

# THE STAFFING GUIDE TO CONTRACTORS

7 TOOLS TO FIND AND NURTURE  
CONTRACTORS – AND UNCOVER NEW LEADS



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# INTRODUCTION

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**When a job order comes in, are you ready with a list of candidates or are you forced to kick off a new search each time?**

Speed is often hailed as the most important factor in contract and temporary staffing. If you're the first to submit a list of qualified talent, then you're more likely to win the req. But if you're waiting until a job order comes in to start sourcing, you've already lost.

Shifting from a reactive to a proactive strategy is critical to both your contract recruiting and sales efforts.

This ebook will help you at crucial stages of the contract staffing process: sourcing new contractors, nurturing candidates, and uncovering new business.



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## SECTION 1

# FIND CONTRACTORS

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Sourcing new contract candidates, especially when there's a tight deadline, is without a doubt one of the most challenging aspects of your job. Kicking off a search, reviewing resumes, and hoping for a response when you're in a time crunch is stressful and likely affecting your win rate.

**Here are 3 ways to up your win rate within LinkedIn Recruiter:**





## 1

# BUILD A PIPELINE OF CONTRACT CANDIDATES

## Employment Type filter

You don't want to waste your time reaching out to candidates who are only interested in full-time positions. Luckily, there are over 12 million professionals identified as contractors on LinkedIn, and LinkedIn Recruiter, a platform to find, connect, and manage the best candidates and clients, can help you find them quickly.

Creating a hotlist of candidates interested in contract work in Recruiter is simple with the Employment Type filter. Along with relevant search criteria, such as industry and skills, you can also select "Contract," which gives you a list of all of the potential candidates who are interested in contract work.

The screenshot displays the LinkedIn Recruiter Professional Services interface. At the top, a dark blue header contains navigation links: PROJECTS, CLIPBOARD, JOBS, REPORTS, and MORE. A search bar on the right says "Start a new search". Below the header, a summary bar shows search results: 25,185 total candidates, 16,083 more likely to respond, 12,748 open to new opportunities, and 15,671 have company connections. A "View search insights" button is present. The left sidebar shows filters for Job titles (Marketing Manager, Digital Marketing Manager), Locations (San Francisco Bay Area, Greater New York City Area), and Employment type (Contract, Full-time (108,306), Part-time (3,347)). The main content area lists candidate profiles, including Carrie Mondragon and Ricky Pendleton, with details on their current and past roles and education.

# 2

## REACH OUT TO AVAILABLE CONTRACTORS

### Open Candidates

To help you prioritize your outreach, Recruiter allows you to filter your search results by candidates who've raised their hands and said they're interested in a new opportunity. These Open Candidates have the highest likelihood of responding to you, so you'll hear back quickly. According to LinkedIn data:

**40%**

of contractors who signal on LinkedIn that they're open to new opportunities respond within 24 hours – 20% respond within a few hours.

**60%**

of open contractors don't post their resume to job boards during the month they say they're available.

The screenshot displays the LinkedIn Recruiter Professional Services interface. The top navigation bar includes links for PROJECTS, CLIPBOARD, JOBS, REPORTS, and MORE. A search bar at the top right contains the text "Start a new search". Below the navigation bar, the search results are displayed. On the left, a sidebar shows filters for Job titles (Marketing Manager, Digital Marketing Manager), Locations (San Francisco Bay Area, Greater New York City Area), Skills (Marketing), Companies (Uber, Amazon, Cisco, IBM), and Employment type (Contract, Full-time, Part-time). The main content area shows a list of candidates. The top candidate is Carrie Mondragon, a Marketing Campaign Manager at GoldenPhase. The bottom candidate is Hirohiko Umaba, an Associate Marketing Manager at ZoomJax. Both candidates have a blue box highlighting the text "Open to new opportunities".

Showing results for

Custom filters

Job titles: Current or Past

Marketing Manager +

+ Digital Marketing Manager,

Locations

San Francisco Bay Area +

+ Greater New York City Area (35,536),

Include: Current only

Skills

+ Skills and expertise or boolean

+ Marketing (17,053),

Companies

+ Companies or boolean

+ Uber, + Amazon, + Cisco, + IBM,

Employment type

Contract +

+ Full-time (108,306), + Part-time (3,347),

Year of Graduation

25,185 total candidates

16,083 are more likely to respond

12,748 open to new opportunities

671 company connections

12,748 candidates View search insights

1 - 25

Carrie Mondragon 3rd

Marketing Campaign Manager at GoldenPhase

San Francisco Bay Area • Marketing and Advertising

Current Marketing Campaign Manager at GoldenPhase 2017 – Present

Past Integrated Marketing & Campaigns Manager at lamcane.com 2016 – 2017

Integrated Marketing Programs – Financial Services at ZoomJax 2016 – 2016

More

Education Chapman University, The George L. Argyros School of Business and Economics 2006 – 2010

Views Open to new opportunities

Hirohiko Umaba

Associate Marketing Manager, eCommerce at ZoomJax

San Francisco Bay Area • Marketing and Advertising

Current Associate Marketing Manager, eCommerce at ZoomJax 2017 – Present

Past Assistant Marketing Manager at Freshing 2016 – 2017

Marketing Coordinator at Freshing 2016 – 2016

More

Education San Jose State University 2001 – 2005

Company follower Open to new opportunities

# 3

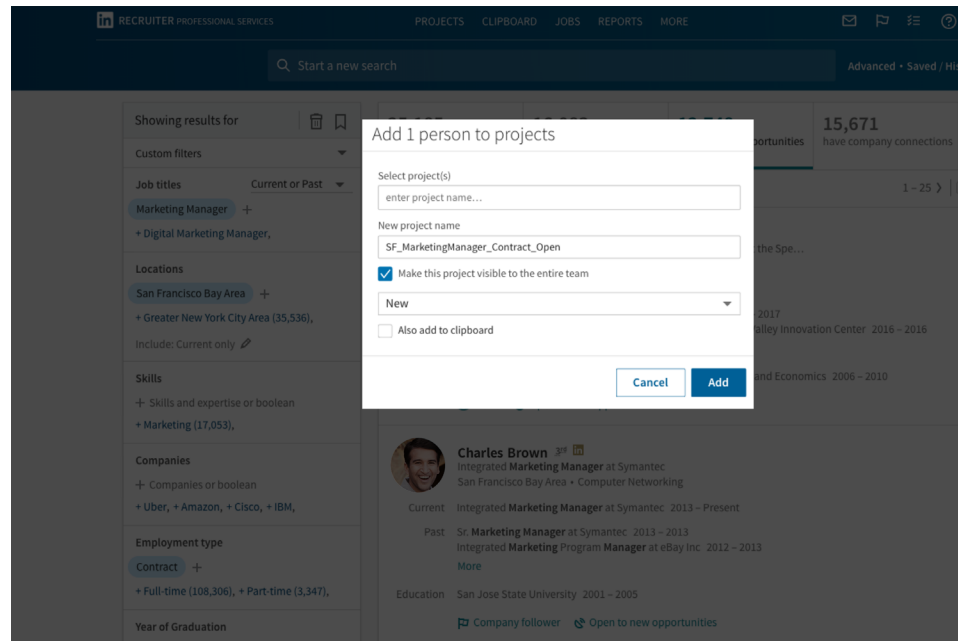
## GET A HEAD START OVER THE COMPETITION

### Saved Search Alerts

Once you've completed a candidate search for one of your common roles, you shouldn't have to do it again. Alerts within Recruiter will add fresh faces to your hotlist, so you can be the first to reach out when a candidate becomes available.

Recruiter allows you to save each search, alerting you when new a candidate changes their profile to fit your search or signals that they're open to a new opportunity. This is a big competitive advantage, because **50%\*** of open contractors signal that they're open to new opportunities on LinkedIn before they update their resume, according to LinkedIn data. You'll see these new candidates right on your Recruiter homepage, so you can be the first to reach out.

\*Source: LinkedIn Open Talent Study, July 2017; Respondents were US-based.



## SECTION 2

# NURTURE CONTRACTOR RELATIONSHIPS

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Once you've placed a rock star contractor, it can be easy to move on to the next req. It's important to keep them engaged while they're on assignment. You want to make sure you stay top of mind so that when they're ready for something new, you're the first person they call.

**Here are 2 ways to nurture talent:**



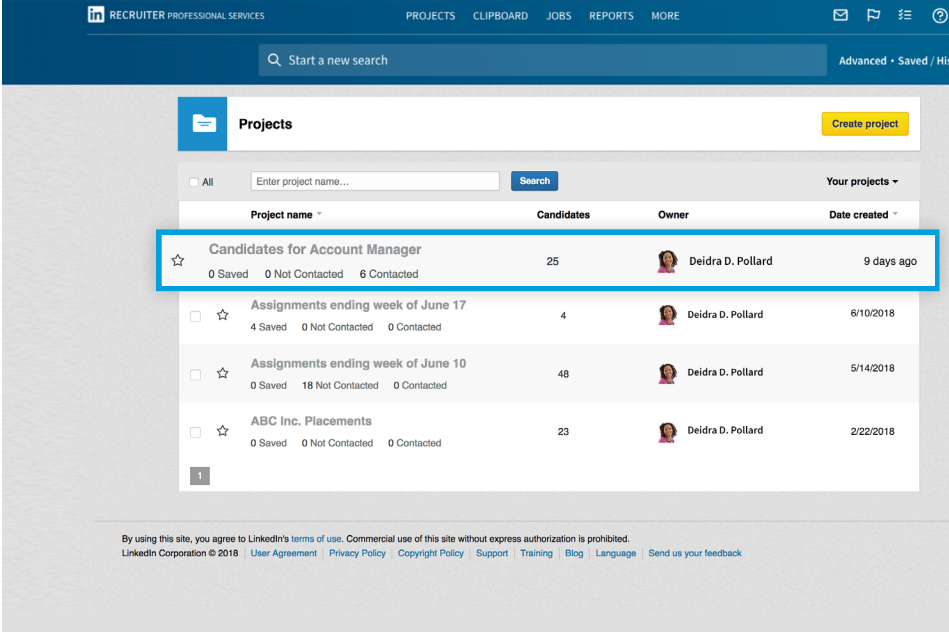
# 4

## KEEP TRACK OF YOUR CONTRACTORS ON ASSIGNMENT

### Project folders and reminders

Save your candidates in one place, so no one slips between the cracks. LinkedIn Recruiter has project folders that enable you to keep track of everyone you've placed in the past. Organize the folders in any way that makes sense to you, such as assignments ending in the next month or placements for a specific industry or account.

With Recruiter or your calendar, you can also set an engagement reminder to reach out to candidates at the right time. For example, set a reminder to connect with candidates whose assignments are ending soon.



The screenshot displays the LinkedIn Recruiter interface, specifically the 'Projects' section. The top navigation bar includes 'RECRUITER PROFESSIONAL SERVICES' and links for 'PROJECTS', 'CLIPBOARD', 'JOBS', 'REPORTS', and 'MORE'. A search bar is present with the text 'Start a new search'. The 'Projects' section features a 'Create project' button and a search bar. Below this is a table listing project folders. The first folder, 'Candidates for Account Manager', is highlighted with a blue border. It shows 25 candidates, with 0 saved, 0 not contacted, and 6 contacted. The owner is Deidra D. Pollard, and it was created 9 days ago. Other folders include 'Assignments ending week of June 17' (4 candidates), 'Assignments ending week of June 10' (48 candidates), and 'ABC Inc. Placements' (23 candidates). The footer contains a disclaimer and links to LinkedIn's terms of use, user agreement, privacy policy, copyright policy, support, training, blog, language, and feedback.

Project name	Candidates	Owner	Date created
<b>Candidates for Account Manager</b> 0 Saved 0 Not Contacted 6 Contacted	25	Deidra D. Pollard	9 days ago
<b>Assignments ending week of June 17</b> 4 Saved 0 Not Contacted 0 Contacted	4	Deidra D. Pollard	6/10/2018
<b>Assignments ending week of June 10</b> 0 Saved 18 Not Contacted 0 Contacted	48	Deidra D. Pollard	5/14/2018
<b>ABC Inc. Placements</b> 0 Saved 0 Not Contacted 0 Contacted	23	Deidra D. Pollard	2/22/2018



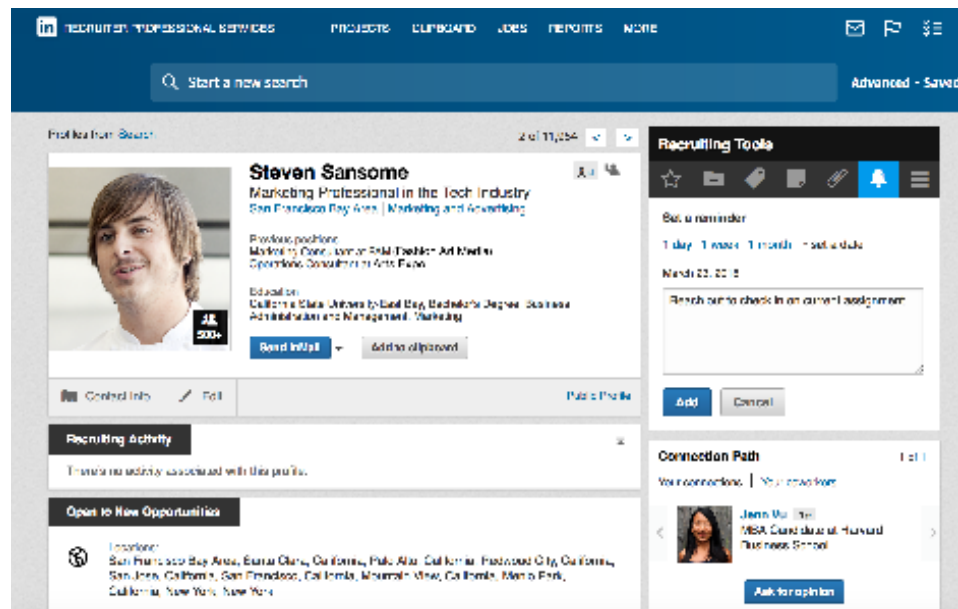
# 5

## STAY TOP OF MIND

### InMail outreach Company or Career Pages

It's critical to keep in touch with your candidates throughout their assignments to make sure you're top of mind. Try setting a reminder to comment on a candidate's LinkedIn status update every 30 days or so. And when reaching out—either by InMail (LinkedIn's email platform) or standard email—keep it simple and connect on a personal and professional level. Make sure to keep a record of the things they mentioned, reviewing them to jog your memory before you reach out.

Aside from emails or phone calls, consider sharing industry news or valuable resources on your free LinkedIn Company Page or LinkedIn Career Pages. You'll give candidates valuable content and be seen as a partner rather than someone just trying to fill a req.



## SECTION 3

# UNCOVER NEW SALES LEADS

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As a contract recruiter, it can be difficult to uncover new business opportunities. Traditionally, it's been a challenge to know who to reach out to and exactly what they're hiring needs are.

**Here are 2 Recruiter features you should be taking advantage of to find new leads:**



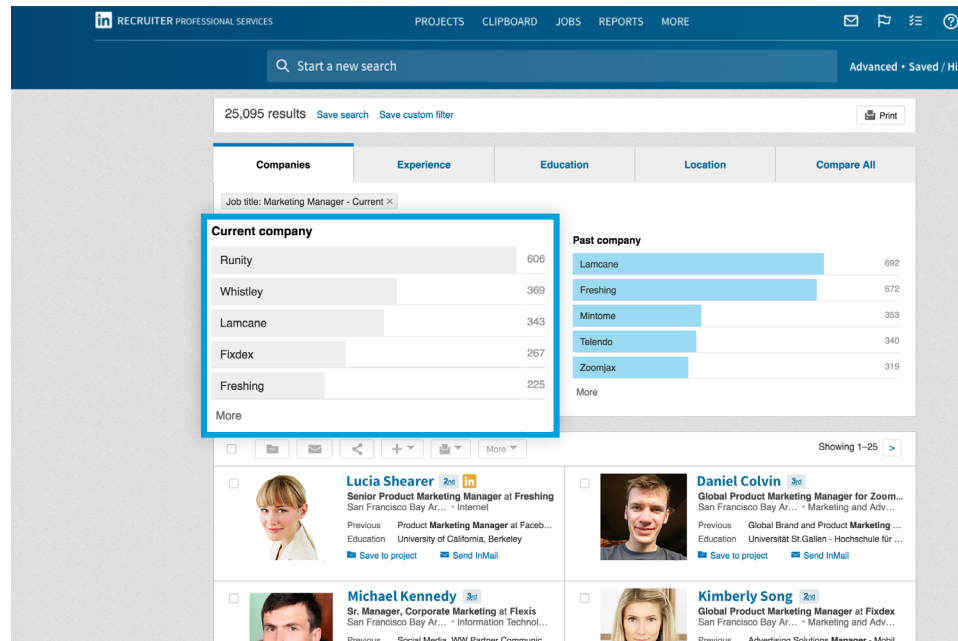
## 6

# IDENTIFY COMPANIES THAT ARE HIRING CONTRACTORS

## Search Insights

LinkedIn Recruiter has unique insights about specific talent pools, so that you can quickly identify key information about the talent you're sourcing. With Search Insights, you'll be able to learn which companies are employing the type of contractors that are in your pipeline.

Once you know which companies are hiring contractors, you can use LinkedIn Recruiter to find the hiring managers for the function you're recruiting for. Then, armed with a targeted list of hiring managers, you can start reaching out.



# 7

## CAPITALIZE ON YOUR CLIENTS' CAREER CHANGES

### Update Me alerts

When a client leaves their current role, you want to be the first to know. In Recruiter, you can turn on alerts to notify you when your client makes a move. Any time your client updates their profile, you'll get a notification on your Recruiter homepage, so you can congratulate them on their new role – and land their new company as a client. You'll also be able to ask who's replacing them in order to retain their previous company as a client.

The screenshot displays a LinkedIn Recruiter interface. At the top, a dark blue navigation bar contains the LinkedIn logo, 'RECRUITER PROFESSIONAL SERVICES', and tabs for 'PROJECTS', 'CLIPBOARD', 'JOBS', 'REPORTS', and 'MORE'. A search bar with the placeholder 'Start a new search' is on the right, followed by 'Advanced • Saved / Hi'. Below the navigation bar, the main content area shows a profile for 'Todd Newton', a 'Director, Marketing at Freshing' in 'San Francisco, California'. The profile includes a photo, a 'Send InMail' button, and an 'Add to clipboard' button. Below the profile header, there are sections for 'Recruiting Activity' (showing no activity) and 'Background' (showing a summary of performance marketing). To the right of the profile, a 'Recruiting Tools' sidebar lists 'Similar profiles' with names like Joe Laneing, Tony Gwynn, Betty White, Brianna Santos, and Tony Sanchez, each with a small profile picture and a brief description. At the bottom of the sidebar, there is a 'People also viewed' section with a profile for Elias Taylor.

## CONCLUSION

# KEY TAKEAWAYS TO BOOST YOUR CONTRACT RECRUITING AND BUSINESS DEVELOPMENT STRATEGIES

By following the simple and practical steps set out in this guide, you can build a pipeline of available contractors, nurture your contractors on assignment, and uncover new sales opportunities – all in one place.

1

### Find newly available contractors – first

Use LinkedIn Recruiter to search the 12 million professionals identified as contractors on LinkedIn and create your hotlist. Prioritize your outreach by candidates most likely to respond to you.

2

### Nurture candidates to avoid starting from scratch

Make sure you're the first person candidates call when they're ready for something new. Stay top of mind with calendar reminders, personal tidbits, and more.

3

### Uncover new contractor sales leads and retain old clients

Use Search Insights to quickly identify companies hiring contractors you've pipelined for. And turn on alerts to reach out to clients when they leave a role to keep relationships strong.



## LinkedIn® Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations of all sizes find, attract, and engage the best talent. Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With 540+ million members worldwide, LinkedIn is the world's largest professional network.

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