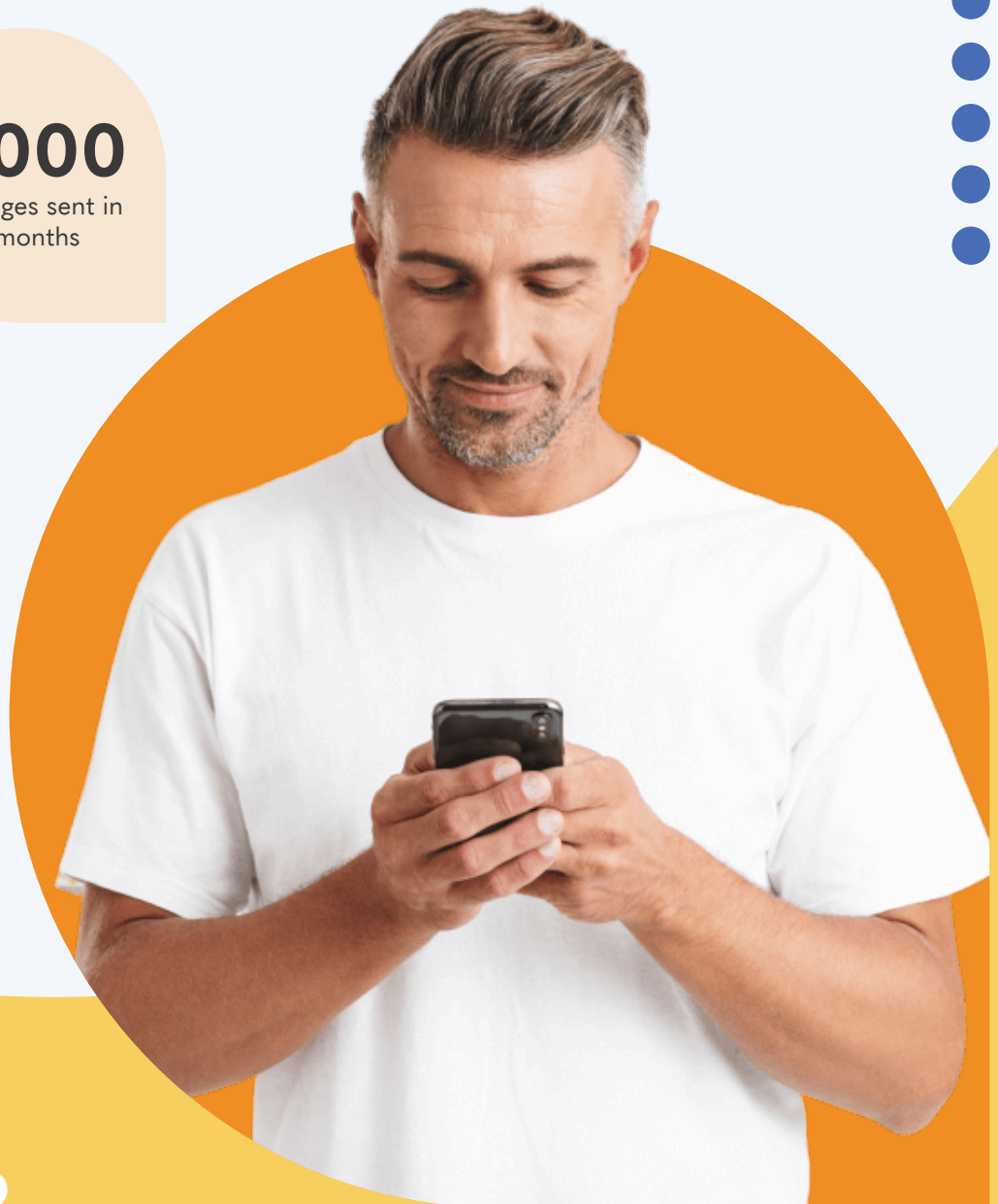


Use Conversational Business Messaging to Turn Passive Talent into Active Candidates

2,000

Messages sent in
6 months



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Are you targeting passive talent – people not actively looking for jobs – just as much as job-seeking candidates? If you're facing a talent shortage, you should be.

A recent LinkedIn study shows 70% of potential candidates are passive talent. But since this critical audience isn't actively looking, recruiters and hiring managers find it difficult to get their attention. They're reluctant to take calls and are likely to pass over your emails. But one method has proven effective for contacting passive talent – conversational business messaging. Here, SMS-Magic breaks it down for you.

How to use conversational business messaging to attract passive candidates

1. Learn more about your candidates.

The first step is to identify and research passive candidates, and this phase takes some legwork. Contacting passive candidates works best when you can make an introduction that shows you've done your homework. Start by looking up their professional background and affiliations. Have they written blogs? Whitepapers? Been interviewed for their subject matter expertise? Do they belong to any professional organizations? Are they active on LinkedIn? Getting the answers to these questions will help you write a more personalized text when you're ready to make contact, greatly upping the chances that the candidates will pay attention.

2. Understand why candidates might be motivated to shift jobs.

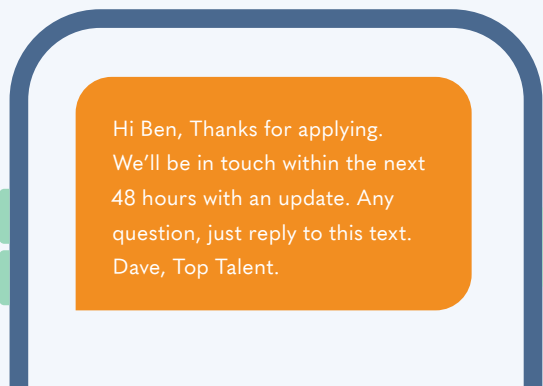
Can you offer something that they're not getting at their current workplace? You might discuss advancement opportunities at your client's company, as that is often a primary motivator for passive candidates.

How a recruiter used conversational business messaging to convert a passive candidate into an active one.

We have created a composite agency called Top Talent and their client Gods of Gaming. They are based on the experiences of a number of our successful customers. By using our fictitious agency and their client as a model, we are able to share great ideas with you and also protect our customers' privacy. Our examples are based on real-life solutions.

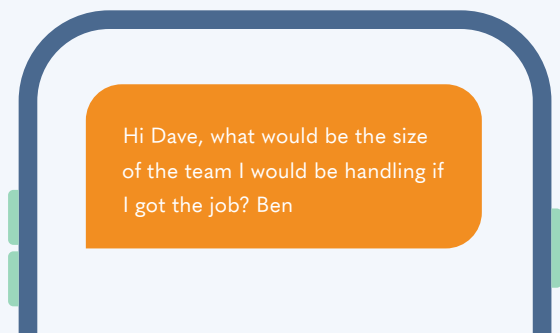
Here's an example showing how recruiters and candidates can discuss meaningful opportunities.

Top Talent technical recruiter Dave sends a text message to Ben, a developer, letting him know that his client (Gods of Gaming) has an opportunity available.



The URL had the job description and a short form Ben could submit if he had interest in the position. After Ben applied for the job, he got an automated acknowledgement text message, mentioning when he could expect an update.


Ben wants to know what would be the team size, so he texts Dave.



Dave had detailed discussions about this role with the client, so he has this information on-hand. He texts back with an answer.



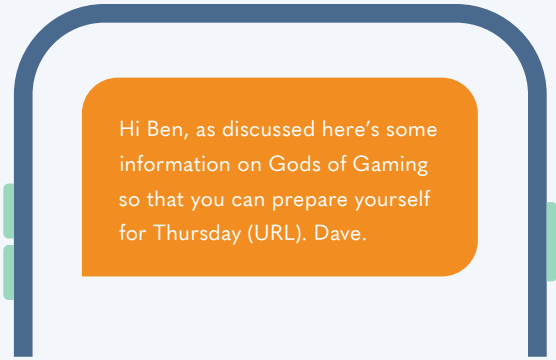
Hi Ben. It would be a team of 10.



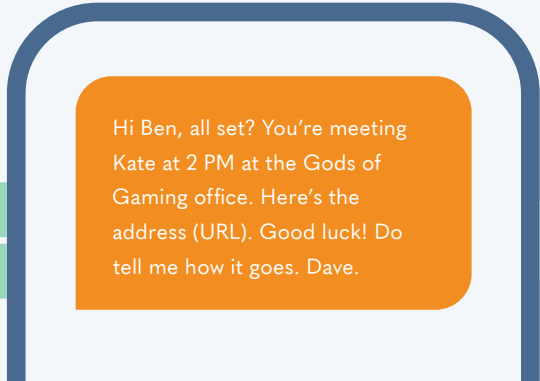
Good news Ben - you're one of 20 shortlisted candidates. Let's work together to put our best foot forward. When can I call to discuss? Dave

The next day, Dave texts Ben an update. He's building trust by texting Ben back in the promised time period.

Once Ben and Dave set up a time to talk, Dave tells Ben that Gods of Gaming will have a test, so he should be prepared. He also texted Ben a URL to download pre-interview documents.



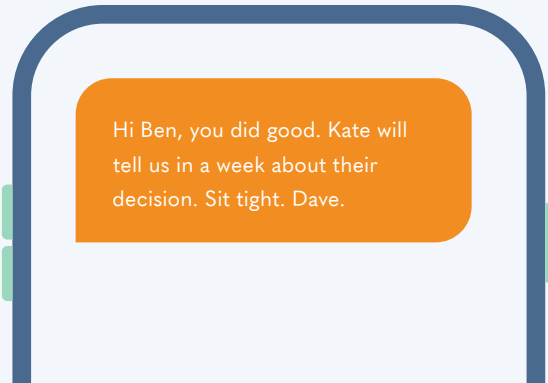
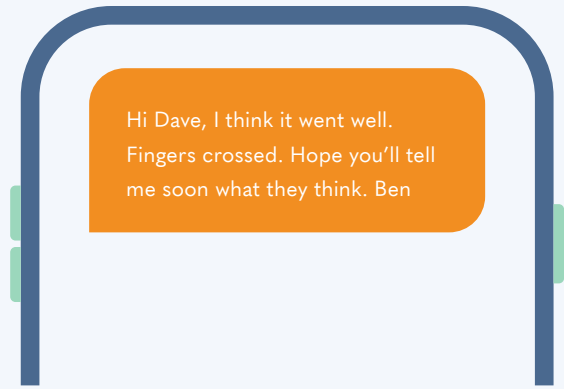
Hi Ben, as discussed here's some information on Gods of Gaming so that you can prepare yourself for Thursday (URL). Dave.



Hi Ben, all set? You're meeting Kate at 2 PM at the Gods of Gaming office. Here's the address (URL). Good luck! Do tell me how it goes. Dave.

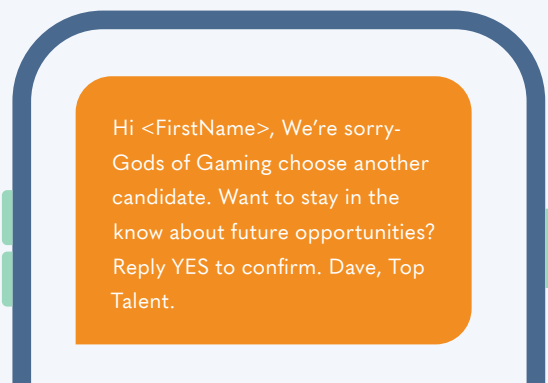
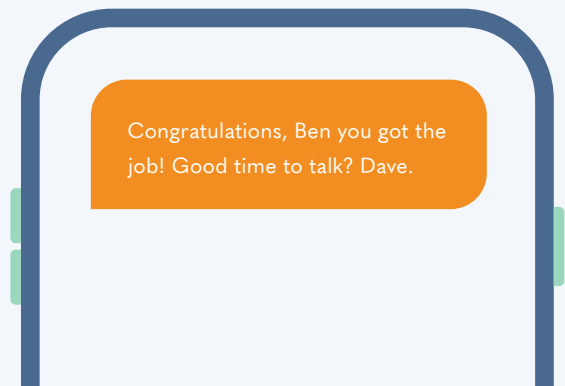
On Thursday morning, Dave texted Ben a reminder and the interview location, reducing the chance of a no-show.

Ben texted Dave after the interview about how he did.



Dave then checked with Gods of Gaming about how Ben did and let him know when they would make a decision.

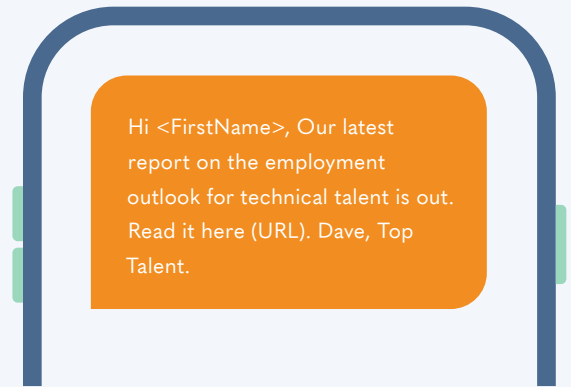
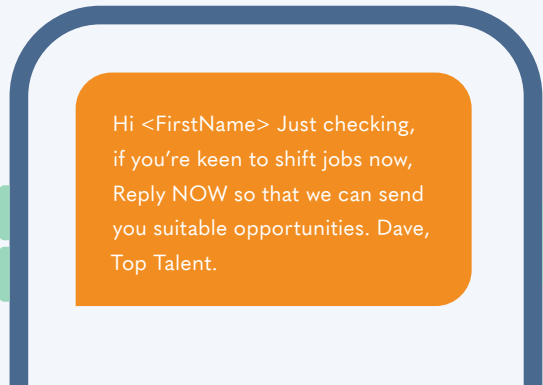
Once Dave followed up with Kate, he learned that Ben got the job. He sent a congratulatory text.



At the same time, Dave texted the other candidates to update them and motivate them to stay in Top Talent's texting database.

Most candidates replied YES, choosing to stay in Top Talent's texting program.

From there, Top Talent can nurture these other job seekers with career tips, position updates, and more. Here's an example.



An automated message was sent every quarter to check which candidates in the database were now looking for jobs.

Those who replied entered Dave's list of prospective candidates, widening his talent pool. This made it easier for him to restart a conversation with them, as they knew him and no ice breakers were required. He could then fill more open positions and reduce his time-to-hire, too.

This is just one example of how conversational texting can help you turn passive talent into active candidates. Now it's time for you to try.

About SMS-Magic

SMS-Magic powers conversational messaging for businesses around the world. We help sales, marketing and service teams win the trust of their consumers by building enduring relationships and a differentiated brand experience. For more than a decade, we have been a trusted messaging leader working with customers across many industries, including healthcare, service centers, real estate, higher education, staffing, wellness, non-profit, and more. Our customers range from small and mid-size businesses to large, global enterprises. SMS-Magic's commitment to our customers is this: We will deliver the most advanced, simple-to-use messaging platform available, so you can focus on the personal touch that sets you apart from your competition.



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