer branding success metrics, develop a content plan that includes channels and frequencies, and create a career site that makes applying easy and shows what it's like to work there. There are also a [number of free or low-cost tools](#) that can help.



Pro tip

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Build your employer brand around the employees who best represent your cultural values, so you find candidates who share their traits.

Consider alternative interviews

Asking candidates the same 10 questions in an airless conference room may not help you identify their strengths and weaknesses. More companies are using alternative interview techniques as a way to efficiently vet a candidate's fit for a role.



Why it's important

According to [LinkedIn data](#), old-school interviewing may not be the best way to assess soft skills and weaknesses.

How to achieve it

Leave behind the tried-and-true. Meet for a coffee to see a more authentic side of a candidate in a low-pressure environment. Or ask candidates to participate in a work simulation – you'll be surprised by what you can learn.



Pro tip

—
Step back from traditional interviews to see candidates more clearly, measure skills more objectively, and make a better hiring decision.

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Hiring without breaking the bank

There's a range of hiring tactics available to recruiters and hiring managers in the mid-cost range.

There's also a number of twists on traditional methods you can use to land the best candidates without breaking the bank.



Host job auditions

Job auditions, which give organizations a chance to test candidates in their future roles, allow employers to measure skills and traits that traditional interviews can't gauge.

COST ●●●●●●●●●●

EFFORT ●●●●●●●●●●

Why it's important

According to LinkedIn data, [83% of candidates](#) said that a negative experience in an interview could change their opinion about a role in a company they liked.

How to achieve it

After the initial screening stage, bring a candidate onsite to put their skills to the test. Create potential scenarios they might run into on a daily basis to see how they react.



Pro tip

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Job auditions are as much about understanding how a person will deal with the challenges of the role as they are about how they'll adapt to the company culture.

Automate applicant tracking

An applicant tracking system (ATS) is a powerful tool designed to streamline hiring and provide an automated way to manage the entire process, from receiving applications to hiring employees. ATS reduces administration and increases efficiency.

COST ●●●●●●●●●●

EFFORT ●●●●●●●●●●

Why it's important

On average, the hiring process lasts two to three months, while the top candidates only stay on the market for 10 days. Streamline the process with a system that automates things.

How to achieve it

Find an [ATS](#) that meets your needs and priorities, whether it be mobile accessible or offers social sourcing tools.



Pro tip

—
Optimize your job descriptions by including keywords crucial to the role so your ATS finds the best candidates.

Search social

In the past, using social media could be seen as a real advantage over the competition, but today most recruiters understand the power of social in spreading the word about their company. While there may be some extra effort involved, social remains a great source of candidates.

COST ●●●●●●●●●●

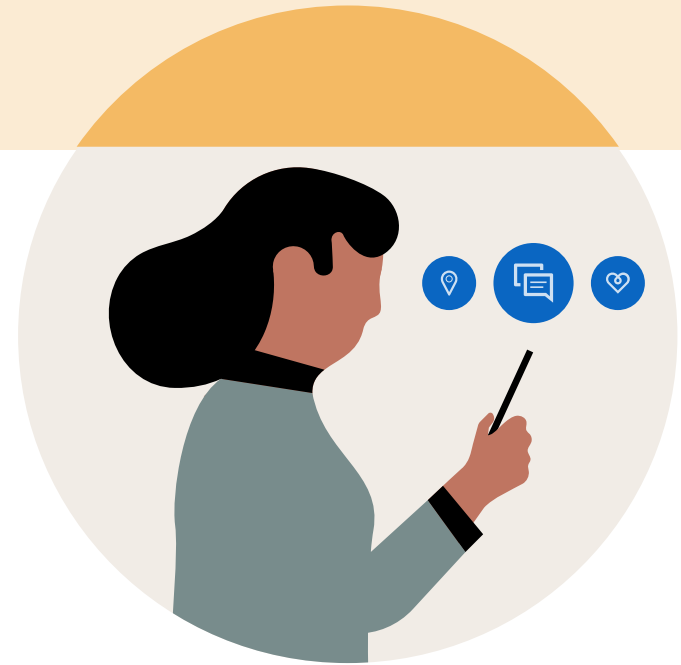
EFFORT ●●●●●●●●●●

Why it's important

The average internet user has more than [seven social media accounts](#), so recruiters and hiring managers should be where potential candidates are hanging out.

How to achieve it

Your [social media recruiting strategy](#) should include everything from creating a captivating bio on your social profiles – one that's capable of piquing the interest of passive candidates – to paid tools that manage and monitor all social media platforms.



Pro tip

—
Your brand presence online needs to be constantly nurtured. Keep the conversation going by sharing great stories you read online or company news and updates.

Raid your competitors

Any open roles you have will call for a certain type of experience and knowledge. A person who already works in your industry is very likely to have the attributes you're looking for, so hiring from a competitor makes a lot of sense. It's a bold move, but it can be worth the extra effort.

COST ●●●●●●●●●●

EFFORT ●●●●●●●●●●

Why it's important

When you hire great talent directly from a competitor, your company gains a competitive advantage.

How to achieve it

Whether or not you're aware of competing talent, it's important to make a statement that attracts candidates. Uber, for example, [directly targeted its competitor's drivers](#) by riding with them and offering a bounty referral bonus when a competitor's driver was hired.



Pro tip

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Offering a good work-life balance, competitive compensation, or a clear career pathway can stop your employees from leaving.

Invest in video interviews

When you're looking for the best talent, it makes little sense to limit your candidate pool by location or time zone. With video interviewing tools, candidates can answer either live or pre-recorded interview questions at a convenient time and location for them.

COST ●●●●●●●●●●

EFFORT ●●●●●●●●●●

Why it's important

Video interviews give your entire hiring team an opportunity to review candidate responses, when it's convenient for them, in a way that phone interviews do not.

How to achieve it

Live video interviews make it convenient to screen remote candidates with more warmth than a phone call. You can also streamline the process with one-way video interviews, in which candidates record themselves answering basic questions.



Pro tip

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There are a plethora of video tools on the market. Test out a few options using 30-day trials before settling on one for the entire team.

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Hiring when the sky's the limit

When your budget is sky high, your imagination should fly.

Technology, from artificial intelligence to virtual reality, is set to play a key role in the future of recruiting, while traditional media such as TV can be used to spread your brand message to a mass audience of passive candidates.



Use automated screening

If a large company receives 10,000 applications a year, and the recruiter spends only 10 seconds on each resume, that's still more than 28 hours just on resume prescreening. As most recruiters need longer than 10 seconds to find talented candidates and remove unqualified ones, the benefits of automating the process are obvious.

COST ●●●●●●●●●●

EFFORT ●●●●●●●●●●

Why it's important

There were [7.3 million job openings](#) in the US in December 2018, so finding efficiencies in the process will help you find the best candidates.

How to achieve it

There are automated screening products for all stages of the hiring process, from supersmart algorithms that listen to candidates' voices to chatbots that arrange interview slots.



Pro tip

—
Consider incorporating a prescreen survey into your hiring process, so you can knock out candidates who may not be qualified before the screening process even begins.

Think TV

Companies tend to promote on media seen only by active candidates. To reach the other [70% of the population](#), consider something bolder. One of the most effective ways to share what makes you unique is through TV commercials.

COST ●●●●●●●●●●●●●●●●

EFFORT ●●●●●●●●●●●●●●●●

Why it's important

Investing in TV increases effectiveness by 40%, making it the most effective medium, according to [the latest research](#).

How to achieve it

Work with an agency or media company to run commercials on local or nationwide stations. Ensure they run at a time that matches your target audience's viewing habits. GE recently ran an entire TV ad campaign focused not on trying to fill one job today, but on improving their overall talent level. The result? [GE received an 8x increase in applications](#).



Pro tip

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While applications are one way to measure success, increases in awareness and affinity for your company can also be seen as wins.

Try virtual reality

Once the realm of science fiction, virtual reality (VR) is set to become a mainstay of recruiting. Many companies have already adopted the technology to improve their candidate experience, create fun skill-based tests, and show candidates that they're on the cutting-edge of innovation.

COST ●●●●●●●●●●●●●●●●

EFFORT ●●●●●●●●●●●●●●●●

Why it's important

Companies using VR saw a [5-10x increase](#) in applications at job fairs.

How to achieve it

Add a virtual tour of the office on the company website. For more technical jobs, candidates could be set a task they must complete using a VR headset.



Pro tip

—
Bring VR to career fairs to capture a wider range of potential candidates.

How LinkedIn
can help you
go farther with
your budget

LinkedIn Jobs

With [LinkedIn Jobs](#), a new hire is made every 10 seconds and you only pay when a candidate views your job post. LinkedIn Jobs comes with targeted job promotion, recommended matches, and a simple dashboard that tracks everyone from application to hire.

[Post a job →](#)

LinkedIn Recruiter

[LinkedIn Recruiter](#) is the ideal platform for finding, engaging, and managing the best candidates. Whether you're a recruiter or a hiring manager, you can quickly source high-quality candidates to make your next great hire.

[Request demo →](#)

LinkedIn Talent Insights

Using [LinkedIn Talent Insights](#), you can gain a competitive advantage in the market and make better talent decisions. LinkedIn Talent Insights comes with a talent pool report that allows you to build your knowledge of the competitive landscape and compare engagement to your peers.

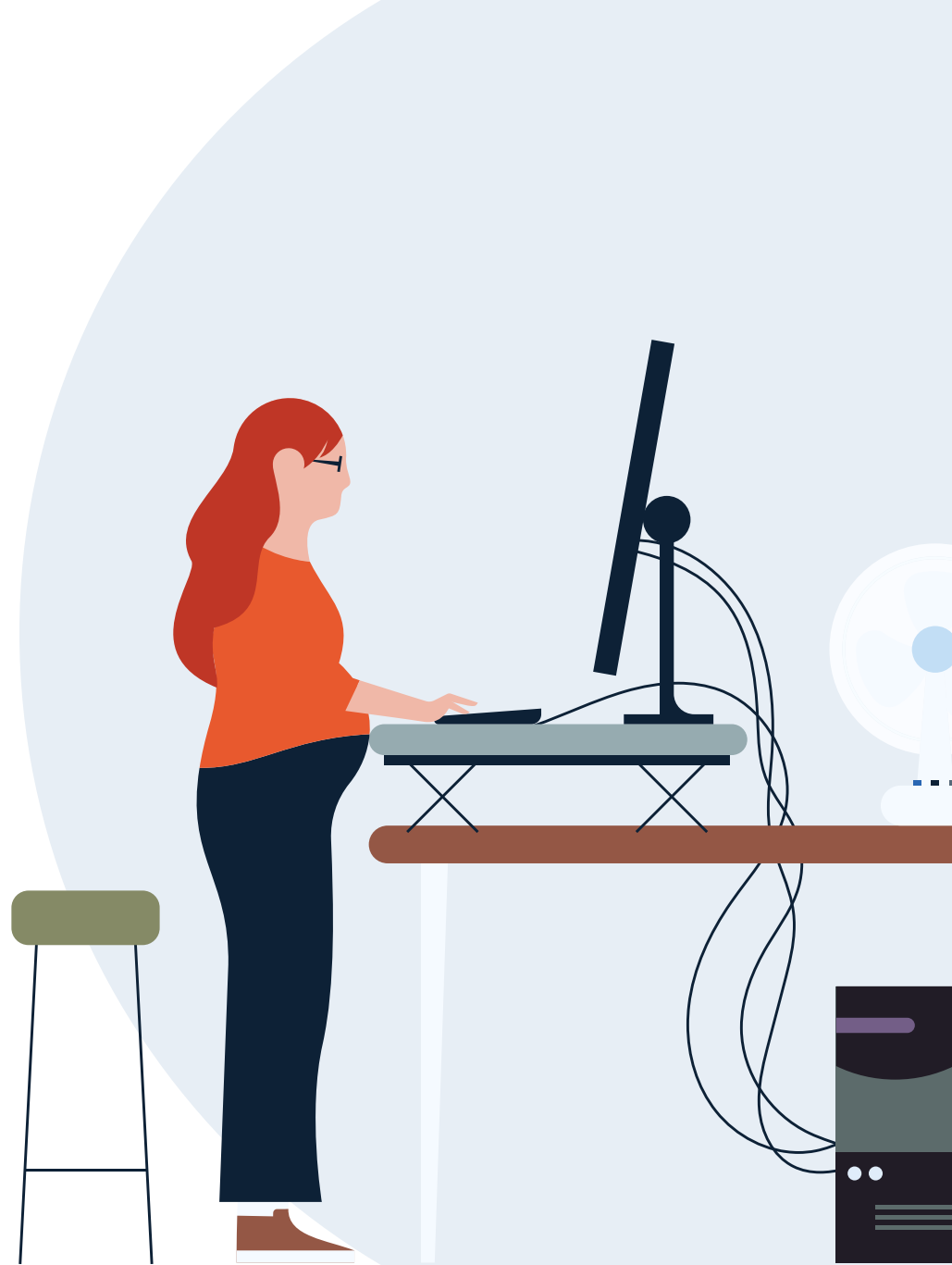
[Request demo →](#)

Conclusion

Whatever your budget, you can still hire the best talent.

As we've seen, having less to spend should not limit your ability to attract the best candidates. However, if your budget is big, your ambition should be too.

By tapping into the power of LinkedIn, you can use technology to streamline your hiring process and improve the candidate experience.



Experience LinkedIn in action

LinkedIn Talent Solutions offers a full range of hiring and recruiting solutions for every step in the process. We'll help you find and engage the right candidates, build your brand, and make even smarter talent decisions with LinkedIn's data and insights.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With 610+ million members worldwide, including 75% of the US workforce, LinkedIn is the world's largest professional network.

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