



How Binc Cuts Through Noise Online to Build Relationships with Candidates

The recruiting ecosystem is flooded with noise. Top talent is in peak demand, and competition for candidates' attention is at an all-time high.

The staffing firms that succeed in this environment are the ones that can successfully cut through the noise to build genuine connections with candidates. This process involves (1) knowing exactly what top professionals want in their careers, (2) building long-term relationships with them, and (3) optimizing the reputation of your recruiting firm, so these top candidates know who you are and are eager to partner with you.

The challenge, though, is that personalization is hard to scale. Staffing firms, to be competitive, must constantly research, successfully reach, and build relationships with as many candidates as possible - and so recruiters are constantly in a crunch to balance their time between sourcing, outreach, and interviewing. Every hour saved is extremely valuable.

Binc, a full-service talent firm with a presence in the San Francisco Bay Area, Los Angeles, and Grand Rapids, Michigan, has been successful in setting up a scalable process to maximize their team's ever-limited time - freeing them up to build critical connections with candidates. We recently chatted with **Kan Ta**, Binc's Executive Partner, to find out how.

Step I. Help your recruiters focus on doing what they do best: engaging candidates.

Binc leadership recognized that their recruiters needed tools to help them improve productivity, so they could spend valuable time deepening relationships with candidates.

LinkedIn: When looking for a solution, what types of tools were you originally seeking out?

Kan: We evaluated multiple tools for our business and sought out options that would help our team maximize our productivity. We approached our search knowing that LinkedIn has become a standard as far as access to candidates -- but we quickly saw that it could be much more. It's a tool that, in addition to helping us source talent, can help us efficiently manage communication and move our candidate relationships forward.

LinkedIn: What made you decide on LinkedIn? Why was it the right tool for your team's recruiting needs?

Kan: We picked LinkedIn because it's its own recruiting ecosystem -- it's more than a tool for prospecting and researching. Think about it. Once you find great people, what comes next? Recruiters need a tool to move these conversations along. You have to believe that the tool that you are using is going to give you some ability to engage with and connect with those people.

LinkedIn allows us to engage with talent on a more in-depth level. It's a place for us to fully understand their personal brands, cross-reference information, and keep track of candidates' career histories -- candidates are using LinkedIn to share their career trajectories in near real-time.

Step II. Take steps to understand the candidate experience in depth.

Recruiters and candidates sit on opposites sides of the talent fence, and often, these differing perspectives can cause communication gaps. Binc takes active steps to fully understand the candidate experience on LinkedIn. It's this approach, according to Binc, that has been crucial for building stronger long-term relationships and generating higher response rates.

LinkedIn: What steps do you take to put your firm in your candidates' shoes?

Kan: In addition to using LinkedIn to recruit for our clients, we also use it to recruit for our own firm. This approach has helped us write more tailored postings and emails. We also have more insight into how we should promote our company image and brand to the recruiting community in a unique and compelling way. It's this perspective that allows us to tell a memorable story about our firm.

LinkedIn: How does this inform your marketing and branding strategy?

Kan: We approach our ads as opportunities to tell our unique brand stories. We don't think of our ads and content as advertising. Rather, we seek to extend an olive branch by providing thought leadership within the communities that we care about. We are constantly monitoring how the recruiting community engages with the articles that we share, and we use our learnings as a blueprint for our candidate engagement strategy.

One of the biggest wins that we've had on LinkedIn has been our position within the recruiting community. It's an opportunity for us to learn while developing a strong brand as influencers. 70% of our follower base is in recruiting and staffing.

Step III. Tailor your message.

Binc leverages information found on LinkedIn to communicate with candidates in a more tailored way -- helping them stand out from competing firms in the process.

LinkedIn: What is your strategy for reaching out to potential candidates for roles that you're trying to fill?

Kan: Because LinkedIn helps us streamline the prospecting and communication process, we're able to spend more time on extremely tailored messaging. We focus not only on what candidates have done in their careers but what they are likely looking to achieve.

LinkedIn: We're intrigued. Tell us more.

Kan: We've created an extremely strong brand identity to reinforce who we are. We understand that the subtle details are most important. For example, we recently created unique team pictures of every Binc recruiter. We want our audiences to immediately recognize us.

But this type of branding is just a part of our overall communication strategy. We take the time to research every candidate who we're considering reaching out to. We also keep correspondence within the LinkedIn ecosystem through InMails, as we know that people are overwhelmed with their email inboxes.

Everyone is getting messages about everything, so now the message has to be better for it to stand out. So just sending the message, or just finding the person, isn't enough. It has to be good, and it has to be right, and finally, it has to be engaging. So engagement is becoming more important than identification.

Our processes are built around the intersection between our stories and those of our candidates. LinkedIn has provided the right technologies for us to reach and engage with prospects effectively.

LinkedIn: What steps do you take to guarantee a response? What have been the results?

The first step is that we've condensed our messages to a very streamlined pitch so that candidates can very quickly digest the information and respond.

The second step is that we've moved away from email to InMail. This has helped our team achieve response rates as high as 30%.

The third step is a dedicated effort to building our brand over the long-term, which has grown organically through this 1:1 outreach.

The fourth step is that we build internal team systems so that our recruiters can save time by sharing lists and other information.

LinkedIn: Brilliant. Any final thoughts that you'd like to share?

Be a partner to everyone involved in the recruiting equation -- your clients AND your candidates. Technology gives you an incredible platform to build those relationships.