



MAKING THE MOST OUT OF EVERY CANDIDATE INTERACTION

A Tactical Guide from Russell Tobin



A COMMITMENT TO QUALITY

New York based Russell Tobin, a 65-person recruiting firm, has—in just a few short years—become a trusted, go-to leader in the staffing world. Every year, the company works with dozens of clients ranging from small, recently funded tech companies to some of the world's largest and most respected banks and technology firms.

At the heart of Russell Tobin's success is a commitment to quality: the company takes no shortcuts in optimizing every client or candidate interaction.

"We have an opportunity to enhance livelihoods, and we take that very seriously" says Leo Russell, co-founder at Russell Tobin. "A word that we throw around here is 'bespoke,' which is a fancy way of saying 'tailored' or 'customized.' But it really means having a thorough understanding of our clients, job opportunities, and candidates."

But at the end of the day, a high level of personalization is challenging to achieve at scale. For one, it's impossible to place every candidate. And not every candidate will end up being the right fit with Russell Tobin's customers. The idea that the staffing leader keeps close to heart, however, is that every relationship has the potential to add value. Read on to see how LinkedIn has helped Russell Tobin has operationalize this important mission for their business.

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BUILDING RELATIONSHIPS IS KEY

Personalization is the heart of successful recruiting. But often, staffing agencies need to make tradeoffs to accommodate volume. Candidate experience-related challenges are often the biggest in the industry. But not for Russell Tobin: the company focuses on their core strength—building relationships—and leaves the rest to technology.

“At the end of the day, matching a human to a job is going to involve a ton of direct and indirect face to face, or at least phone to phone, interaction,” says Russell. “And it’s really hard to achieve enormous economies of scale. In contrast, LinkedIn is all about scale. Anyone like me can reach anyone, even if we’re reaching out for the very first time or speaking to someone after 10 years have passed. We focus on maintaining those relationships. LinkedIn takes care of the hard work.”



TIP #1: SCALE YOUR CANDIDATE COMMUNICATION WITH COMPANY STATUS UPDATES

LinkedIn status updates give staffing firms large and small a unique opportunity to engage candidates (and clients) with relevant content. Firms that post regularly report that it's easier to build a candidate pipeline and maintain relationships with passive talent. Here are three ways Russell Tobin's using company status updates to build relationships at scale.

1

Humanize your firm

Share your passion for recruiting. Russell Tobin's "Why do you recruit?" campaign is brilliant because it brings to life their team and shows candidates why they should work with them.

Russell Tobin Why do you recruit? "I recruit because I love to develop relationships. I truly believe I was put on this earth to connect with, learn about, and motivate other human beings – whether for 30 seconds or 30 years. This job affords me the opportunity to do all of those things. It is incredible what 10 minutes on the phone with a candidate can do for their confidence and yours. People are amazing creatures and I'm lucky to spend every day getting to know new ones." <http://ow.ly/vxxJ302vius>

#WhyIRecruit

"I truly believe I was put on this earth to connect with, learn about, and motivate other human beings – whether for 30 seconds or 30 years."

JENNY DAVIS
HIGHEST DIRECTOR
@RUSSELLTOBIN

2

Share your knowledge

Position your firm as a valuable partner by posting helpful articles and tips on "Wisdom Wednesday". Sharing tips establishes trust and credibility with candidates you're looking to place.

Russell Tobin Wisdom Wednesday! Technology has taken over the world. Here are 5 rules for mobile etiquette when you're in an important business meeting: <http://ow.ly/6gYq302JaX9>

WISDOM WEDNESDAY
WWW.RUSSELLTOBIN.COM
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3

Showcase your culture

Give candidates insight into your firm's culture by sharing pictures of office outings and activities. Who wouldn't want to work with this fun team?

Russell Tobin We recently took the team out on one of our annual summer boat trips and it was a blast! #CultureDrivesSuccess #AllAboard

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ALWAYS PRIORITIZE THE LONG-TERM

When you're in-the-trenches as a recruiter, it can be challenging to see beyond right here, right now. What's tough is that your clients have roles to fill *immediately*, and your firm needs to help them arrive at a solution as quickly as possible. It's this intensity that can make the staffing world resort to cutthroat tactics.

"In our world, you can get very inundated with the transaction," says Kelly Shea, Director of R4R and Global Accounts. "But we actively take steps to go above and beyond, to prioritize the relationships. Sometimes, this process means making upfront concessions or looking at market data in a new and creative way. LinkedIn helps us streamline these processes and gives every recruiter the foundation they need to make careful, long-term strategic decisions."



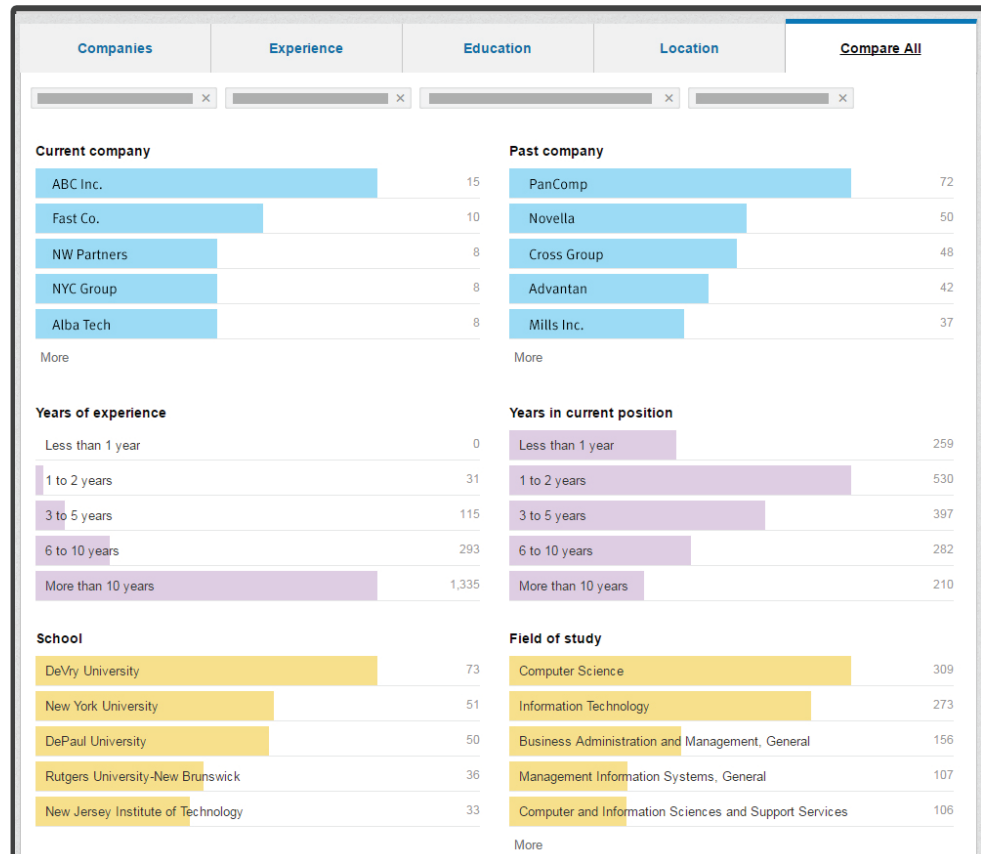
TIP #2: CONSULT CANDIDATES WITH TALENT POOL DATA

Increase your “market readiness” and become a strategic consultant to candidates and clients by arming yourself with Search Insights in LinkedIn Recruiter. Search insights help you quickly visualize, analyze and interpret talent pool data within any given industry.



How do search insights work?

After you enter your search criteria, search insights within LinkedIn Recruiter will reveal the talent pool’s current and past employers, years of experience, education, and location via intuitive, interactive bar charts. These insights will help you summarize candidate market data to educate both candidates and clients about the realities of any given talent pool. Armed with this data, you can determine whether you should expand your search to new markets or adjust the compensation or title.



MAKE THE MOST OUT OF EVERY TOUCH POINT FOR COMMUNICATION

You may not get a reply with all of your candidate outreach, but you should take the time to make your messages memorable. Here's why, according to Ben Jaksich, Director of Sales & Marketing Search at Russell Tobin.

"Everyone in our industry likely gets hundreds of messages a day. We hear from recruiters, people trying to sell us stuff, and so much more. But at Russell Tobin, we aim to be memorable with every message that we send. This happens to us all the time—we were trying to recruit for a VP role, and this individual ended up hiring us as his staffing agency."

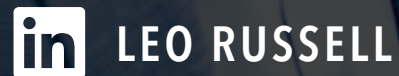
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A man with dark hair, wearing a blue suit jacket over a light blue shirt, is shown in profile, looking out of a window. The window frame is green and the view outside is slightly blurred, showing a cityscape. The overall image has a dark, moody tone with a blue color cast.

EVERY CONNECTION COUNTS.

"LinkedIn allows us to focus on making the most of every interaction—to focus on what matters to each candidate. LinkedIn isn't just our lighthouse. It's our fresnel lens."



TIP #3: TAILOR YOUR COMMUNICATION TO EACH CANDIDATE WITH INMAIL

InMail, LinkedIn's trusted messaging environment, allows you to reach out to candidates directly and create a more personal message. Enjoy higher response rates than either cold calling or email could ever deliver. Make your InMail stand out by mentioning one of the following:



1. Connections in common

The InMail functionality within LinkedIn Recruiter will point out people that you and the candidate are both connected to, and also connected to your company, so you can mention common acquaintances.



2. Education in common

When you're composing your InMail message, it will also point out when you share an alma mater with the person you're contacting. Mentioning that you are a fellow alum of "XYZ" University is the perfect conversation starter.



3. Interests in common

Don't forget to take a look around someone's profile for shared interests, volunteering and nonprofit experience, or other background that could create a connection between you and the candidate.

Russell Tobin featured
from left to right:

Tim Tobin, Co-founder
Kelly Shea, Director of R4R & Global Accounts
Leo Russell, Co-founder
Ben Jaksich, Director of Sales & Marketing Search
Meg Catapano, Director of Events

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