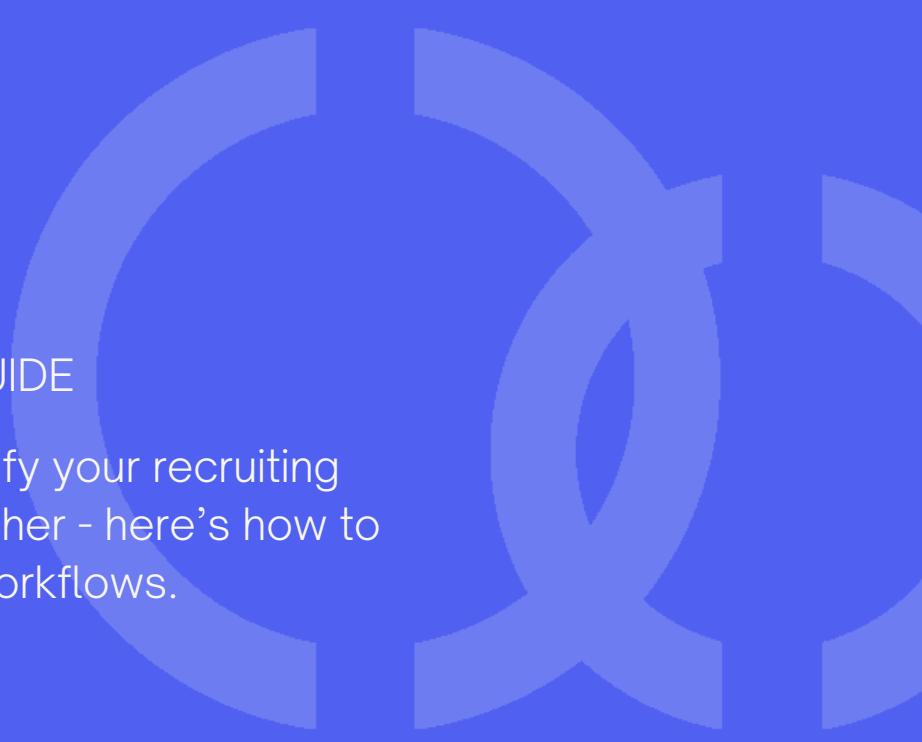# The Importance of Network Driven Recruitment

A STEP-BY-STEP GUIDE

Want to easily amplify your recruiting efforts? Look no further - here's how to supercharge your workflows.

About this eBook

NETWORKING IS EVERYTHING.

Recruitment is all about people. The nature of people-based work is that it's always changing, just like people themselves who are also shaped by events outside their control. The recruitment space is similarly prone to impact from a variety of outside factors, and right now, it is all about tapping into your professional networks. This has become a game-changer for recruitment managers – especially those in staffing agencies. Networks provide more than just access to a broader pool of talent. They enable recruiters to build meaningful relationships, foster engagement, and streamline the hiring process.

For recruitment managers in staffing agencies, leveraging a professional network can be a powerful tool.

Connecting with a network platform lets you unlock a wider pool of talented individuals, access hidden job market insights, and build meaningful relationships fostering real, human engagement. Emphasizing meaningful relationships with candidates transforms the staffing recruitment process. Embracing the networking effect ensures data accuracy, makes for smoother operations, and helps deliver better service to clients and candidates.

This ebook explores how recruitment managers can harness their networks effectively, using them to build up their employer brand, create genuine connections with candidates, and drive long-term hiring success.

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CHAPTER 1

# Understanding Network-Driven Recruitment

What is Network-Driven Recruitment?

Network-Driven Recruitment harnesses professional connections within your organization to source, engage, and hire exceptional candidates. This approach prioritizes relationship-building and leverages existing networks, including industry-specific events, online social media groups, and professional communities. It offers a broader, more diverse pool of candidates with an opportunity to engage with them personally. Here's some key benefits to this recruitment strategy:

ACCELERATED ACCESS TO TOP CANDIDATES

Network-driven recruitment strategies can speed up the placement process. Colleagues and industry professionals can directly refer talented people to hiring teams, enabling faster placements and reducing the time spent on sourcing top-tier talent. ([Leoforce](#)).
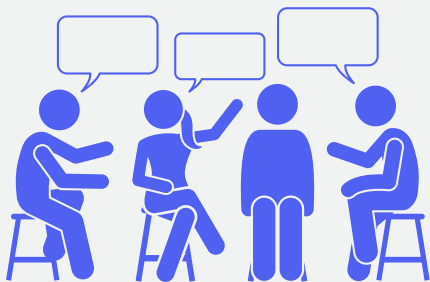
WORD OF MOUTH

Industry leaders typically endorse individuals with proven expertise and strong reputations. This additional layer of confidence and validity when selecting candidates ensures quality and reliability.

ENHANCE DIVERSITY

lLeveraging a network-driven strategy helps build inclusive talent pools, fostering a more inclusive workplace culture that closely mirrors candidates' values and principles .
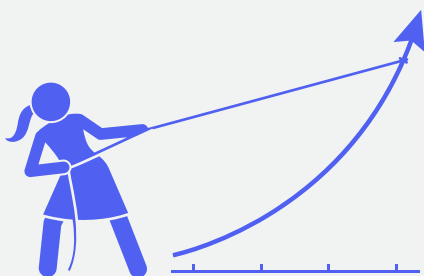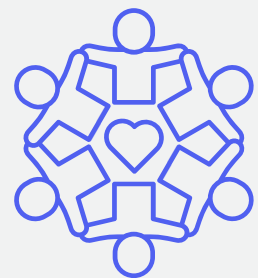
MAXIMIZING RESOURCES

lLeveraging a network-driven strategy helps build inclusive talent pools, fostering a more inclusive workplace culture that closely mirrors candidates' values and principles .

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Real-Life Success Story: Talalsoft and Oomple

An unexpected shift is reshaping the workplace: by 2025, nearly 50% of the workforce will be made up of on-demand talent and freelancers. This evolution is not just changing how projects are staffed; it's revolutionizing the very fabric of innovation and productivity.

Talal Eid, leading Talasoft, embodies versatility and innovation in the unpredictable startup world. Wearing multiple hats, he navigates dynamic challenges with passion and dedication. A key decision was integrating Oomple into Talasoft, driven by the passion and values of Oomple's team members, ensuring a great product and a strong partnership.

"Oomple made life easy when it came to hiring, the platform provided a wide selection of ready-now candidates, simplifying the recruitment process and enabling Talasoft to focus on its core mission."

TALAL EID
Co-Founder and COO of Talasoft

Oomple's response to feedback marked a defining moment. When Talal suggested enhancements, the team acted promptly, showing unwavering commitment to partner success. This collaboration transformed Talasoft's talent acquisition, particularly in hiring project managers and Business Analysts.

Before Oomple, Talasoft faced significant recruitment hurdles. Oomple streamlined the process, providing a wide selection of ready-now candidates, allowing Talasoft to focus on its core mission. This efficiency addresses hiring inefficiencies faced by consultancies, ensuring top-tier candidates that fit organizational culture and goals.

Read the entire case study here.

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CHAPTER 2

Building and Expanding Your Network

If You Build It, They Will Come

Building strong networks is about establishing your brand's approach to the market. Your recruitment strategy should define your audience and drive awareness of your services. By sharing the unique value you have to offer and a great track record, you'll demonstrate to potential candidates and clients that you're a brand worth doing business with.
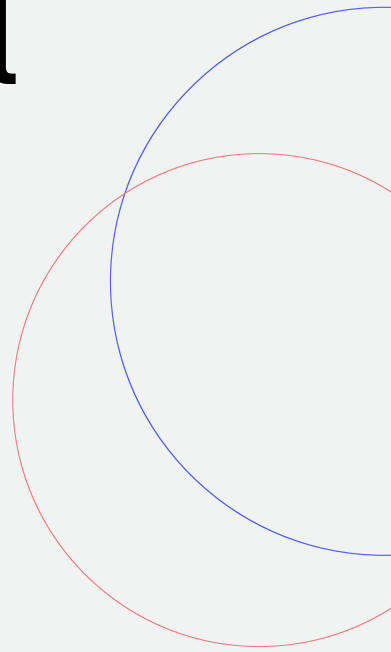
METRICS & MEASUREMENT

Metrics help shed light on candidate behavioral information gathered throughout the application process. Understanding variables like time-to-hire and applicant volume helps recruitment teams identify pain points, improve efficiency, and attract more qualified candidates (PageUp) (LinkedIn Business).

✅ SHARE YOUR OPEN ROLES

Spread the word about open opportunities among your target audience of industry leaders and key figures.

✅ ENGAGE AND INTERACT

Encourage your network to share news about your open roles with their contacts, fostering introductions to potential candidates.

✅ CONNECT WITH CANDIDATES

Gather potential candidates and start connecting with them based on their skills and expertise, cultivating personalized interactions.

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CHAPTER 3

Nurturing & Leveraging Your Network

Cultvate and Maintain Your Relationships

After investing significant effort in building your network, it's crucial for your recruitment team to nurture these relationships to stand out among the competition.
Here are some key points to keep in mind:

CULTIVATE RELATIONSHIPS

Regularly engage with contacts to build trust and rapport through casual check-ins, sharing industry news, or congratulating them on their achievements.

UNDERSTAND THEIR NEEDS

Know the career aspirations, skills, and interests of professionals in your network to provide a more personalized and effective recruitment experience.

COMMUNICATE CLEARLY

Provide timely and constructive feedback, and avoid ghosting candidates to better maintain a positive relationship.

GROW THE CANDIDATE EXPERIENCE

Show respect for candidates' time and effort, and ensure they feel valued and respected.

BUILD CONFIDENCE

Empower recruiters to confidently represent and advocate for candidates to clients or the sales team.

STAY CONNECTED

Update your network about new opportunities regularly, even if candidates are not a fit for current roles.

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Enhanced Interaction & Measurement

A personalized approach to messaging and outreach can improve engagement significantly. Tailoring your communication to reflect candidates' interests, experiences, and career goals works to strengthen networks and helps promote positive, ongoing engagement ([Leoforce](#)) ([PageUp](#)).

There's plenty of workflow automation tools that can help speed up your engagement efforts. Finding the right contacts is the first step, and the key is keeping it personal. Here's a few tools you can use to help develop a fast and efficient outreach strategy:

HUNTER.IO

Recruiters can use this tool to locate and verify email addresses belonging to potential candidates to engage with.

OUTREACH.IO

Use this platform to create, send and track personalized email campaigns at a much broader scale.

MANATAL

Source, track and engage candidates using customized pipelines.

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Helps you create automated, AI-driven workflows and wishlists for finding the right candidates at the right time

Measure Your Impact

Setting KPIs that meet SMART (Specific, Measurable, Achievable, Relevant, Time-bound) criteria will provide guidelines with which to track your progress.

Like your recruitment metrics, you can use KPIs to evaluate the effectiveness of your network-driven recruitment efforts. Analyze activity such as candidate network growth, engagement rates, and time-to-place new candidates.

([Leoforce](#)) ([PageUp](#)) ([LinkedIn Business](#)).

Why an ATS can't support Staffing Agencies or Contract Placements

A standard Applicant Tracking Systems (ATS) is usually tailored for one-off, full-time placements. They can sometimes fall short for contract staffing. Here's how embracing the networking effect can offer a significant advantage over an ATS:

✅ DESIGNED FOR ONE-OFF PLACEMENTS

Most ATS platforms perform well for managing full-time hires, but don't align with the ongoing nature of a future vision of staffing.

✅ THE AGENCY FLYWHEEL MODEL

Staffing agencies operate on a flywheel model, meaning they are consistently matching candidates with various projects over time.

✅ THE NETWORK EFFECT: A CANDIDATE'S PERSPECTIVE

Candidates prefer simplicity: maintaining profiles in a single, centralized location, reduces the burden of switching between multiple systems to make updates.

CHAPTER 4

Conclusion

Revive Your Recruitment Strategy

Leverage the power of professional networks to transform your recruitment strategy. Network-driven recruitment allows you to access a diverse pool of top-tier candidates quickly and efficiently. By tapping into extensive networks, you can foster meaningful relationships, streamline your hiring process, and achieve better placement outcomes.

With network-driven recruitment, you benefit from accelerated access to qualified candidates through direct referrals, enhancing your talent pool's diversity and ensuring resource efficiency. Real-life success stories, like Talalsoft's integration of Oomple, demonstrate how effective networking can simplify hiring and improve candidate quality, resulting in a 60% higher success rate in placements.

Building and expanding your network starts with defining your brand, engaging with industry leaders, and sharing your unique value proposition.

Using metrics such as time-to-hire and applicant volume, you can identify areas for improvement and make strategic decisions to enhance your recruitment process. Regular engagement, personalized interactions, and clear communication within your network build trust and rapport with candidates, ensuring long-term success.

Oomple's platform goes beyond traditional ATS systems by automating database updates and merging your network with public knowledge. This ensures your candidate profiles are always up-to-date with minimal manual effort, allowing you to focus on building stronger candidate relationships and making better matches.

With Oomple, you can streamline your workflow, reduce manual tasks by 40%, and continuously grow your network with over 500 new professionals joining weekly.

Transform your recruitment strategy today and experience the benefits of a robust, network-driven approach.
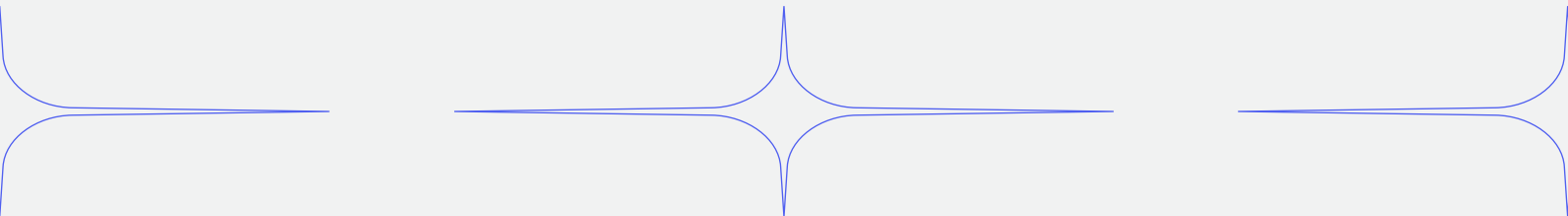
How Oomple Can Help

Oomple revolutionizes network-driven recruitment, providing you with an ever-growing, dynamic network of over 75,000 pre-vetted professionals. Our platform goes beyond traditional ATS systems by automating database updates and merging your network with public knowledge. This ensures your candidate profiles are always up-to-date with minimal manual labor, allowing you to focus on building meaningful relationships and making better matches.

With Oomple, you can:

- **Enhance Your Network**: Continuously grow and update your database with new candidates joining weekly, ensuring access to fresh and qualified talent.

- **Increase Candidate Sellability:** Keep candidate profiles enriched with the latest information, improving their attractiveness to clients and increasing your placement success rate by up to 60%.

- **Streamline Your Workflow:** Save time and reduce manual tasks by 40%, thanks to our AI-driven automation and real-time insights.

Join the ranks of 200+ staffing agencies that have already transformed their recruitment strategies with Oomple. Embrace the future of recruitment with a platform designed to maximize your efficiency, improve your hiring outcomes, and foster stronger candidate relationships.

Discover the power of Oomple and take your recruitment to the next level.

EXPLORE OOMPLE NOW

CHAPTER 5

Appendix

Tools and Resources

LINKEDIN:
FOR PROFESSIONAL NETWORKING AND CANDIDATE SOURCING

The world's most popular digital Rolodex, LinkedIn is fantastic for sourcing candidates. You can search for specific job titles, skills, or even companies to find exactly the type of candidate you're looking for.

Plus, LinkedIn Groups allow you to join discussions relevant to your industry, making it easier to connect with potential hires who are already engaged in your field. Don't forget to leverage LinkedIn's messaging feature to reach out directly to candidates – it's a great way to make a personal connection.

OOMPLE:
EFFICIENT HIRING AND ENHANCED CANDIDATE RELATIONSHIPS, USING AI

Through the use of an AI-driven talent matching process, Oomple takes the guesswork out of the hiring process, suggesting candidates who are not just highly qualified but a great cultural fit, too. Building great relationships with candidates has never been easier.

The platform makes it easy to keep track of your interactions and follow up in a timely manner. Plus, the streamlined process means you spend less time on admin and more time on what matters – getting to know your candidates.

INDUSTRY FORUMS:
PARTICIPATE IN DISCUSSIONS AND EXPAND YOUR NETWORK

Talk shop with people who get it. They're perfect for staying updated on the latest trends and challenges in your field. By actively participating in discussions, you can position yourself as a thought leader, which naturally attracts talent to you. Forums also offer a more relaxed environment to connect with potential candidates, who might appreciate your insights and reach out to you for opportunities.

Plus, it's a great way to get recommendations for candidates from peers who understand the specific needs of your industry.

DATA ANALYSIS TOOLS: TRACK AND OPTIMIZE YOUR RECRUITMENT EFFORTS

Use your chosen data analysis apps and platforms as a GPS that will help direct your overall recruitment strategy. It's usually a good idea to use a combination of different tools, to provide you with a more holistic overview of your efforts.

Track which candidate sources may have higher success rates and may be worth focusing more effort on, or analyze data over time to reveal trends to benchmark your future efforts upon. It's all about making your recruitment efforts as efficient and as effective as possible.