

A man with dark hair and a beard, wearing a blue shirt, is leaning over a desk, working on a laptop. The background is a blurred office setting. Overlaid on the image are several semi-transparent icons: a world map with location pins in the top left, a group of four stylized human figures in the top center, a clock face in the bottom left, and a pie chart with a line graph in the bottom right. A red vertical line is positioned on the left side of the image.

VONQ

EBOOK

SMART DATA RECRUITERS NEED TO ACQUIRE TALENT

WHERE AND HOW DO YOU COLLECT ALL THAT DATA

WANT TO KNOW MORE?
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HELLO@VONQ.COM - WWW.VONQ.COM

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INTRO

In [*The 3 metrics all recruiters should really care about*](#) we laid out the importance of tracking the right metrics for measuring the success of your recruitment campaigns, those being Time to Hire, Cost per Hire and Quality of Hire. But for metrics to be tracked you need data. Lots of it! That is why recruiters today need to be able to collect, understand and interpret big data. So, let's look into where to find and how to collect all that recruitment marketing data you'd need.

Shall we?

WHERE DO I GET RECRUITMENT MARKETING DATA FROM?

The job ads' post and pray era is coming to an end. To gather relevant data about their ideal candidate and reach out to all these passive candidates out there, one needs to look beyond generic job boards only and discover additional relevant places. Niche job boards? Maybe. Online communities, hubs and forums? Probably. Social media channels? Most certainly. Ad networks? Definitely.

1. GENERIC JOB BOARDS

Monsterboard, Indeed, CareerBuilder, Job.com... are all examples of very popular generic job boards. Then, you also have regional job boards, which dominate the local markets. On these, you can easily browse through hundreds of applicants' profiles, but you can also collect highly relevant recruitment data, such as impressions, views and clicks on job ads. Generic job boards are, of course, a great place to reach a big pool of active job seekers. But what about all those passive candidates?

JOB BOARDS



2. NICHE JOB BOARDS

There is more to the world of recruitment channels than the general job boards. There are also the niche job boards. The challenge in finding relevant niche job boards is that there are literally hundreds of them to choose from. Once you find a couple of well-performing ones, though, you have a sort of "online talent pool", one that you can always refer to for a specific candidate group.

A couple of examples of niche job boards our recruitment marketing experts tend to use on a regular basis are: specialized in healthcare and medical careers (e.g. *HealthcareJobsite*); for connecting both big and small businesses with media professionals (e.g. *Mediabistro*); focusing on nonprofit careers and volunteering opportunities (e.g. *Idealist.org*); for sales professionals (e.g. *Sales Gravy*); the top manufacturing online job board (e.g. *JobsinManufacturing.com*); online communities for data science professionals (e.g. *Kaggle*).

3. ONLINE COMMUNITIES, HUBS AND FORUMS

Online communities, hubs and forums are a great source for insights on what's trending and relevant for a specific group of professionals. It is also a quick and easy way to spot thought leaders and/or influencers and get inspiration on aligning the tone of voice of your job ad with your potential candidates. These are also suitable for spotting passive candidates. Last but not least, online communities are the place where you want your job banner ads to be shown. Direct exposure to the relevant audience active on these online communities and forums will also significantly increase your reputation as the employer of choice.

Here are a couple of examples you can check right away: online communities for programmers (e.g. *Stack Overflow*); online communities to share ideas and discuss industry best practices (e.g. *Data.com Connect*); online communities focused on the exchange of ideas between entrepreneurs (e.g. *StartupNation*); online resources for machine learning and data science (e.g. *KDNuggets*); online communities for designers (e.g. *Dribbble*); online platforms to showcase and discover creative work (e.g. *Behance*); forums for inbound marketing and sales professionals (e.g. *Moz Community*).

4. SOCIAL MEDIA CHANNELS

The conversations around social media in a way resemble the ones on big data. There is a continuous buzz about it, most people use it, only few know how to leverage on its full potential.

Social media is a great source of data regarding targeting per specific demographic. One thing to remember is that having an in-depth understanding of the behaviour of your [candidate persona](#) is key. In other words, some social media channels might work well for one group of professionals, while being entirely irrelevant for another. For instance, surprisingly for most recruiters, Instagram would be among the top most suitable channels to recruit healthcare nurses. Most nurses are female and [statistics show](#) that Instagram's heaviest users are women. Therefore, banner advertising or sharing relevant company content on Instagram increases your chances of reaching your target audience.

ONLINE COMMUNITIES

5. AD NETWORKS

A prominent example of an ad network is Google Network. Google Network is the term for all the places [AdWords](#) ads can appear. It is your best friend in sending the right message to the right audience by displaying your ads where your potential candidates are likely to be. Google search results, popular webpages and mobile phone apps are some of the places you can share your ads on. With Google Display you can even fine-tune your ads per specific placement, topics and audiences, which gives you more options to reach either a very large or a very specific potential candidate audience.

Your ads can appear on Google sites like YouTube, Blogger and Gmail, plus millions of popular websites around the world. All these increase your chances of attracting your ideal candidate. Did you know that, for instance, you can post an ad on Spotify to reach all these millennials? Sounds great, right?

HUBS & FORUMS

WHAT DATA IS RELEVANT FOR ME?

Tracking the success of your job ad helps you measure your ROI and adjust your recruitment media budget accordingly. Distributing your job ad on media channels without tracking it is like throwing your fish net without checking what's the catch every now and then. There is a big chance you'd miss out on a good catch, the prize catch maybe!

Let's take a look at the three main steps a potential applicant needs to take before applying on your job ad and see what kind of data you can collect in each and every one of them:

STEP 1. A POTENTIAL APPLICANT SEES YOUR JOB AD: IMPRESSIONS

Impressions is the total number of times your content is displayed. An impression is the broadest possible metric for any piece of earned, owned, or paid media performance. There are a number of different ways to track these metrics. Most social platforms offer some form of analytics. For instance, Twitter offers an overview of Tweet impressions. When you read Facebook, every ad that scrolls by in your News Feed is an impression, too. Google Analytics, on the other hand, helps you track the impressions of your banner ads.

Impressions are only the very top of the funnel - much more has to happen after an impression of an ad is displayed. So what should you logically measure after the impression? If someone actually paid attention to your ad or, in other words, the engagement rate.

STEP 2. A POTENTIAL APPLICANT REACTS ON YOUR JOB AD: ENGAGEMENT RATE

Metrics to measure the engagement rate can range from simple behaviors like bounce rate and time spent on your jobs and career page to more complex metrics like social media engagement, view rate and click-through rate (CTR). Let's take a quick look into what the latter two mean:

View rate

View rate is a ratio showing the number of paid views of a video ad to the number of impressions. For instance, if you had 5 clicks on 1000 impressions, your view rate would be 0.5%. View rate is similar to click-through rate (CTR), but instead of measuring clicks, it counts people who viewed your video ad after seeing it on YouTube or the Display Network. You can use View rate to track the value of your video campaigns on YouTube and the Display Network.

Click-through rate (CTR)

CTR is a ratio showing how often people who see your ad end up clicking on it. That is why it is an important indication on how well your ads are performing. There are multiple ways to boost the CTR of your job ad. You can improve the copy of the job ad text while focusing on the use of keywords or update the call to action button (Is it clear enough what action people are required to take? Is the color of the call to action button evocative enough?). After all, your main goal is to make sure that a potential candidate converts into an applicant. That's why it is also important to make sure that there is a dedicated landing page that people land on directly after clicking on the ad.

WHAT DATA IS RELEVANT FOR ME?

STEP 3.

A POTENTIAL CANDIDATE BECOMES AN APPLICANT: NUMBER OF APPLICATIONS

Online job application form abandonment rate

Once you've got a potential candidate to click on that *Apply for* button, the hunt is over. Wrong. Tracking how many and when exactly people abandon the online application process before they fill in all the necessary data is key. It is a strong indicator on how effective your application form is. *Do you need to reduce the required steps? Are you asking for one too many documents for applicants to submit?* Applying these changes can have an instant boost effect on the number of applicants you get from a job ad.

After all candidates have submitted their applications, it is time for the recruiter to start scanning through them, select a few candidates and invite them for an interview. Finally, all these steps should lead to that one moment, which is the *happy end of the recruitment process*, i.e. landing a high quality hire

HOW TO COLLECT ALL THAT RECRUITMENT DATA?

HOW DO I COLLECT ALL THAT RECRUITMENT

Collecting data from various sources can be a time consuming process. One thing is very important to keep in mind, though, and it is to analyze all the gathered data as a whole. Only then you'd be able to get a comprehensive understanding of your campaign performance as a whole and adjust accordingly for the next time around.

Let's now take a look at some of the established methods to collect recruitment marketing data:

GOOGLE ANALYTICS

Google Analytics can easily be qualified as your best friend in collecting data. The number of visitors on your Careers page, the views and clicks generated by a job ad, the traffic sources (e.g. Facebook, a specific job board, referrals and Google Search) through which your candidates found your job ad, the time spent on a page and all kind of on-page analytics is only a fraction of the data you can collect with the help of Google Analytics.

Google Analytics is undoubtedly your main source for collecting relevant recruitment data, but there are a couple of other tools that can come in handy as well. Let's take a look at them:

UTM CODES

Another great tool is the UTM (Urchin Tracking Module) code. A [UTM code](#) is a simple code that you can attach to a custom URL in order to track a source, medium, and campaign name. This enables Google Analytics to tell you where searchers came from as well as what campaign directed them to you. Once you know the values you want to track, you can simply go to [Google's URL Builder](#), enter these values into the parameters, click "generate URL," and you are all set.

EYE TRACKING

Nowadays, there are plenty of eye tracking software solutions for viewing, filtering, and processing eye movement (gaze) data, mainly interpreted through tests on the movement of the cursor. Eye tracking for usability and user experience is an emerging field using these methodologies. One classic example is website testing, where you can get valuable information on how potential candidates read your content (i.e job ad, Careers page).

There are other smart tools out there, helping you in collecting all the data you'd need to acquire the right talent. One of them is [VONQ's Job Marketing Platform](#), which enables access to all media channels you'd need to reach the right talent.

I'VE COLLECTED ALL THE RECRUITMENT MARKETING DATA I'D NEED TO FIND TALENT. NOW WHAT?

Interpreting the data

Data-driven recruitment is the key to attracting and keeping the right talent needed to meet your business objectives — and hiring them at the right price and within short period of time. It's the difference between making decisions on gut feeling and making them based on facts.

Now that you've collected all the recruitment marketing data you'd need, you can determine if you are advertising your employer brand and career opportunities in the right way, in the right place and at the right time. But the trick isn't merely in collecting the data—it's in interpreting it, and understanding the importance (or lack thereof of) each data point. Making sense of all the collected data by aggregating, registering and presenting it using dashboards is also essential.

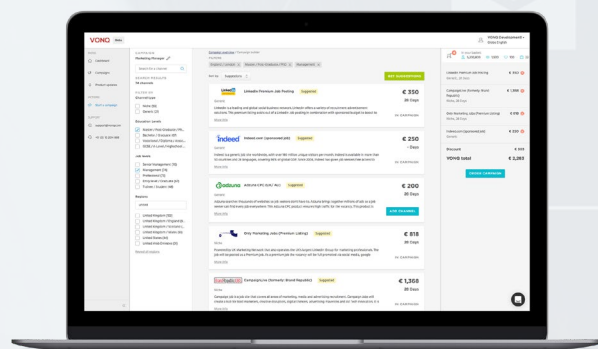
How do I interpret all that data?

Read the blog post [How Nature's Pride reduced their cost per hire by more than 80%](#) to learn how the Dutch company collected and interpreted relevant data to significantly improve their recruitment process.

Still not sure how to interpret recruitment marketing data to help you acquire talent? Check our webinar [Recruitment Data and How to Use it](#) Explained or directly [schedule a call](#) with one of our recruitment marketing experts.

Happy Recruiting!

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GO THERE!

JOB MARKETING! SPEED AND RELEVANCE

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