



# *7 Sourcing Hacks:*

The How-to Guide to Optimize  
Your Talent Search



# Everyone Can Use Effective Sourcing Hacks

Let's face it. Sourcing has never been easy. Sourcing in-house can take as much as 30% of your recruiters' time. Today's savvy recruiters need to think outside the box and add new techniques to their arsenal.

Ready to put some new ideas into practice? This eBook offers 7 unique sourcing hacks — all geared to optimize your talent search and get you noticed by the most coveted candidates.

# Hack #1

## Hyper-Personalize Your Emails

No one likes spam — so why would you send generic recruiting emails to potential candidates? If your goal is to create more meaningful connections, attract more candidates, and improve your conversion rates, then you need to customize your communication to a candidate's specific interests or needs. We call that hyper-personalization, and while it may take more time at the outset, any increase in overall response rates will cut hours off your search down the road.



### Pro Tips:

- ➔ Join the candidate's conversation. See what candidates are talking about on social media and find something that resonates with you personally, with the opportunity, or with the company culture. Use that as an introduction to engage with them.
- ➔ Throw in an element of surprise. Break out of the typical recruiter template that most candidates expect and craft your emails creatively. Ask yourself: What would grab your attention?
- ➔ Speak about the opportunity and not the job. Remember, your search isn't limited to people who are actively seeking new employment. Employ research shows that at least 50% of people are open to new opportunities even though they're satisfied with their current positions. If you're courting a passive candidate with specialized skills, then be sure your emails are tuned to possibilities for development or career growth.

## Hack #2

### Use Social Networks

People want to network, either in-person or online. Think about where your ideal candidate is online. What are they reading? Look at where they are talking to other professionals and join the conversation.

#### Pro Tips:

- Be helpful first. It's tempting to immediately yell to everyone in a group that you have an amazing opportunity for them, but that often turns people off. By offering guidance or helpful suggestions on candidates' issues, you are beginning to build a relationship first. And once that even modest relationship is built, they will be more open to a job pitch.
- Try a new network like TikTok. It helps to be where your candidates are, and if you are looking for Gen Z, they are on TikTok. Create a company account and see if you can add to their career section. Again, if you are helpful, candidates will remember you.

## Hack #3

### Referrals Are the Best Source of Hire

Referral programs are on the rise, according to Employ research. 79% of organizations offer employee referral programs — an eight-percentage point increase over the past year, and 48% are seeing higher participation in employee referral programs. Why? Because they work. Referrals reduce both time-to-hire and cost-of-hire.

#### Pro Tips:

- Control where you want to generate referrals within your organization by creating an internal focus on high-growth and hard-to-fill positions.
- Gamify your process. A little friendly competition through leaderboards and recognition will supercharge your results.

# Hack #4

## Don't Forget About Silver Medalists

In your journey to hire the right candidates, you're going to have ones who didn't make the cut for a role. But you may still want to keep them in mind for future roles. Use your communication and recruitment marketing strategies to keep silver medalists engaged and updated on your company and open positions that would suit them. Staying in contact with these candidates will allow you to keep the door open with them as well as expand your talent pool — so invite them to subscribe for job recommendations, join your talent network or company newsletter mailing list, or follow you on social media.



### Pro Tips:

- ➔ Leverage your data analytics to spot trends in employee turnover and get ahead of potential shortages. Then, proactively engage with silver medalists who fit those needs so when the inevitable shortage happens, you're ready.
- ➔ A positive candidate experience pays dividends. Make sure that your silver medalists had a good experience even if they didn't get the job. Remember that they are already interested in working for your company.

## Hack #5

### Use X (Twitter) to Find Sales Winners

If you're looking for strong sales experts, then you want the ones who consistently exceed quotas and win all the top awards, right? Make X one of your first sourcing stops — because chances are the people who earn those bragging rights are posting pics and tweeting about their well-deserved tropical vacations.

#### Pro Tips:

- ➔ Put hashtags to work. A quick search for terms like #PresidentsClub will give you a handy list of passive, but phenomenal candidates letting the world know they're committed to excellence.
- ➔ Be prepared. Have a plan of attack ready to introduce yourself when you find qualified prospects. And don't be afraid to tell them how you found them — good salespeople like to know their work is appreciated.



## Hack #6

### Get Super-specific in How You Search with Boolean Searches

Finding the right talent often means looking for precise combinations of skill sets and experience — not to mention certain personality or culture-fit traits. Boolean searches are great at pinpointing these types of candidates because they allow you to use operators that produce highly relevant results. The problem is that creating detailed Boolean searches can be very time-consuming, particularly when you are looking for hundreds of different types of roles.

Just enter the name of the role you are looking to fill, and the tool will spit out a ready-to-use Boolean search string. Copy, paste, and that's it!

[Learn What a Boolean Search Is](#)

#### Tip:

→ Get your elbows dirty if you can. Boolean searches are so useful in the world of recruiting that it's still worth it to learn how they work.

## Hack #7

### Automate Your Sourcing to Get Ahead of the Competition

No matter how efficient your recruiting process is, recruiters spend a significant amount of their time sourcing and matching qualified prospects — time that could better be spent connecting with active candidates. Intelligent sourcing solutions automate sourcing efforts when a job requisition is first opened. The solution saves recruiters valuable time, as much as 30%, while surfacing and activating qualified candidates from your CRM.

#### Pro Tip:

→ Get ahead of your competition. If you've already been handed top-quality, activated candidates, start moving them through the interview process immediately. You have a head start, take advantage of it!

## Conclusion

As you've probably learned, limiting your sourcing efforts to by-the-book approaches can either break the bank or leave you butting heads with competitors. Instead, give any of these sourcing hacks a try and see how you expand your talent search, accelerate your path to new prospects, and improve your hiring conversions.

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