

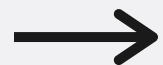
ENGAGING PASSIVE CANDIDATES AND  
INCREASING RESPONSE RATES

---

How to create effective and relevant outreach  
strategies

H U M E   S C O P E

# JULY THE MEMBERSHIP



Key takeaways:



H U M E   S C O P E

# To cover.

---

Hume Scope - Who are we

The stats

Building your brand

Loom Video

LinkedIn Recruiter

Quality over Quantity



**Your biggest challenges  
with this subject?**

---

QUESTION

# Why personalise your outreach strategy?

---

H U M E   S C O P E

## The why



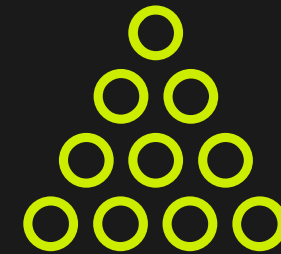
Bulk Inmails don't work-  
15% average response  
rate.



85% won't respond & at  
a 13% response rate on  
LI you will be blocked



Spencer Lane response  
rate - 91% over a 3  
year average



Quality over quantity



What are you selling to  
your clients if not your  
passive candidate  
strategy in this market?!



# Build your brand on social media

---

You are responsible for your audience recognition

H U M E   S C O P E

Creating visual familiarity with your audience

---

Engaging with your audience without selling

---

Posting, sharing, commenting, liking

---

3 posts per week  
1 x recruitment  
1 x industry  
1 x personal

---



# Loom

01

## Video tool

Video tool allowing you to create short, sharp video messages to your audience

02

## Use text to emphasise message

Allows you to share your screen or use text to emphasise your message

03

## Humanise your outreach

Humanises your reach out strategy

04

## Personal & template videos

Create a range of generic videos as well as craft personalised ones for high value candidates



# Building passive talent pools

on LinkedIn

---

83% of Australia employed workforce are passive

100 connections per week- every week

Connect & Loom

Focus is on building relationship NOW for future



# LinkedIn Recruiter

Increasing your response rate

## 01

### Filter by 1st degree

---

Filter by 1st degree connections- approach via your personal LinkedIn by sending personalised video, where you will have a higher response rate. Always include text with your video approach to give context.

## 02

### Not connected

---

Contact via mobile (if you have contact details) and send them a personalised video. Connect with them for future talent pooling and send them a templated video once they've accepted your connection request.

## 03

### Last resort

---

Sending inmails as last resort



# Personalised InMails

## The format

---

- Intro to you- title and company
- Demonstration of your credibility- specialist area you recruit (relevant to them) longevity in that space, statistics, award, achievements
- Why you have connected with them- their experience and why it is relevant to the role you have available
- Call to action- if not this role- what else?



# Example

Hi Laura

Hope you are well!

I appreciate that you probably have recruiters reaching out to you all the time, and it can be hard to know who to work with! I have spent the last 12 years recruiting within the development space and have helped 100's of developers progress in their careers by connecting them with some amazing opportunities with businesses across Australia. Some of my key clients include Amazon and Woolworths. The Development space is one which I genuinely love. I'm not just another recruiter!

Laura, I wanted to get in touch as you have some great experience within the development space; especially in your most recent role with Coles.

We are currently working on a senior role that could potentially be of interest, however I would also love to chat to find out more about your career in general and what type of role you would like to hear from us with.

Please let me know if you have some time for chat this week. I am available for a call between 2 and 5 today or before midday tomorrow.

Thanks so much,



# Quality over quantity

H U M E   S C O P E

- Mass mails do not work

---
- Targeted approach will give you a better response

---
- Helps you talent pool for future roles

---
- Mass approach should be adding value- this is your content strategy- Newsletters, Webinars, Article send outs, Engagement pieces

---



H U M E   S C O P E



Q & A