

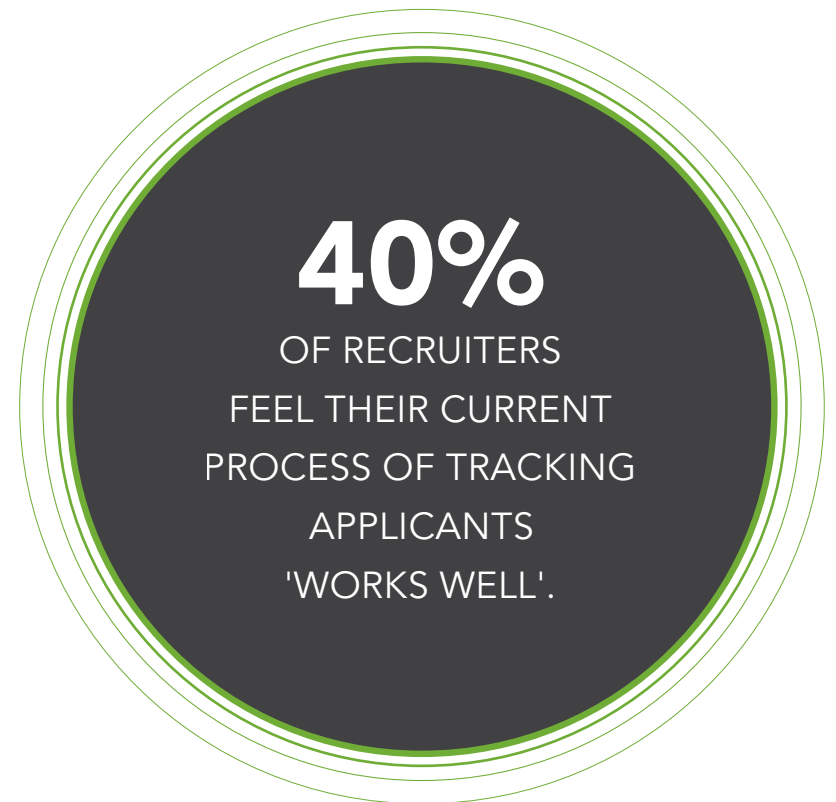


TOP RECRUITING TRENDS & METHODS FOR STAFFING SUCCESS IN 2019

AVIONTÉ

The best way for your staffing agency to thrive is by continually adopting new strategies along with expanding existing practices that have proved to be successful to your firm in the past. It's important to consider the value of implementing both trends and proven methods.

Finding new and unique methods for driving results for your staffing firms is critical to staying fresh and competitive in today's market.





RECRUITING TRENDS

The staffing and recruiting industry is changing so quickly. If you're not keeping up with the latest industry developments, you're missing key opportunities to advance your business.

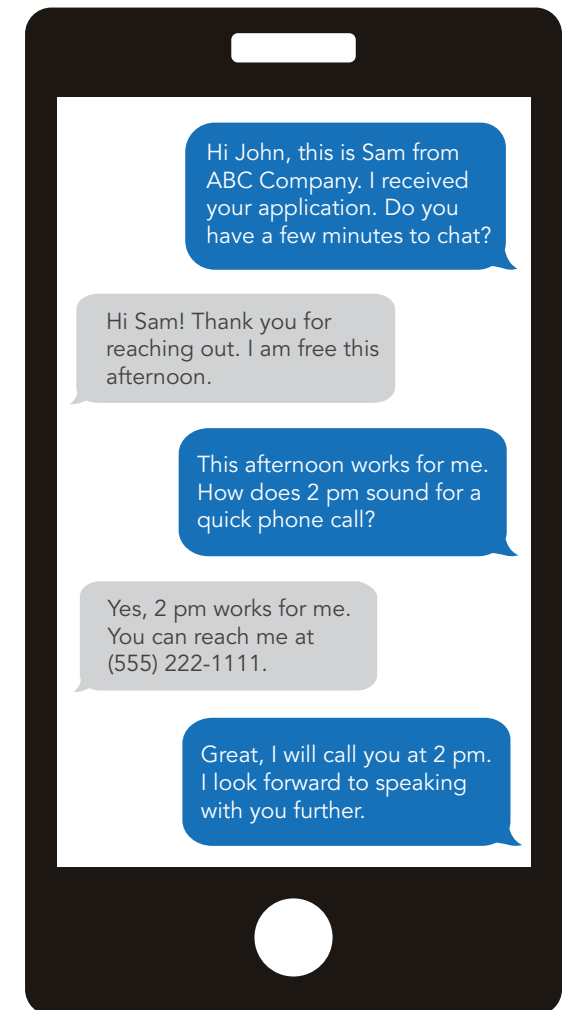
Here's what's trending and how you could implement them into your staffing firm.

INTERVIEWING VIA TEXTING

Looking for ways to work faster and hire better in this candidate-led market? Texting interviews are the latest trend. Skip the game of phone tag and try texting instead.

Benefits include:

- Being able to connect with multiple candidates at the same time
- Giving candidates more options, including the option to text versus a phone call, especially if they are currently working
- Allowing a more personalized conversation with each candidate
- Helping recruiters find the most qualified candidates for the role



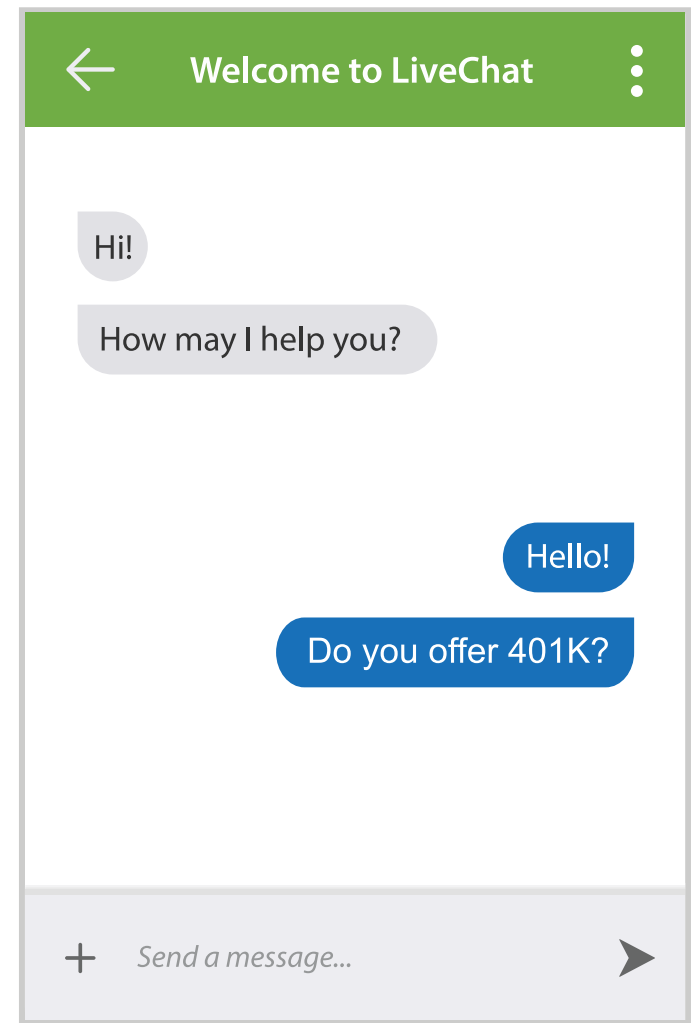
ARTIFICIAL INTELLIGENCE

AI is another trend that has seen a spike in popularity. Using a chatbot could be an easy way to incorporate AI into your process to improve the experiences of both candidates and recruiters.

Chatbots for Recruiting

Using a chatbot on your website to handle general questions such as do you have any openings, do you offer a 401K, etc., to help reduce application questions and pre-qualify candidates could free up recruiter's time significantly, helping them focus on filling roles.

In addition, you could use chatbots for gathering feedback on the recruiting and onboarding process by having it ask a simple question such as, "How was your experience?" or "How likely are you to refer a friend?".



FACEBOOK RECRUITING

Everyone is familiar with using LinkedIn for recruiting passive candidates – but not everyone is on LinkedIn. With more than [2 billion users on Facebook](#) versus 500 million on LinkedIn, there is a large pool of passive and active candidates on Facebook. In fact, [83% of active job seekers use Facebook](#). Additionally, Facebook has the most evenly distributed gender and age [demographics](#) of any social network. In addition to posting jobs or content on your company Facebook page, you can reach people by messenger, promote job fair and hiring events.

Live Streaming – Live streaming enables audience participation, giving you a chance to hold Q&A sessions or give candidates a quick glance at your staffing agency's culture. It's a fun and unique way to make a connection with your audience.

Use Hashtags – Hashtags may not be new, but using them for recruiting is becoming more common. They increase the scope of your message but first identify which hashtags job seekers follow. Consider some generic hashtags and then narrow down to include an industry-specific hashtag. Hashtags also allow your posts to be searchable and you can be part of the conversation. For example, you could start including #jobopportunity in your related social posts.

[Check out more ways to Maximize Your Facebook Business Account for Recruiting.](#)



83%
OF ACTIVE JOB
SEEKERS USE
FACEBOOK



PROVEN METHODS

While staying relevant and following the latest trends is staffing is important, don't forget about the tried and true proven methods that have been driving results for staffing firms for years.

BRANDING

Don't underestimate the importance of branding. Your website, social media channels and printed materials should be recognizably "you". You must have a strong brand to build credibility.

Brafton states in their marketing strategy post "Staffing agencies can generate excitement for their brands just as well as any other business.

Be consistent in how you present your brand in person, on the internet and each social platform. Engage with people one-on-one to make human connections and spark the beginning of a relationship.

It all comes down to brand recognition – and ensuring your company's expertise and industry knowledge is a part of your brand identity is key.

[Go more in-depth with our Branding Basics for Staffing Agencies Pocket Guide](#)



CREATE VIDEO CONTENT

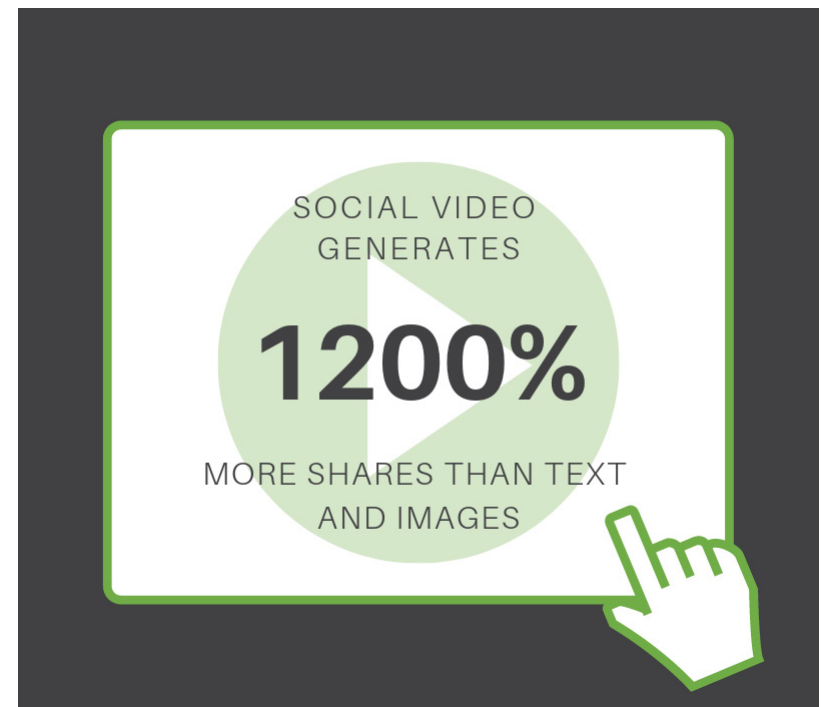
Sites with video options such as YouTube, Twitter and Facebook are some of the fastest-growing engagement tools.

Even Instagram has come out with its own version of video, IGTV. There are so many possibilities and opportunities to use social channels to create a video content strategy to drive more candidate and customer interactions and engagement.

In fact, social video generates 1200% more shares than text and images combined and video drives a 157% increase in organic search traffic.

If you aren't using video, you could be missing out on attracting and nurturing relationships with both potential candidates and clients.

[Check out our Video Marketing Starter Kit.](#)



ENGAGE ONLINE

Keep up with Facebook, Twitter, LinkedIn and other platforms. It's a great way to share success stories, company news and community participation.

It gives your firm a human face and allows you to informally engage with clients and candidates. Plus, it's a great place to attract new talent! 74% of 18 to 34-year-olds found their last job using social media. That's a number too big to ignore.

A blog can also be a great way to show you're reliable and trustworthy to both candidates and potential clients. Sharing a thought-leadership post, company update or tips and tricks are great ways to set your staffing agency apart from the competition and connect with the people you are trying to reach.

[Download our Grow Your Candidate Pool with Social Media Tip Sheet.](#)

74%

of 18 to 34-year-olds
found their last job
using social media.



HUMAN TOUCH

People expect everything to be mobile and connected in real time. However, with all the benefits of current technology, the personal connection can be lost. Combining the two may not be as hard as it seems.

A best practice is to use technology to personalize your candidate communication. One thing to try is sending a welcome message to new candidates from the company executive. Another idea is to track personal attributes such as birthdays, work anniversaries, a special vacation and follow up with a call or note.

The candidate will appreciate your thoughtfulness. These same concepts could also be applied to managing your client relationships.

[Get more tips on adding the human touch to your candidate experience.](#)



BEST PRACTICE
Use technology to personalize your
candidate communication

MOBILE FIRST

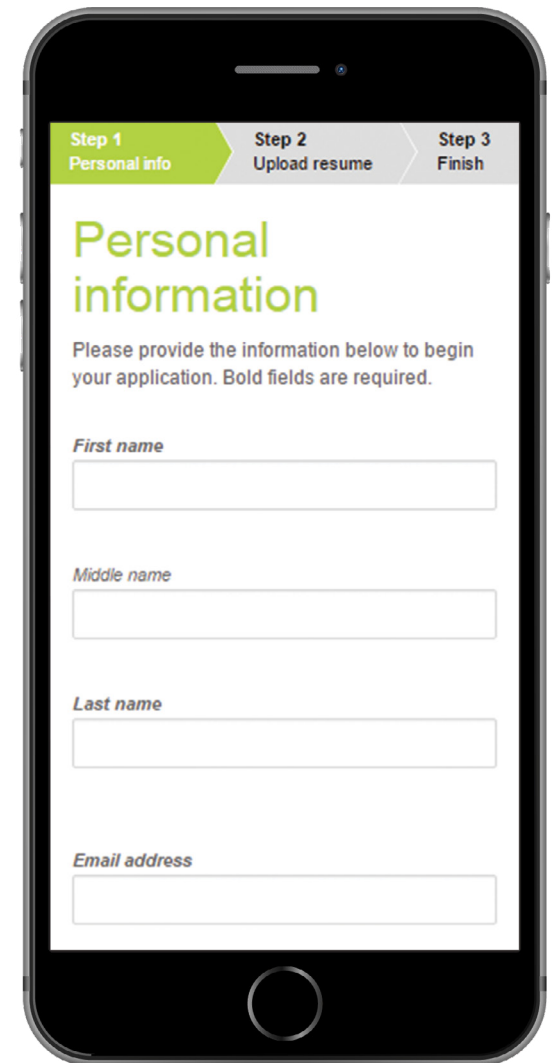
Increase recruiter's productivity with a mobile-friendly candidate management system. Software should be designed with today's recruiting in mind and optimized for all mobile devices, allowing access to the information you need anywhere.

Whether you're a recruiter, in sales or operations – keeping track of contact information and having the ability to look at conversation history is important. Mobile-friendly staffing and recruiting software could allow your team to:

- Access your system of candidates on the go
- Keep track of conversations and messages all in one place
- Add, edit or delete contact/company information

If you are not able to boost productivity with both your sales and recruiting teams through accessible software and systems, it might be time to evaluate a new software solution.

Check out our infographic: [3 Questions To Ask Yourself When Evaluating Staffing Software.](#)



ABOUT AVIONTÉ

Avionté Staffing and Recruiting Software provides innovative front- and back-office staffing software solutions to over 900 customers and 25,000 users throughout the U.S. and Canada.

With one end-to-end staffing software solution, staffing agencies have access to the information and tools they need – anytime, anywhere via any device – to maximize productivity and profits.

ANNUAL GROWTH OF
AVIONTÉ CLIENTS IS

3.6X

FASTER THAN THE
INDUSTRY AVERAGE



\$7.4 BILLION
IN PAYROLL
PROCESSED YEARLY

1.7
MILLION
EMPLOYEES
PUT TO WORK
YEARLY

GROW YOUR BUSINESS

