



Automation Content Starter Guide

Create an amazing candidate experience
with automated content that resonates.



Introduction

Talented candidates are more in demand than ever, and they have a newfound clarity about how they want to be treated by companies during the application and hiring process. Today, job seekers are paying close attention to every interaction with a potential employer. These interactions comprise what's now called the “candidate experience,” the collection of touchpoints that form an overall impression of a company.



In most cases, a good candidate experience comes down to good communication. But to enable good communication, you need recruiter efficiency—because recruiters can’t effectively communicate at scale without a sound automation strategy.

You’ve taken a powerful step with Bullhorn. Now, you need great content that reflects your deep understanding of the candidate at every point in their journey and creates the positive candidate experience that will help you **attract**, **engage**, **onboard** and **nurture** the very best talent in your industry.

Inside this starter guide following [Bullhorn’s Connected Recruiting strategy](#), you will find:

- Simple strategies for creating a good candidate experience with good communication
- Do’s, don’ts and examples of good and not-so-good automated candidate content
- Keywords, subject lines, preview texts, body copy and calls to action (CTAs) to try out
- Links to resources: blogs, videos, eBooks and other inspiration to help you get started



Attract

Pull talent in through job boards and follow up right away to ensure they don't slip through the cracks.

When a sound automation strategy executes on great content in the Attract phase, firms see the majority of their placements coming from their existing database. This means you get more ROI from your job board spend. See also [Bullhorn's Application Confirmation Email automation.](#)

Strategies

- Use a triggered email automation to respond immediately when candidates apply.
- Consider “in the meantime” communications to reassure them that they're still in the running.
- Add value while they wait by sharing relevant content.

Do

Do be personal, warm, interesting, witty, gracious and energized (as appropriate for your brand).

Do toot your own horn—just a little bit—to reinforce their decision to engage.

Do give as many specifics as possible about timing and next steps—even if they may not necessarily hear back from someone directly—this is a huge differentiator.

Do share relevant, value-added content straight away, and consider follow ups while their application is being reviewed: blogs, videos, social pages, testimonials, etc.

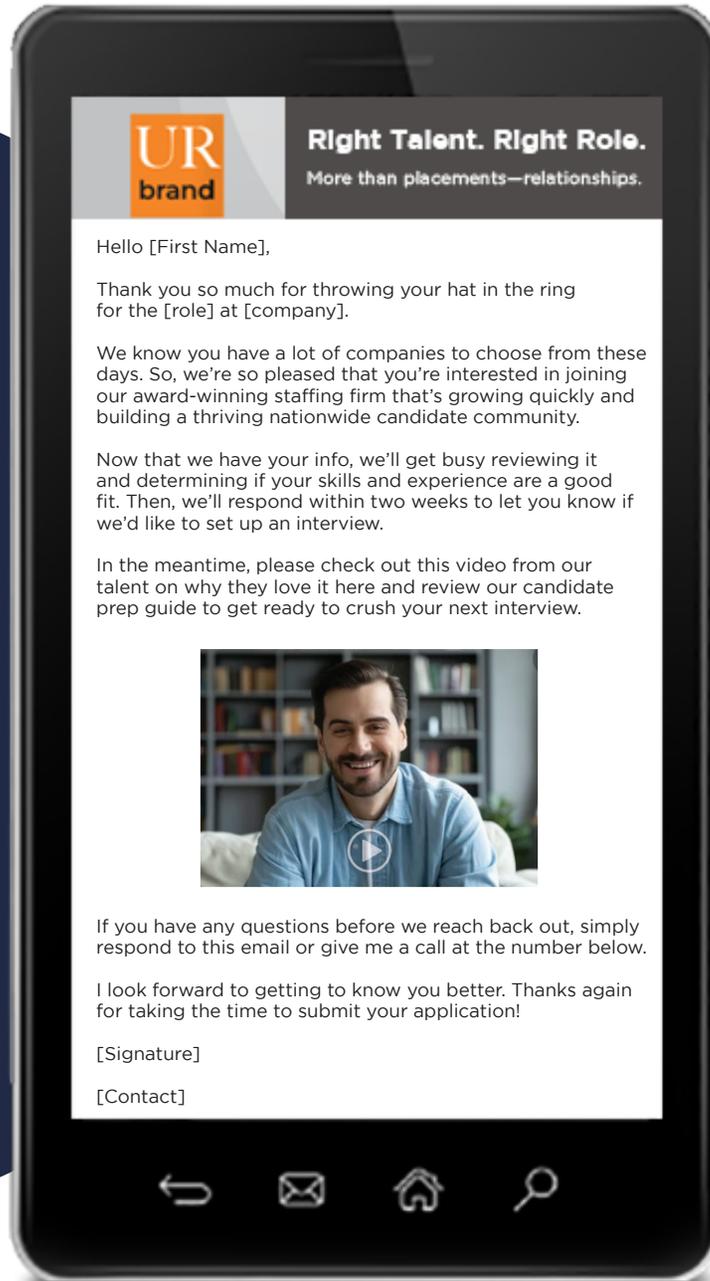
Don't

Don't fail to set up a triggered automation for this first critical step, otherwise candidates think their application went into the “black hole.”

Don't be boring, bland, vague or “boilerplate.”

Don't use overplayed and potentially discouraging phrases like “thank you for your interest” or “we'll be in touch.”

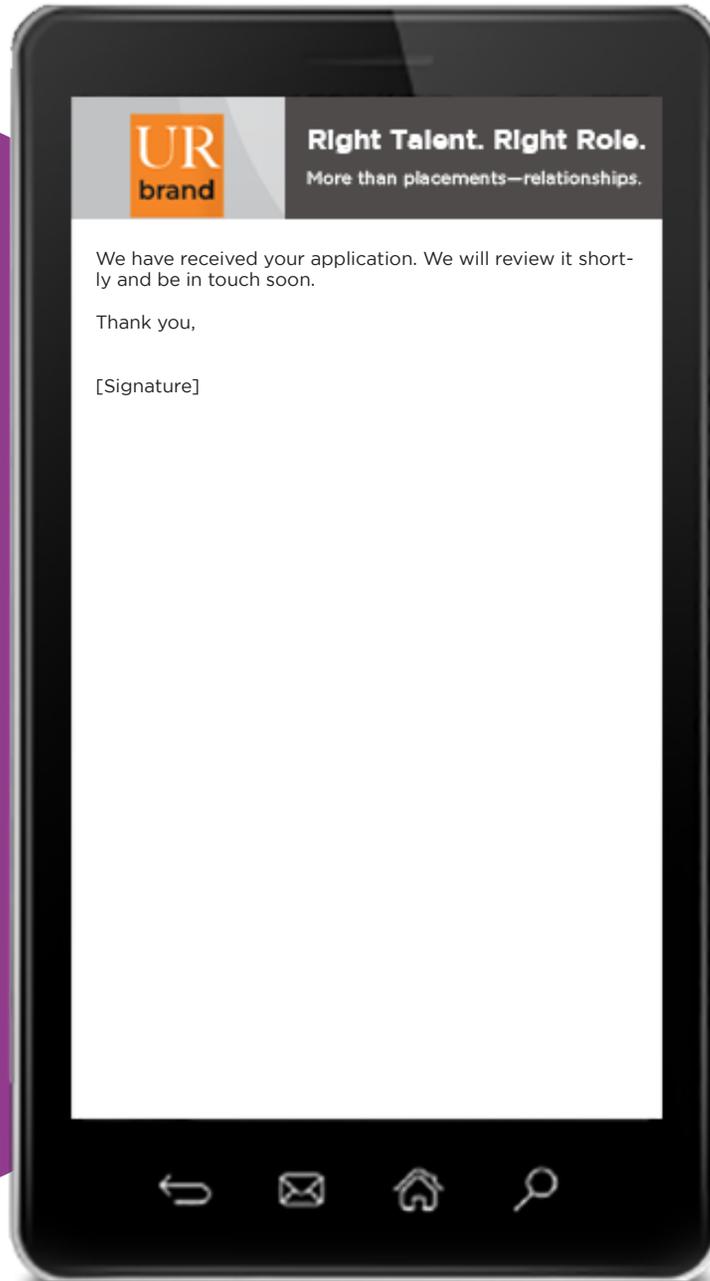




The Good: Sample Application Response Email

SL: [First Name], application received—check!

Preview text: Now that we have your info, here's what to expect next.



The Not So Good: Sample Application Response Email

SL: Thank you for your application.



Engage

Engage the talent already in your database with the right message, at the right time, for the right opportunities.

Now that a candidate has opted into your communications by submitting their application, it's time to **make the most of it**. This is done by connecting with them via automated (but personalized!) touchpoints throughout the entire lifecycle, aka **connected recruiting**.

Strategies

- Study your candidate audience, get data about them from them, create personas and map their journey—in their shoes—from application to placement and beyond.
- Balance self-serving communications with those that offer something valuable for free.
- Humanize and personalize their experience to make automation feel like connection. Use your recruiters' own words to create unique and compelling automated messages.
- Remember that **engaging passive candidates today** means successful placements tomorrow.

Do

Do make your emails distinctly interesting and worth reading—break through the inbox clutter.

Do acknowledge their place in the candidate journey to make a real-time connection.

Do “pay off” on the promise of your subject line and preview text with the body copy.

Do be brief, be informative, be thankful, and sign off.

Don't

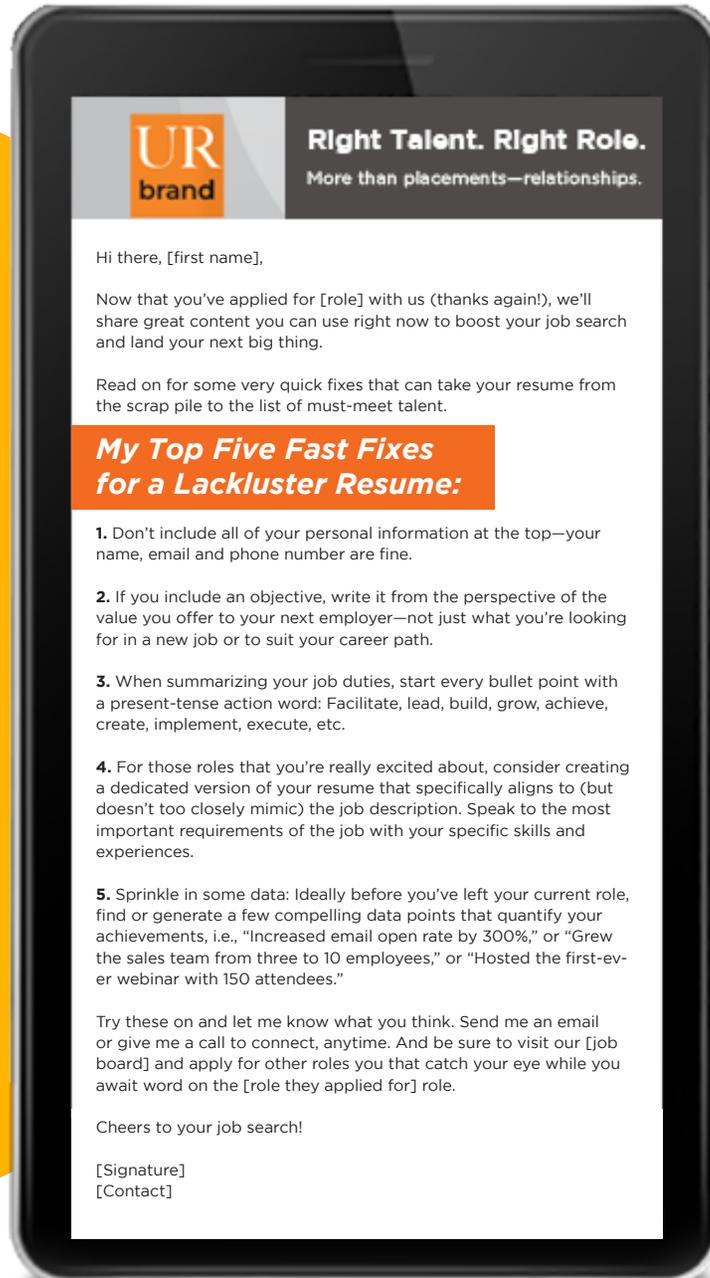
Don't send the same generic email over and over again.

Don't go silent after the initial application/opt-in.

Don't send long emails of too-dense copy blocks. Mix it up: a little copy, a little graphic, a little video, a lot of links.

Don't be **“spammy”** by sending the wrong message to the wrong person at the wrong time. Make sure your automation and communication strategies are in lockstep with the candidate's journey.

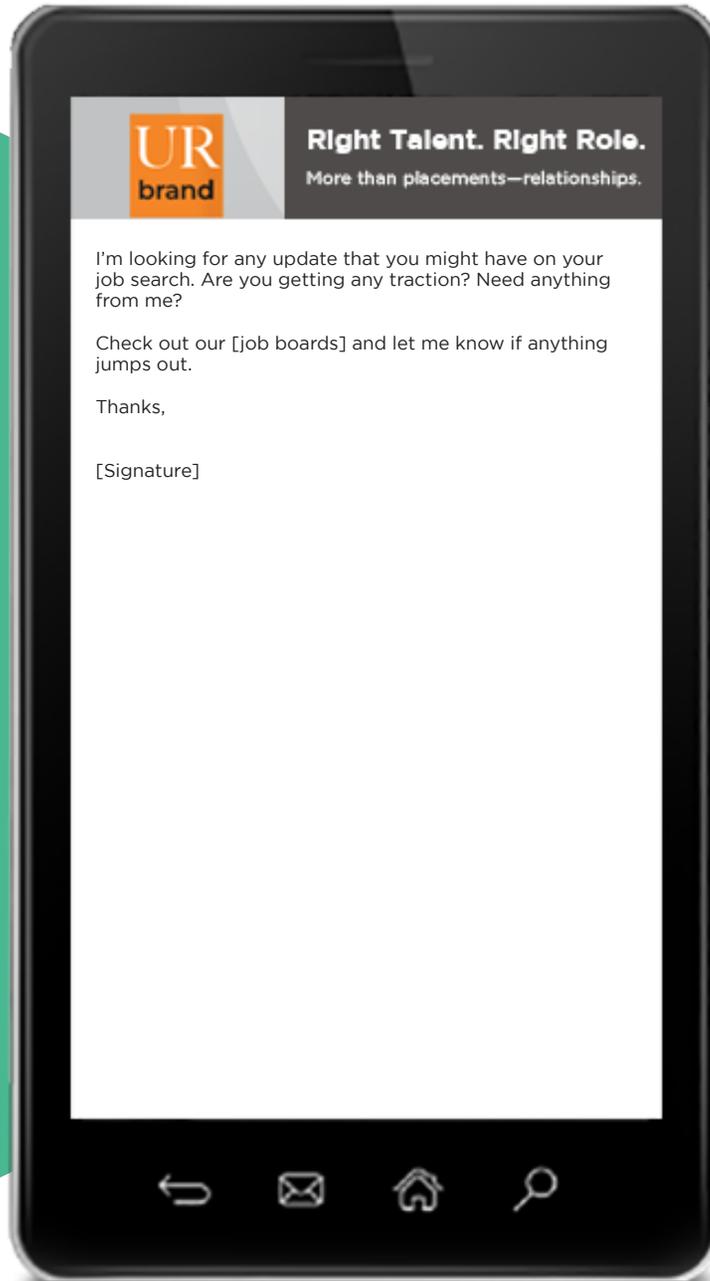




The Good: Sample Engagement Email

SL: My top five fast fixes for a lackluster resume.

Preview text: Go from “meh” to “yay!” in 30 minutes or less.



The Not So Good: Sample (Dis)Engagement Email

SL: Checking in.



Deliver a seamless and positive experience in the lead-up to the first day and throughout the first weeks on the job.

Too often, [the quality of the candidate experience](#) tends to drop off once an offer has been accepted. According to Bullhorn's [GRID Talent Trends Report](#), 32% of survey respondents shared that recruiter responsiveness sharply declined once an assignment began. This sends the message that once a candidate is "in role," they're less valuable. A new job is a vulnerable spot for anyone, so making sure they feel supported and connected from "go" is the right move every time.

Strategies

- Learn about leveraging automation to effectively [onboard new hires](#).
- Keep the communication coming. Silence may leave them too much time and space to feel undervalued and reconsider their career choices.
- Remember that other recruiters, roles and even job offers could still be swirling. Reinforce their choice, thank them for it, and reiterate your excitement for the great things they're about to do.
- Ease their new job jitters by reminding them that they're not on their own— they're part of a thriving candidate community with experts on hand and a dedicated recruiter they can count on for anything, anytime.

Do

Do start the onboarding process off right by excitedly and personally congratulating your candidate for winning the job with their excellent interview skills and impressive background.

Do stay in regular communication through a variety of channels between the time they say yes and the day they start their new job. Now is a good time for the [human touch](#) (even if it's via automation!).

Do use this time to offer relevant content at the right time, i.e., pre-day-one tips, tricks and encouragement—this is a stressful and exciting time!

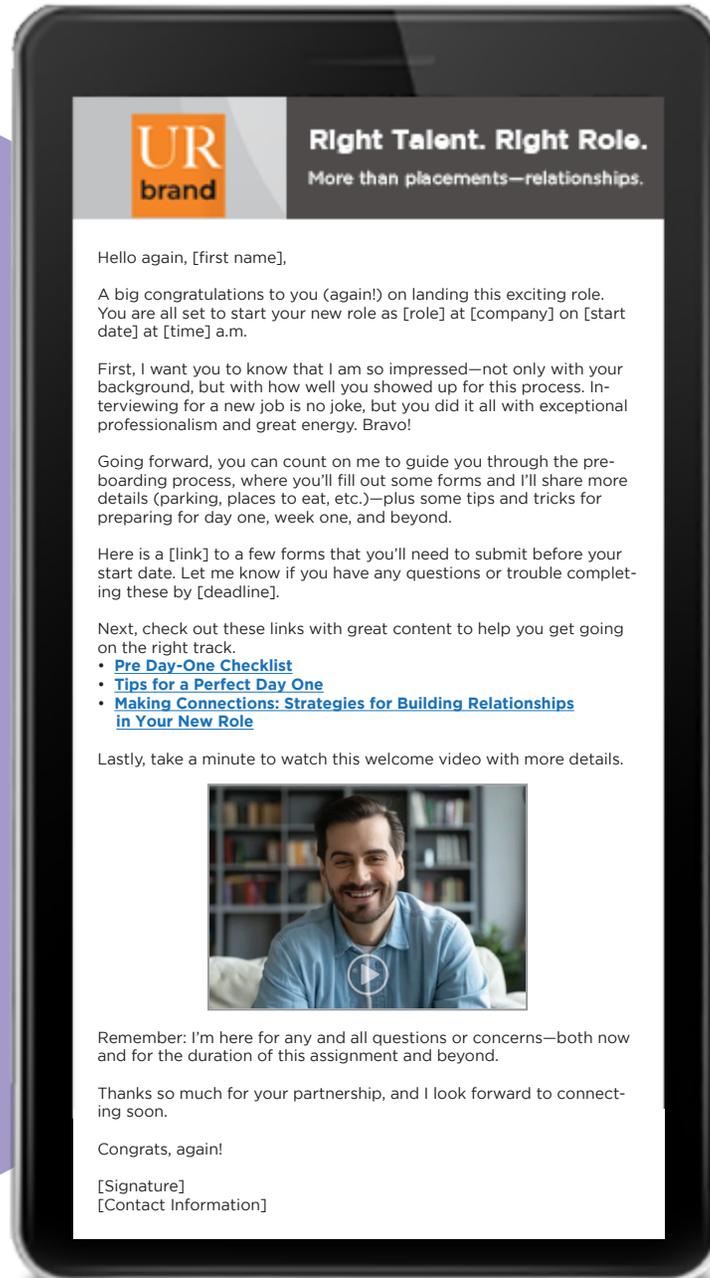
Do follow up on day one, week one, month one, and year one with smart automations that deliver heartfelt content.

Don't

Don't let your responsiveness to and interest in your candidate drop off.

Don't let candidates' questions go unanswered. This is the time to be even more responsive.

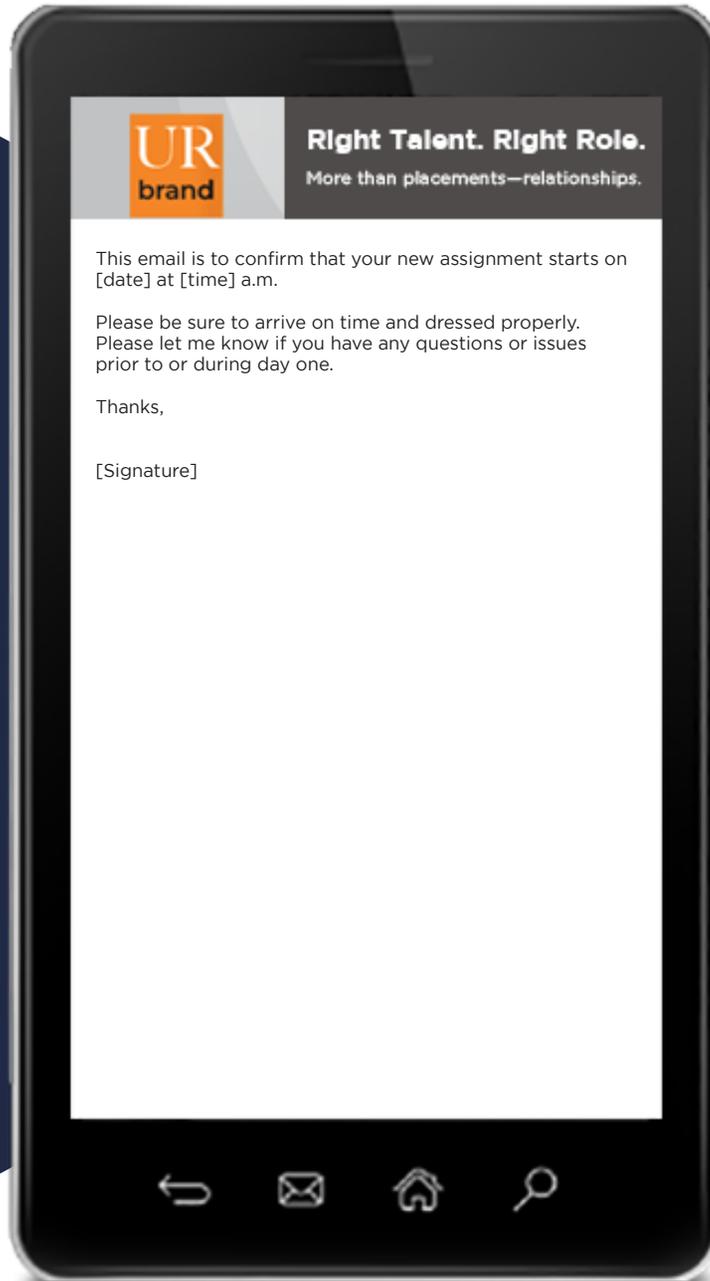
Don't communicate in such a way that makes the candidate feel like your relationship is transactional.



The Good: Sample Onboarding Email

SL: Congratulations on your new job!

Preview text: You nailed it (no surprise there). Now what?



The Not So Good: Sample Onboarding Email

SL: Start date and details.



Proactively nurture throughout their assignment so you can easily engage them for their next role, increasing the rate of redeployment.

Nurturing the leads you have means [growing your talent pool with staffing referrals](#). And for those candidates on assignment, it means taking care to maintain your connection throughout, so that when the time comes to redeploy or ask for a referral, it's natural, easy and logical to do so. You can do this with dedicated engagement automation streams which can lower the cost of talent acquisition.

Don't underestimate how important it is to deliver the right message at the right time in this stage. More than a third of survey respondents (33%) say their recruiter didn't reach out about future opportunities, including 20% of workers who actively wanted to work with their firm again. And you can give recruiter efficiency a major boost with automations that ensure they never miss a form submission or have to manually enter referral data ever again.

Strategies

- Keep a steady flow of value-added content going via smart automations that send the right message to the right person at the right time.
- Study your candidates' journey to understand when and how to ask for referrals.
- Use good data segmentation to avoid, for instance, asking candidates who were let go for referrals or who didn't have a positive experience with your organization or your client's.
- Remember that your audience isn't just passive candidates or workers on assignment. They're your talent community that expects to hear from you regularly. Deliver the goods and they'll be more than happy to tell their friends and share your info with their network.

Do

Do keep things fresh and interesting. Make sure every message offers value.

Do switch up the format of your content: videos, webinar links, podcasts, infographics, etc.

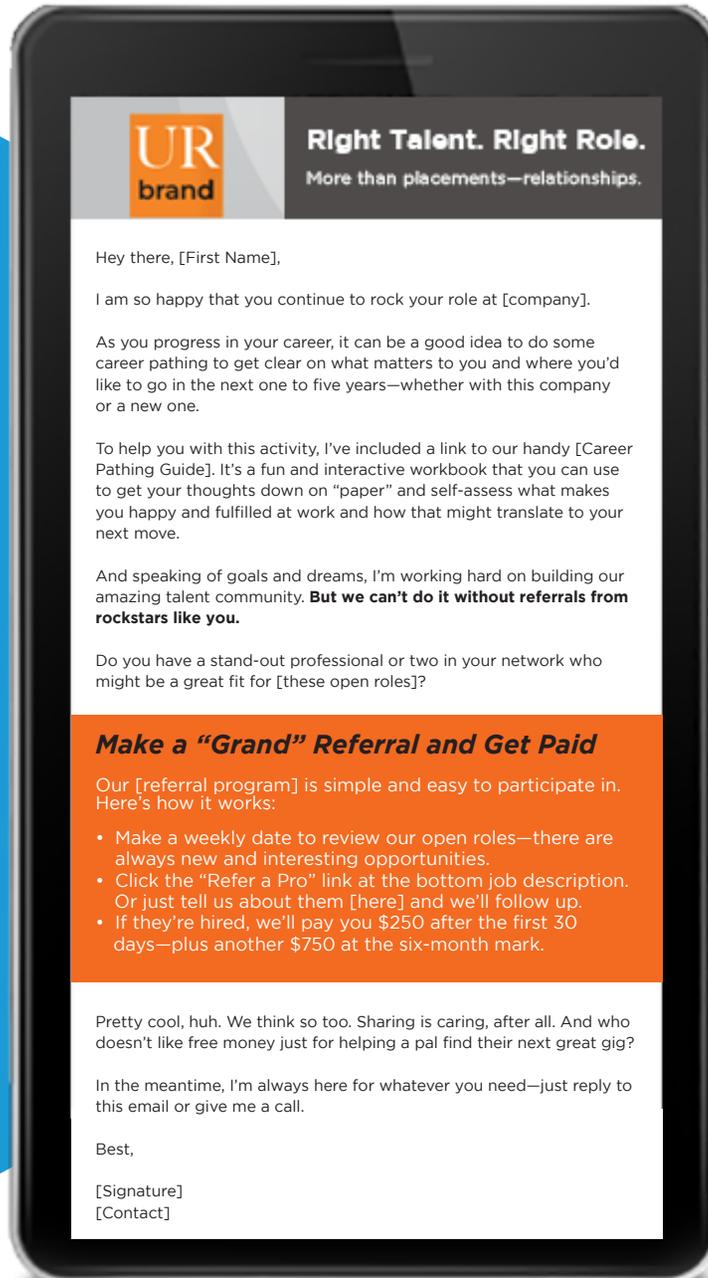
Do promote and clearly communicate the details of your referral program so that your audience knows what's in it for them and is incentivized to take the desired action.

Don't

Don't ask candidates you haven't communicated with for a referral.

Don't ask candidates for something without also offering something.

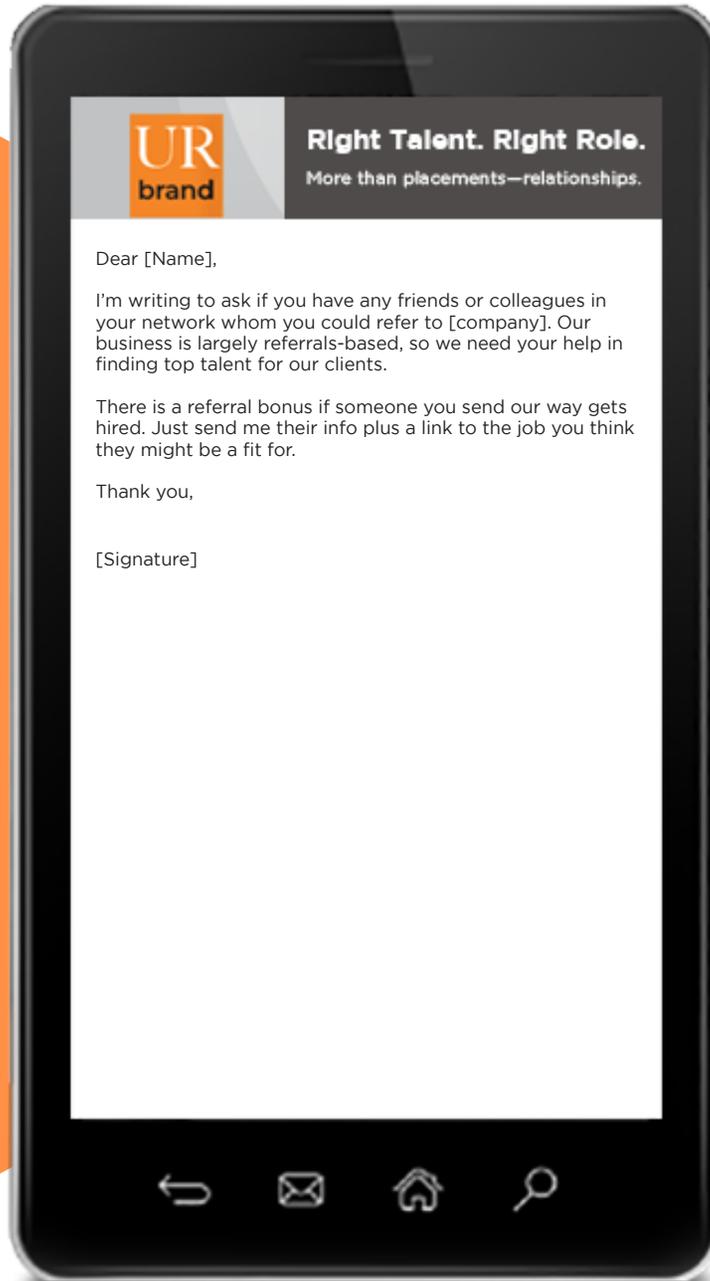
Don't ask candidates for a referral unless you've engaged with them up to that point.



The Good: Sample Nurture Email

SL: Loving your [company] experience? Ready to pay it forward (and get paid back)?

Preview text: Something for you + something for everyone.



The Not So Good: Sample Nurture Email

SL: Refer a friend.

Build Up From a Strong Foundation

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Here, we have offered just a handful of beginner strategies for populating your Bullhorn automations with the right message. This is the stuff of great relationships and amazing candidate experiences.

But it's the trifecta of your tech stack, data and communication strategy that can truly transform your staffing business.

Staffing firms who are leading the pack are investing in scalable processes, technologies and communication strategies to ensure long-term growth and drive enterprise value.

What if you could **amplify your recruiters' efforts and exponentially increase their impact?**

And what if you had an expert partner who could **leverage technology and automation for growth?**

PARQA exists to get you there faster, with less risk and stronger returns.

We deliver transformative strategy and precision execution to integrate your marketing, technology and recruiter operations. Our crew is comprised of creatives, strategists and technologists that love to help our clients win.

So, when you're ready to unlock the next level of success, let's have a conversation.

ACCELERATE YOUR DIGITAL TRANSFORMATION

