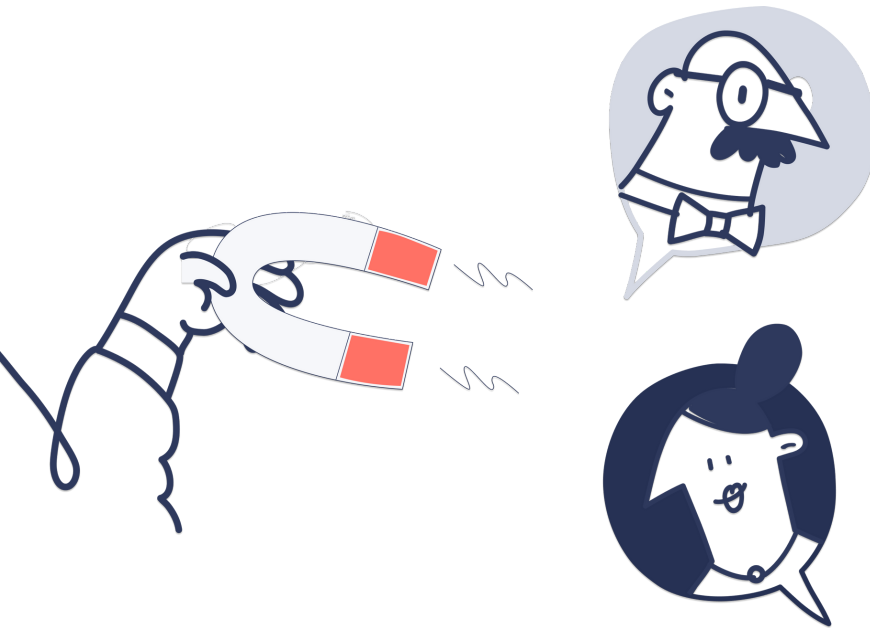


Wonderkind's Talent Attraction Guide for Job Boards



What does Talent Attraction mean, & how it will help you generate more candidates

It's a candidate market, and talent has the upper hand. Talent gets to choose who they want to work for. To stay relevant means proactively engaging and attracting the right people for the job on the right channels. Waiting for applications just doesn't cut it anymore. This starts with shifting to a talent-centric approach.



Talent Attraction puts talent first. Job-seekers get valued for who they are and what they want to be. Are you tired of getting a low amount of poor candidates for your clients? Then switching to a Talent Attraction approach is what you need, as it allows you to land top-notch talent for your clients, not just the person who happens to be available. By generating the right candidates for the job, you increase retention rates, employee satisfaction, company growth rates, positive cultures, and an attractive company that future job-seekers will want to work for.

Job boards like SoMedia have focused on a Talent Attraction approach. Their businesses are now flourishing as they can land quality candidates for their clients in half the time. Are you ready to know how they do it?



Active vs passive candidates and why you only reach 30% of candidates

The workforce is divided into two parts: Active candidates and passive candidates. Passive candidates encompass 70% of the workforce. Currently, companies are targeting active candidates with only traditional job posts. Most companies don't have a scalable solution to automate these social media job advertisements to get you ahead of the hiring curve.

SoMedia needed to fill their job vacancies for their clients. They struggled with:

- They were generating applications for their clients - they were hardly getting candidates to click on their vacancies.
- Attracting and engaging with Gen Z - Gen Z is only on social media. They probably don't know what a job board is.
- Upselling innovative ways to provide a steady stream of quality candidates to their clients. - The old way of generating candidates was just not cutting it anymore.



They began looking for new ways to tap into the entire job market.

Since SoMedia's use of Talent Attraction Technology, they can reach 5x more candidates than before, faster. They are now able to attract and engage with the younger generation. Today SoMedia delivers better results to their clients with quality talent they haven't been able to reach previously.



Active candidates

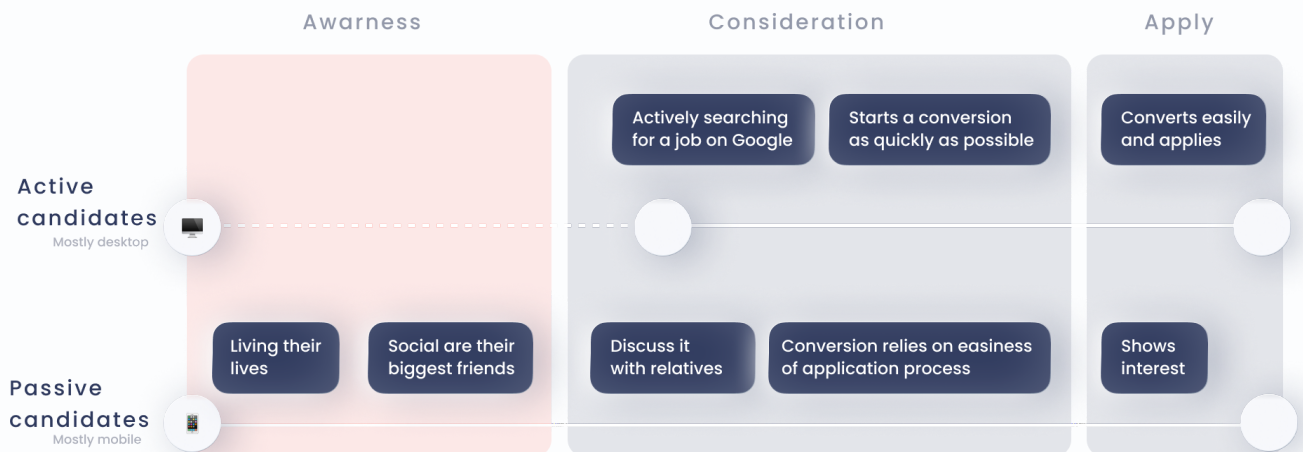
Pros

- They are available to start working immediately.
- Active candidates are very receptive and excited when contacted by recruiters.



Cons

- 30% of the workforce only, it is not enough to fill your hiring needs. If you only count on this, you will miss your hiring targets.
- If they are looking for a job, they might also be considering other opportunities - if they have the power.
- They may be active for a concerning reason (fired from their previous job).
- As they're proactively looking - there is a chance they could do so again in the future. You don't want to invest in someone and then have them jump ship before the trial period is over.
- They only search for job ads on LinkedIn, Google, and a few job boards. This means certain channels you are using to reach the candidates are just not cutting it anymore.

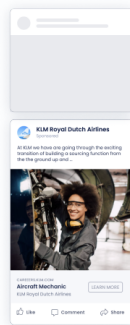




Passive candidates

Pros

- Encompasses 70% of the workforce; some of us are always thinking of a better opportunity out there.
- 30% of the workforce are in a job they love
 - Together, we can activate passive job seekers to work in a job they really love increasing retentions rates.
- Why should you seek them out?
 - Top performing employees - the unicorns you've been searching for!
 - Their skills match your needs - they are fully in line with your companies culture and role's skillset.
 - They are good employees - they help companies grow and have a positive impact on the business.



Cons

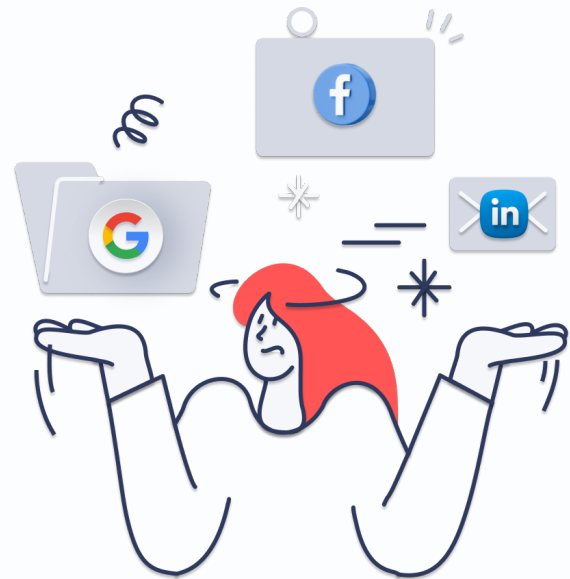
- Higher salary expectations.
- The candidate journey becomes even longer if you aren't using a tech stack to automate your social media job postings.



The old way

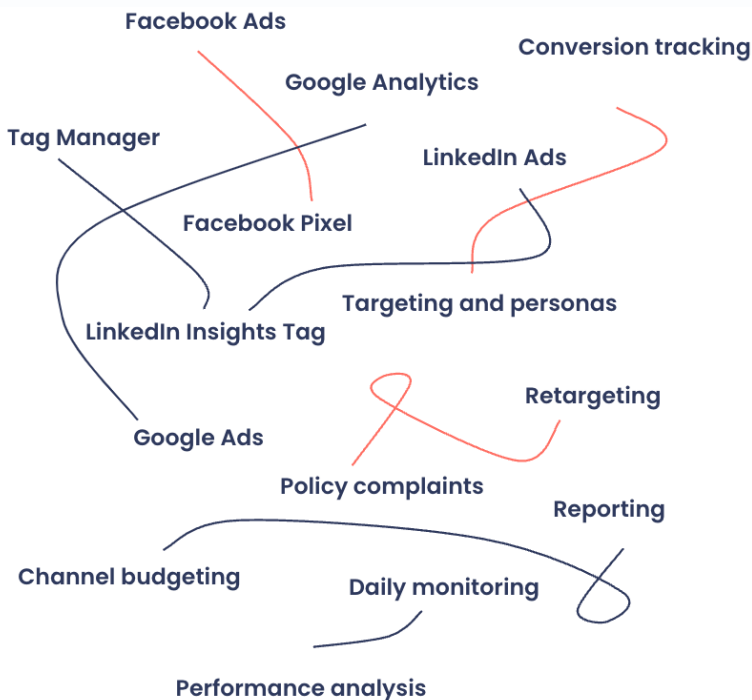
Job boards today rely heavily on job postings only. Some aren't even using social media to attract talent. On top of that, anyone can create social media ads. But without expert knowledge, the results are underwhelming.

Today, most companies have a specialist who handles performance marketing ads because the average marketing manager can't deliver results through social ads. If a recruiter were to do the same thing, the results can't be much better. Advertising is complex, requiring the right expertise and tools to manage it.



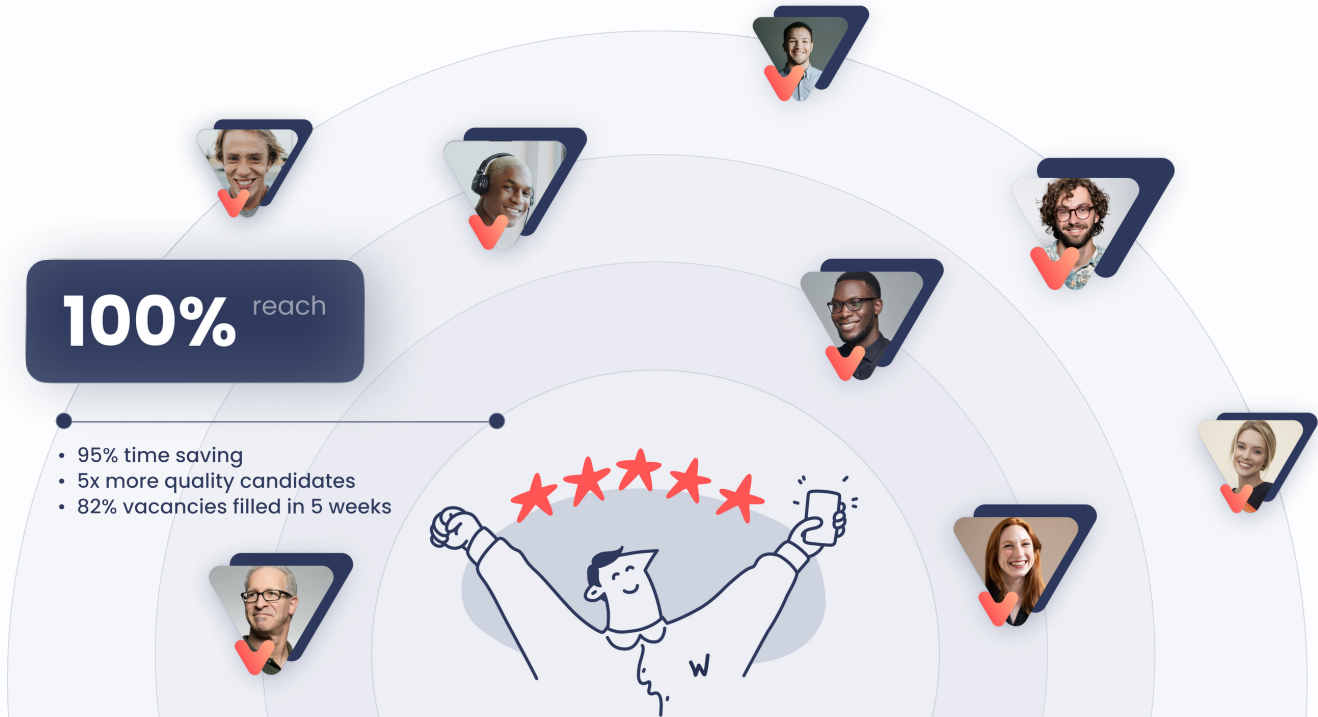
This is extremely complex, but it takes up much time as the process is tedious, and a different approach is needed for each social platform.

Currently, job postings are created to engage with active candidates. However, you will find more quality and quantity when you tap into activating passive job-seekers. Since most companies target active candidates, everyone competes for the same talent. There are a whole 80% of candidates out there who have no idea that a better opportunity exists.



The Wonderkind way

With Wonderkind, you can forget about that manual labor – you don't have to waste hours manually posting hundreds of social media job ads on different social media channels. Our all-in-one tool is made to automate your social media job postings seamlessly.



Say hello to setting up your social media job campaigns on multiple channels in just one minute. SoMedia saved 97% of time setting up job ads through Wonderkind. SoMedia offers numerous packages to their clients to reach the entire market. By implementing Wonderkind, they now have a cross-media approach that has also reduced their cost per hire by 45% – a combined result of the fast sourcing, better candidate quality, and employer branding solutions they provide.



The Wonderkind way

Wonderkind engages with 100% of the job market. We target both active and passive candidates. Our social media job ads target candidates on social media based on what their true interests are. SoMedia can now access over 90% of candidates in their market.



Stay ahead of the hiring curve and target quality candidates before your competitors do. SoMedia now fills up 82% of vacancies within 5 weeks – top value in the industry. Do you want 3 candidates in 7 days or 30 days?

The age of Talent Attraction has just begun – and SoMedia is at the forefront of it.

Are you ready to stay ahead of the competition and tap into the market's full potential?



Get started with Talent Attraction today. Talk to a specialist.

Our Talent Attraction Specialists will evaluate your current Talent Attraction strategy and guide you to make your job campaigns more effective.

[Book a call](#)