

10 creative hiring tactics for any budget



Introduction

It doesn't matter whether your team is made up of one person or 100, or if you're recruiting for a single role or several, the one thing that unites all recruiters and hiring managers is having to decide which hiring tactic best suits their budget.

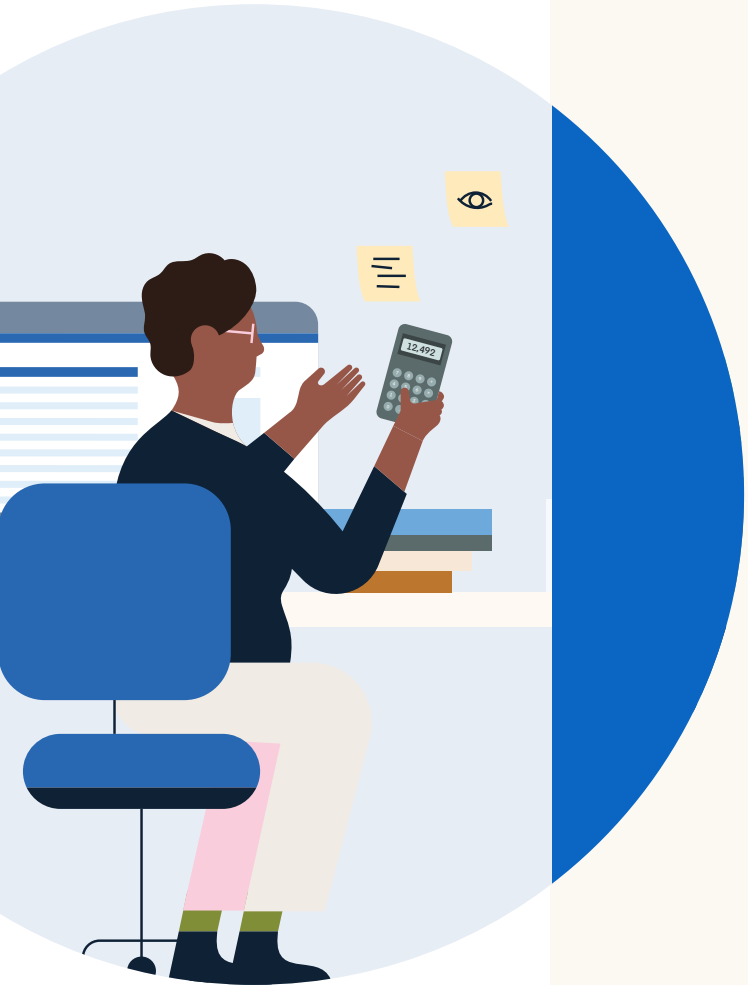
Regardless of your budget, this guide will help you identify new ideas and fresh takes on traditional methods to attract talent.



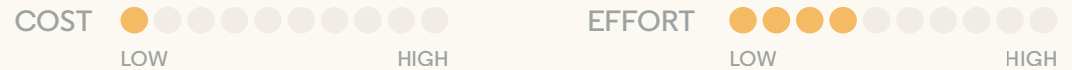
Learn how to
make your
next great hire,
regardless of
budget.

10 creative hiring tactics for any budget.

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About our cost vs. effort scales



For this guide, we created sliding scales to help estimate the cost and effort associated with each hiring tactic. A very budget-friendly tactic, for example, may require more effort. These scales offer estimates, and actual expenses could vary widely.

Now that we've gotten the hard stuff out of the way, let's dive into budget-friendly ways to find your next hire.

Facilitate internal employee mobility.

Sometimes, the right candidate already works for your company. Considering existing employees can make it easier to fill hard-to-fill roles, and to keep your best talent within the organization.

COST ●●●●●●●●●●

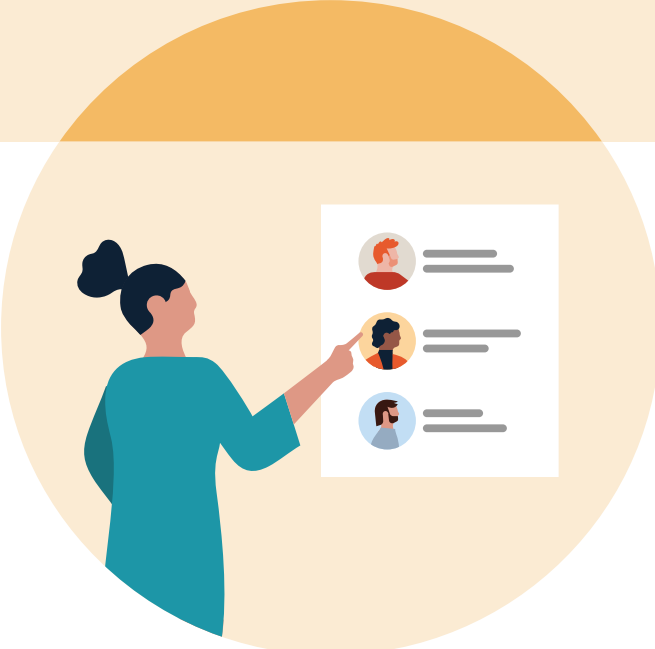
EFFORT ●●●●●●●●●●

Why it's important

The median cost of voluntary turnover is [21% of the departing employee's salary](#). However, since internal employee transfers already know your company's systems, process, and culture, they tend to stick around longer and get up to speed a lot faster.

How to achieve it

To assist employees with their personal development, organizations must ensure they capture people's motivations and manage expectations. This can be done through clearly documented goals and constant one-on-one communication between employees and their managers.



Pro tip

—
Share information about open roles by sending company-wide emails or posting the job description on your company intranet.

Actively identify candidates.

Actively identifying candidates who meet your requirements can be a more effective way of finding high-quality talent faster. If you have a small budget to work with, consider investing in technology that can help streamline your search and speed up the hiring process.

COST ●●●●●●●●●●

EFFORT ●●●●●●●●●●



Why it's important

Finding candidates is [more than twice as effective](#) as waiting for them to find you.

How to achieve it

Use free tools that can help you search and stand out, like the [LinkedIn search bar](#), to find passive job seekers who might be a fit for your next role. Remember: your first impression will set the tone for the entire hiring process.

Pro tip

—
Streamline your search and sort through candidates faster with the help of LinkedIn Recruiter or other sourcing tools.

[Request a demo](#) →

Inspire employee referrals.

In this hiring method, your employees point you toward incredible candidates with skills similar to their own. When trusted sources recommend candidates, you'll reduce your time and cost to hire.

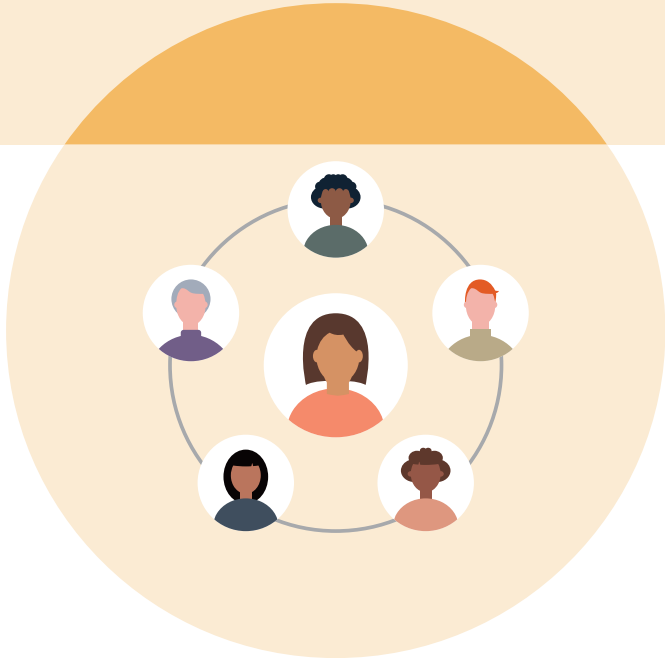


Why it's important

It takes a company 29 days to hire a candidate who was referred by an employee, compared to 55 days for most other methods, [according to LinkedIn data](#).

How to achieve it

Design a user-friendly referral program that can be adopted by everyone at your workplace. Then make it an essential part of onboarding and manager training, and promote it every chance you get.



Pro tip

—
Get your leadership team to promote your employee referral program, too. Their support will trickle down to employees, who are the ones who will bring more people in the door.

Create employer branding.

This may seem like a daunting proposition. However, according to the founder of the talent acquisition consultancy Red Pill Talent, creating an employer brand is [as much about the effort](#) you put in as it is about the cost.

COST ●●●●●●●●●●

EFFORT ●●●●●●●●●●

Why it's important

According to [LinkedIn data](#), your company's employer brand is twice as likely to drive job consideration as your corporate brand.

How to achieve it

Start by establishing your employer branding success metrics, develop a content plan that includes channels and frequencies, and create a career site that makes applying easy and shows what it's like to work there. There are also a [number of free or low-cost tools](#) that can help.



Pro tip

—
Build your employer brand around the employees who best represent your cultural values, so you find candidates who share their traits.

Consider alternative interviews.

Asking candidates the same 10 questions over and over again may not help you identify their strengths and weaknesses. More companies are using alternative interview techniques as a way to efficiently vet a candidate's fit for a role.

COST ●●●●●●●●●●

EFFORT ●●●●●●●●●●

Why it's important

According to [LinkedIn data](#), old-school interviewing may not be the best way to assess soft skills and weaknesses.

How to achieve it

Leave behind the tried-and-true. Consider video interviewing, quirky and fun questions, or ask candidates to participate in a work simulation. You'll be surprised by what you can learn.



Pro tip

—
Try using a smart predictive-assessment tool to see candidates more clearly and measure skills more objectively.

Host job auditions.

Job auditions, which give organizations a chance to test candidates in their potential roles, allow employers to measure skills and traits that traditional interviews can't gauge.

COST ●●●●●●●●●●

EFFORT ●●●●●●●●●●

Why it's important

These [new interviewing techniques](#) can provide a more realistic snapshot of a candidate's personality, be less biased than traditional formats, and help you test for fit.

How to achieve it

After the initial screening stage, it's time to put their skills to the test. Create potential scenarios they might run into on a daily basis to see how they react. Video can be a great way to conduct these auditions.



Pro tip

—
Job auditions are as much about understanding how a person will deal with the challenges of the role as they are about how they'll adapt to the company culture.

Automate applicant tracking.

An applicant tracking system (ATS) is a powerful tool designed to streamline hiring and provide an automated way to manage the entire process, from receiving applications to hiring employees. An ATS reduces administration and increases efficiency.

COST ●●●●●●●●●●

EFFORT ●●●●●●●●●●

Why it's important

There is no set timetable for the hiring process. That's why it's important to streamline it with a system that automates things.

How to achieve it

Find an [ATS](#) that meets your needs and priorities, whether it be mobile accessible or offers social sourcing tools.



Pro tip

—
Optimize your job descriptions by including keywords crucial to the role you're hiring for. That way, your ATS can more efficiently find candidates who match all of your job requirements.

Search social.

In the past, using social media could be seen as a real advantage over the competition. But today, most recruiters understand the power of social in spreading the word about their company. While there may be some extra effort involved, social remains a great way to source candidates.

COST ●●●●●●●●●●

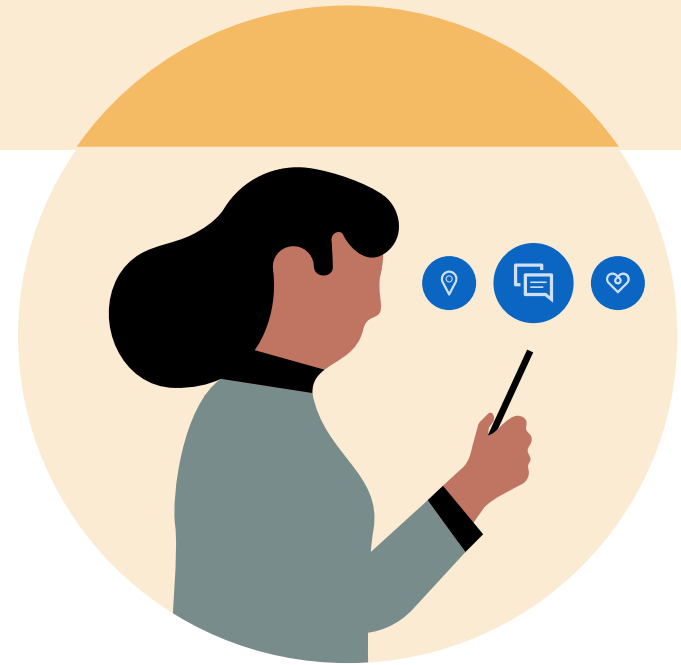
EFFORT ●●●●●●●●●●

Why it's important

The average internet user has more than [eight social media accounts](#), so recruiters and hiring managers should be where potential candidates are hanging out.

How to achieve it

Your [social media recruiting strategy](#) should include everything from creating a captivating bio on your social profiles — one that's capable of piquing the interest of potential candidates — to paid tools that manage and monitor all social media platforms.



Pro tip

—
Your brand presence online needs to be constantly nurtured. Share company news and inspiring stories in order to stay relevant and top of mind with candidates.

Look at your competition.

Any open roles you have will call for a certain type of experience and knowledge. A person who already works in your industry is very likely to have the attributes you're looking for, so hiring from a competitor makes a lot of sense. It's a bold move, but it can be worth the extra effort.

COST ●●●●●●●●●●

EFFORT ●●●●●●●●●●

Why it's important

When you hire great talent directly from a competitor, your company gains a competitive advantage.

How to achieve it

Whether or not you're aware of competing talent, it's important to make a statement that attracts candidates. Uber, for example, [directly targeted its competitor's drivers](#) by riding with them.



Pro tip

—
Offering a good work-life balance, employee training, or a clear career pathway can help stop your employees from leaving.

Invest in video interviews.

When you're looking for the best talent, it makes little sense to limit your candidate pool by location or time zone. With video interviewing tools, candidates can answer either live or prerecorded interview questions at a convenient time and location for them.

COST ●●●●●●●●●●●●●●●●

EFFORT ●●●●●●●●●●●●●●●●

Why it's important

Video interviews give your entire hiring team an opportunity to review candidate responses in a way that phone interviews do not.

How to achieve it

Live video interviews make it convenient to screen remote candidates with more warmth than a phone call. You can also streamline the process with one-way video interviews, in which candidates record themselves answering basic questions.



Pro tip

—
There are a plethora of video tools on the market. Test out a few options using 30-day trials before settling on one for the entire team.

How LinkedIn
can help you
go farther with
your budget.

LinkedIn Jobs

[LinkedIn Jobs](#) comes with targeted job promotion, Recommended Matches, and a simple dashboard that tracks everyone from application to hire.

[Post a job →](#)

LinkedIn Recruiter

[LinkedIn Recruiter](#) is the ideal platform for finding, engaging, and managing the best candidates. Whether you're a recruiter or a hiring manager, you can quickly source high-quality candidates to make your next great hire.

[Request demo →](#)

Recruitment marketing on LinkedIn

[Recruitment marketing](#) is a great way to help build awareness and get more applications. It combines Sponsored Content, targeted Recruitment Ads, and Pipeline Builder to help automatically connect you to people already interested in your company.

[Request demo →](#)

Conclusion

Whatever your budget, you can still attract the best candidates.

By tapping into the power of LinkedIn, you can use technology to streamline your hiring process and improve the candidate experience.



Experience LinkedIn in action.

LinkedIn Talent Solutions offers a full range of hiring and recruiting solutions for every step in the process. We'll help you find and engage the right candidates, build your brand, and make even smarter talent decisions with LinkedIn's data and insights.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With 675+ million members worldwide, including 75% of the US workforce, LinkedIn is the world's largest professional network.

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