

Global Staffing Trends 2017

What you need to know about the
state of the recruitment industry

LinkedIn Talent Solutions

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Why read this?

In order to plan for the future, you need to understand where you stand compared to your peers. The goal of this report is exactly that — to help recruitment leaders like you benchmark against teams across the globe when it comes to the most important recruiting metrics and trends.

About this survey

This report is based on the survey responses of over 2,000 search and staffing recruitment professionals, at the manager level or higher across 35 countries.



Top 4 takeaways

1

Staffing firms expect to grow in 2017.

68% of staffing firms expect the size of their firm to increase in 2017. They intend to hire more recruiters, sourcers, marketers, and coordinators during the course of the next year.

3

Budget goes to traditional tactics, but branding tops investment wish list.

While nearly 50% of budget goes to traditional sources, if given unlimited funds, staffing firms would prioritize business development, branding and investing in better sourcing tools.

2

The volume of placements will increase.

79% of staffing firms will see an increase in the volume of candidates placed in 2017. Despite this, an overwhelming number of recruitment firms say that they still place candidates in 2 months or less.

4

Social recruiting, candidate diversity, and screening automation are the trends defining the future of recruiting.

Using social and professional networks to generate new business and recruit more diverse candidates are on top of recruiters' wish list. Another prominent trend is the automation of the screening and hiring process.



Staffing firms' growth projections

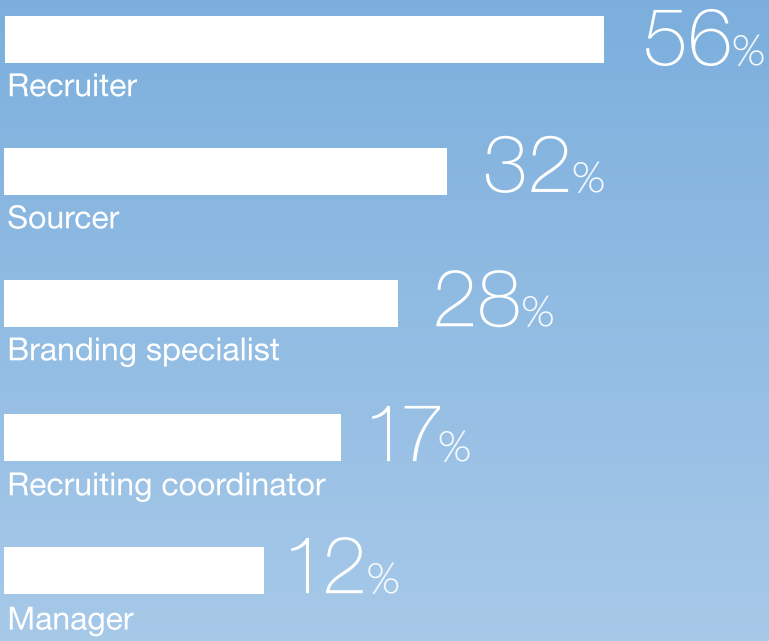
Staffing firms are growing

Good news — an impressive majority of staffing firms expect to grow in 2017. In fact, only 2% of firms anticipate a decrease in headcount for the coming year, which inspires a lot of confidence in the staffing industry, despite some economic fluctuations. Staffing firms will be on the lookout for recruiters and sourcers.

How do you expect the size of your recruiting firm to change in 2017 vs. 2016?



What roles would you like to hire for on your team?



A man with a beard, wearing a light blue button-down shirt and a wristwatch, is sitting at a wooden desk. He is leaning forward, resting his head on his hand. On the desk in front of him is an open notebook with a pen resting on it, and a white ceramic mug. The background is blurred, showing an office environment with plants and framed pictures on the wall.

Key benchmarks and metrics to monitor

The volume of placements will increase again

In line with increasing their own headcount, firms expect the volume of candidates placed to also increase in 2017. Alongside this, 83% of staffing firms said their average time to place is less than two months. This means that in order to maintain their speed of placement, recruiters need to get creative and figure out ways they can automate their workflow and close candidates faster.

How do you expect the volume of candidates you place to change in 2017?



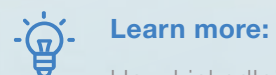
What is your average time to place?



IT, engineering, and sales are the highest priority roles to fill

The client demand for IT, engineering and sales talent is so prevalent that recruitment firms have to start thinking more strategically about how to find and recruit these talent pools. Given that engineers are the second hardest role to fill in the world*, relying on data to pinpoint locations where the supply of talent is higher than the demand is a crucial first step. Another successful tactic is targeting each of these functions with highly customized content relevant to them.

What are the highest priority roles to place for your clients?



Learn more:

[How LinkedIn's talent pool reports can guide you where and how to recruit](#)

***Source:** [Why and how people switch jobs report](#)

Retaining clients and number of placements are the most important metrics to track

When it comes to measuring performance, staffing firms focus on metrics that have a lasting impact on the business. That is why the relationship with their client – client retention and satisfaction – are paramount for staffing firms and their ability to be seen as a long-term consultative partner.

What are the top three ways you measure success in your role?

1

Client retention year over year

2

The number of candidates placed

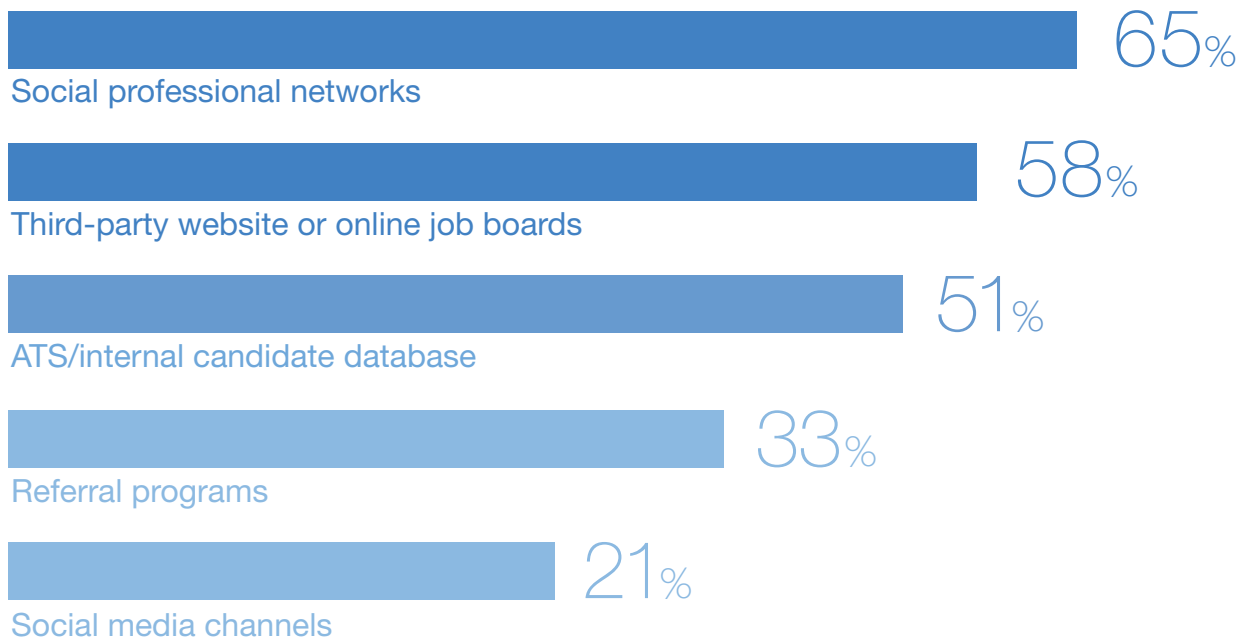
3

The satisfaction of the client

Social professional networks are the top channel for quality hires

In order to keep customer satisfaction high, recruitment firms need a scalable way to find quality talent. That's why they turn to social professional networks to build relationships with candidates and source both active and passive talent. A close second are job boards, followed by staffing firms' internal databases.

What are your top channels for quality hires?



Learn more:

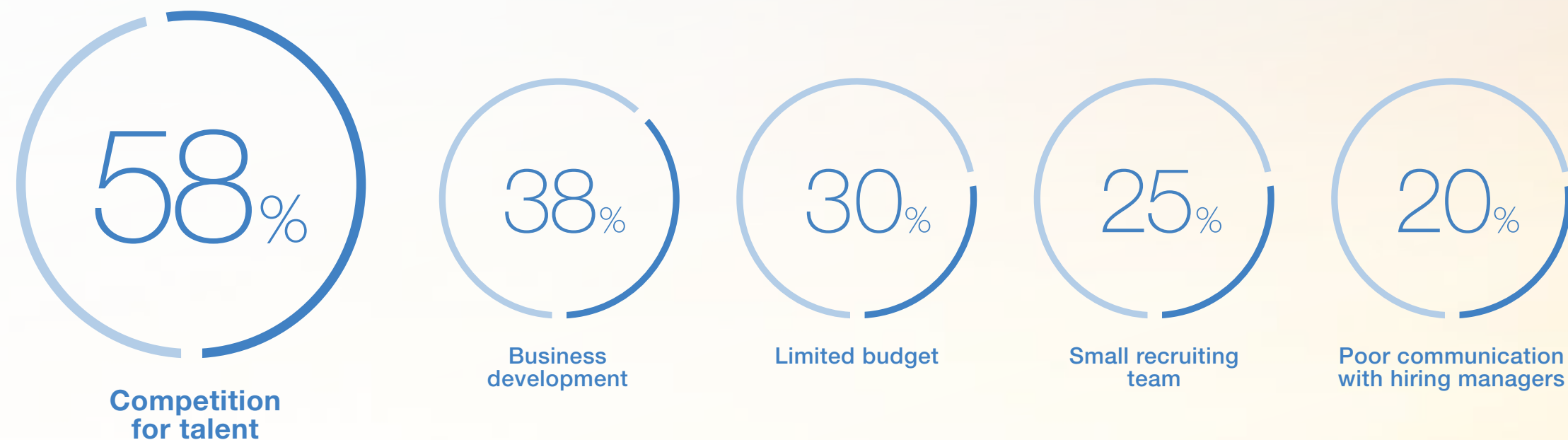
[Why employee referrals are the best way to hire](#) | [How to post a job on LinkedIn](#)



Competition for talent and business development are top challenges

Staffing firms face intense competition not only for top candidates but for clients too. One of the most effective ways to differentiate is through a strong firm brand, built on effective and clear messaging. While tight budgets are making it hard to invest in branding, it's worth considering it as an essential opportunity for growth in 2017.

What are the top challenges your team is facing?



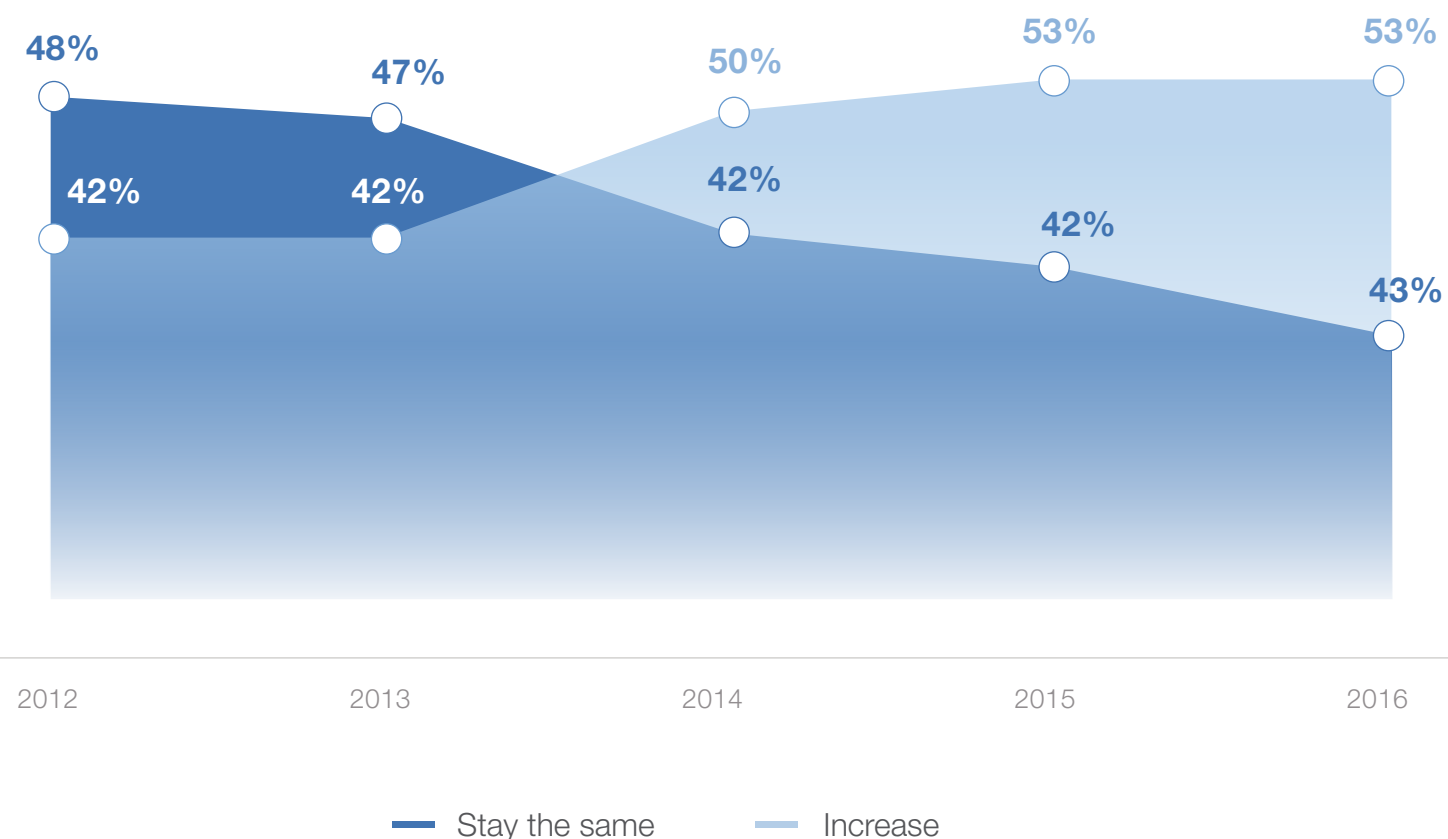


Where recruitment firms
spend their budget

Over half of recruitment firms expect their budget to increase

While the majority of firms will enjoy a budget increase, they will have to account for an increase in placements volume and workload. To balance this out and still have money to invest in new opportunities, staffing firms need to consider initiatives and tools which will bring scale to their teams and allow for automation of time-consuming tasks.

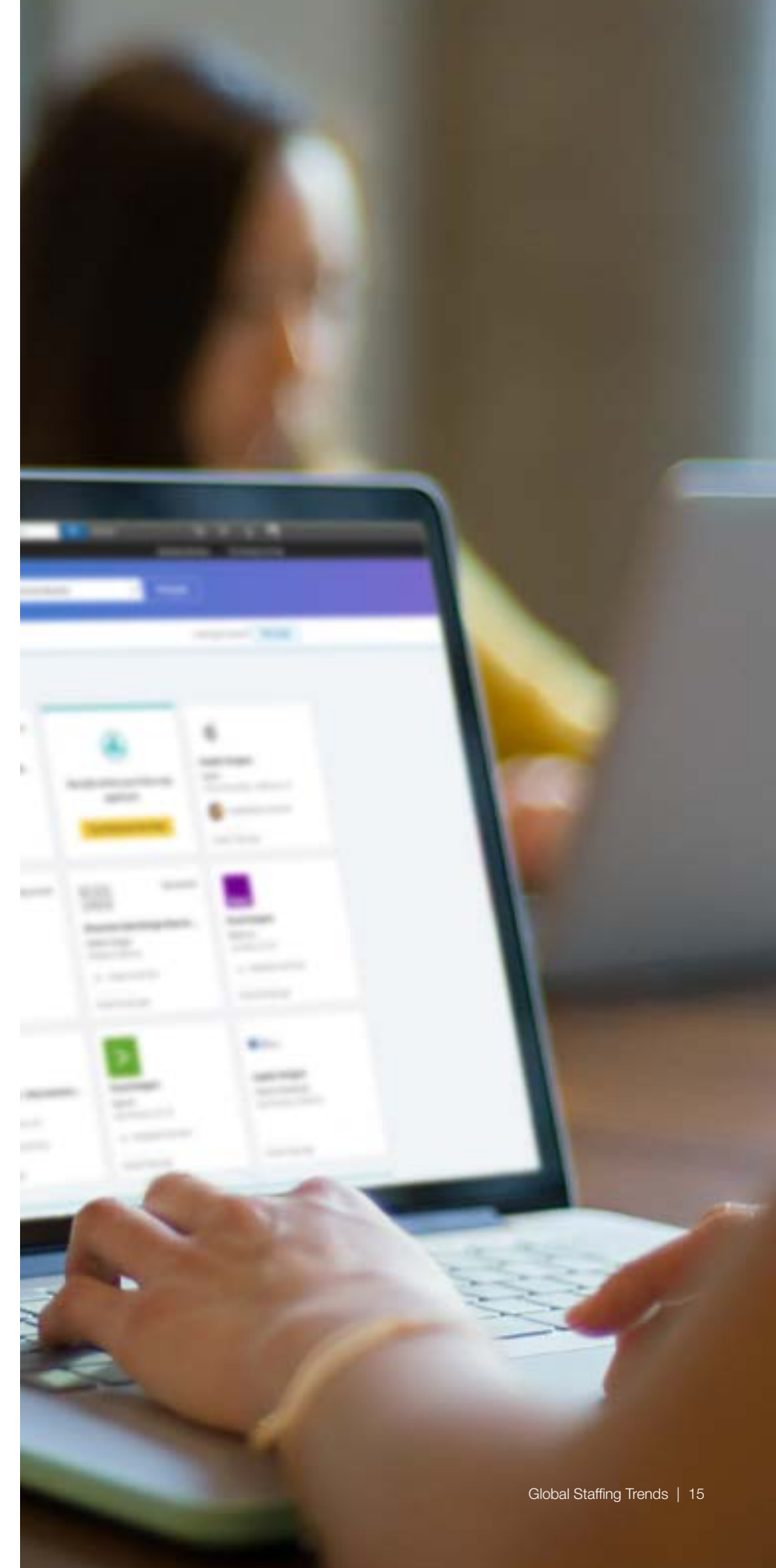
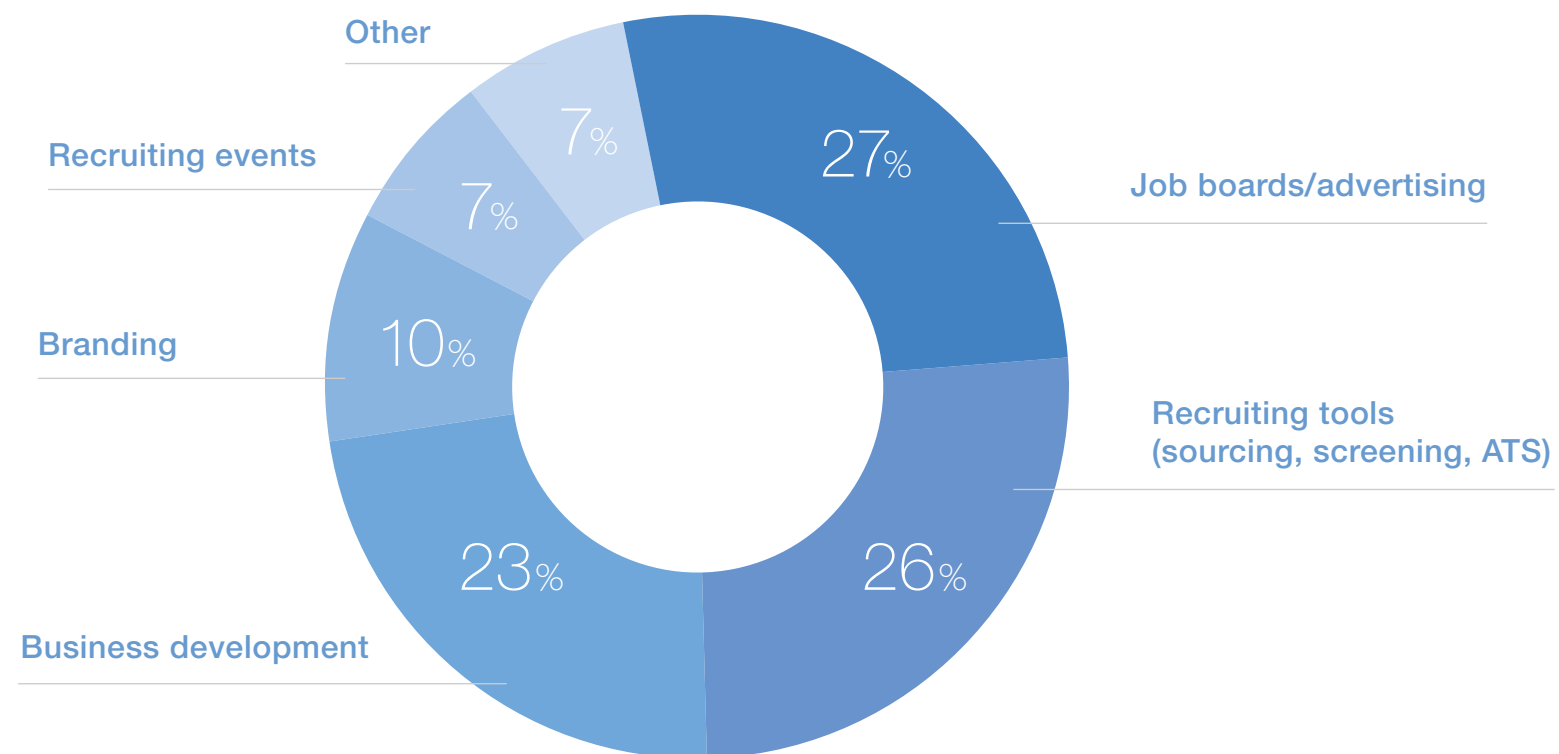
How do you expect your organization's budget to change over the next year?



Most teams invest their budgets in job postings and recruiting tools

Recruitment firms are laser-focused with their budgets. Almost 80% of their spend is dedicated to job ads, sourcing tools, and business development. Given that their top source of quality hires are social professional networks, this allocation is not a surprise.

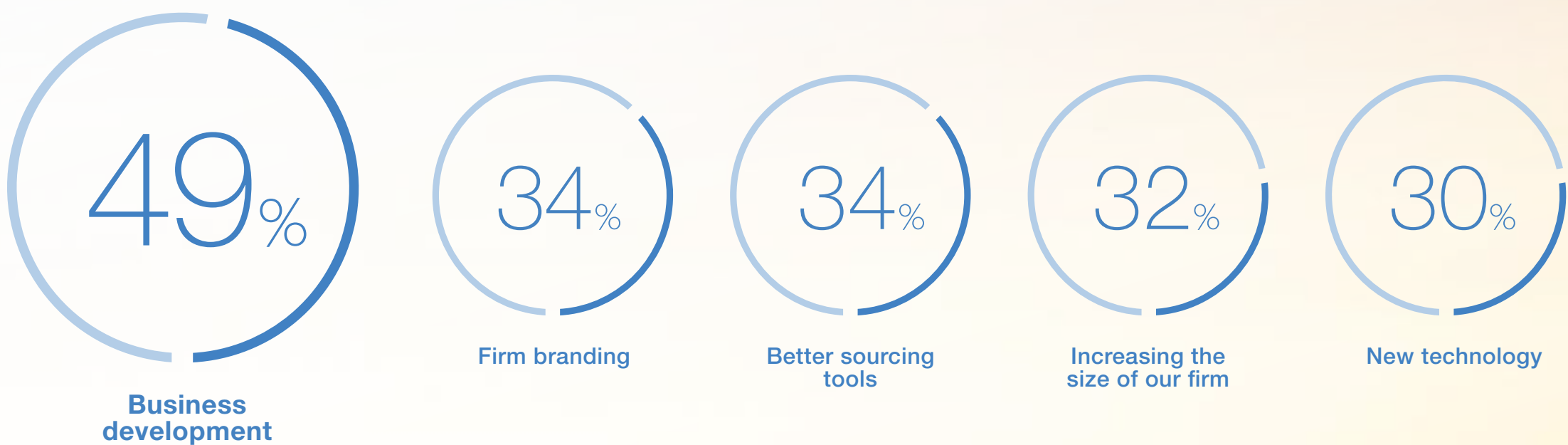
What is the current breakdown of your recruiting budget?




If money weren't a constraint, staffing leaders would invest in branding and tools

Given the opportunity, most staffing firms would choose to invest in long-term strategic plays like business development and firm branding. The reason why branding is so high on this wishlist is most likely because of challenges with proving its immediate ROI, despite its immense impact on attracting clients. Even though the categories below are venture bets for many companies, they are worth exploring if you want to stay ahead of your competition.

If you had unlimited budget, where would you invest?



 **Learn more:**
[Get more tips on business development](#)

The impact of branding

While leaders under-invest in branding, they do appreciate its impact

Only about 10% of staffing firms' budgets go to branding, yet leaders feel like it is crucial in generating new business. This paradox may be because a lot of companies are still figuring out ways to prove ROI and attribute their success over the competition to sharp marketing messaging.



of staffing leaders agree that investing in their firm's brand generates new business

Expertise and impeccable service are top selling points for staffing firms

When branding their firms, staffing leaders overwhelmingly focus on the unique value they can deliver – deep functional and industry expertise. One of the best ways to assert your team's expertise is by developing a content marketing strategy across social media. This can also be a great way to highlight the second most important value proposition of staffing firms – impeccable client service.

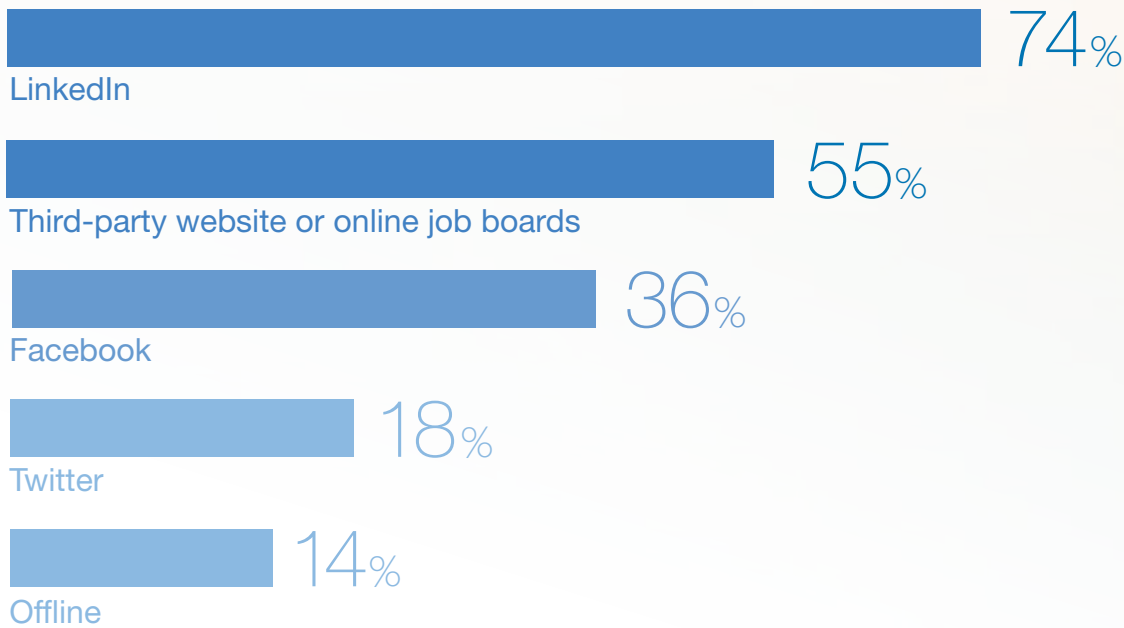
What attracts clients to work with your firm?



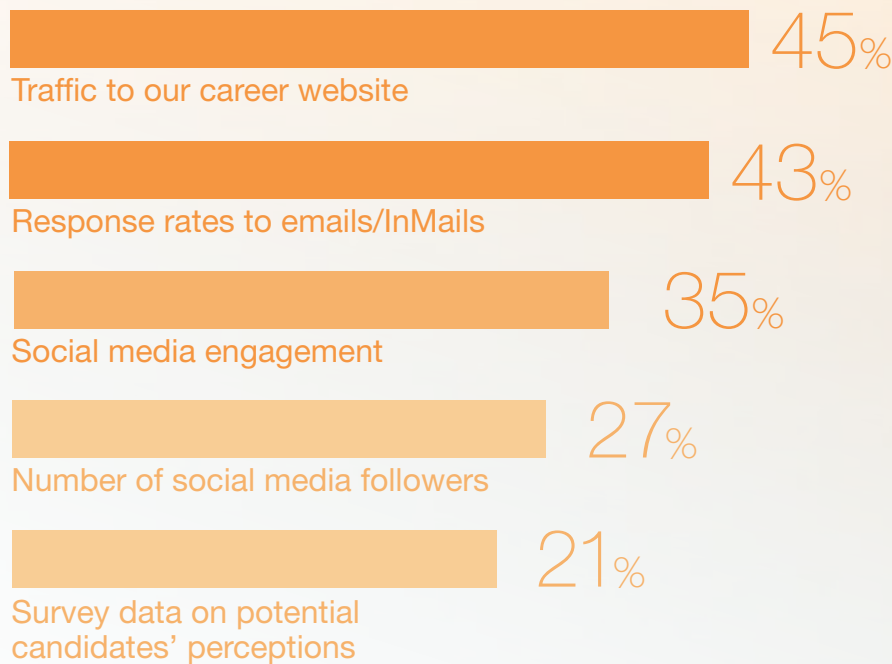
LinkedIn and career websites are top ways to promote and measure your brand

To generate awareness, most firms rely on LinkedIn and third-party websites. Measuring the effectiveness of their branding efforts can be challenging, and that's where aside from web and social metrics, teams get more creative by surveying candidates and clients.

What are the best channels to build a recruitment firm's brand?



What are the top ways to measure a recruitment firm's brand?



A person is running on a paved city sidewalk. They are wearing a grey athletic shirt, black leggings, and colorful sneakers. The background is a blurred cityscape with tall buildings and some trees. The text "Looking ahead: Staffing in 2020" is overlaid on the left side of the image.

Looking ahead: Staffing in 2020

Social recruiting, diversity and automation are key trends for the future

Even though staffing firms' budgets are growing, so are the client demands and the expected number of placements. With that in mind, it makes sense that automation is top of mind for the industry. Automation would allow both for speed and also reduction of human bias. This in turn ties in nicely with many firms investing in diversity and big data initiatives as a way to boost their competitive edge.

What are the top trends that will shape the recruiting industry in the next few years?



Next steps

Dig deeper into the topics uncovered by this report and learn more about LinkedIn:

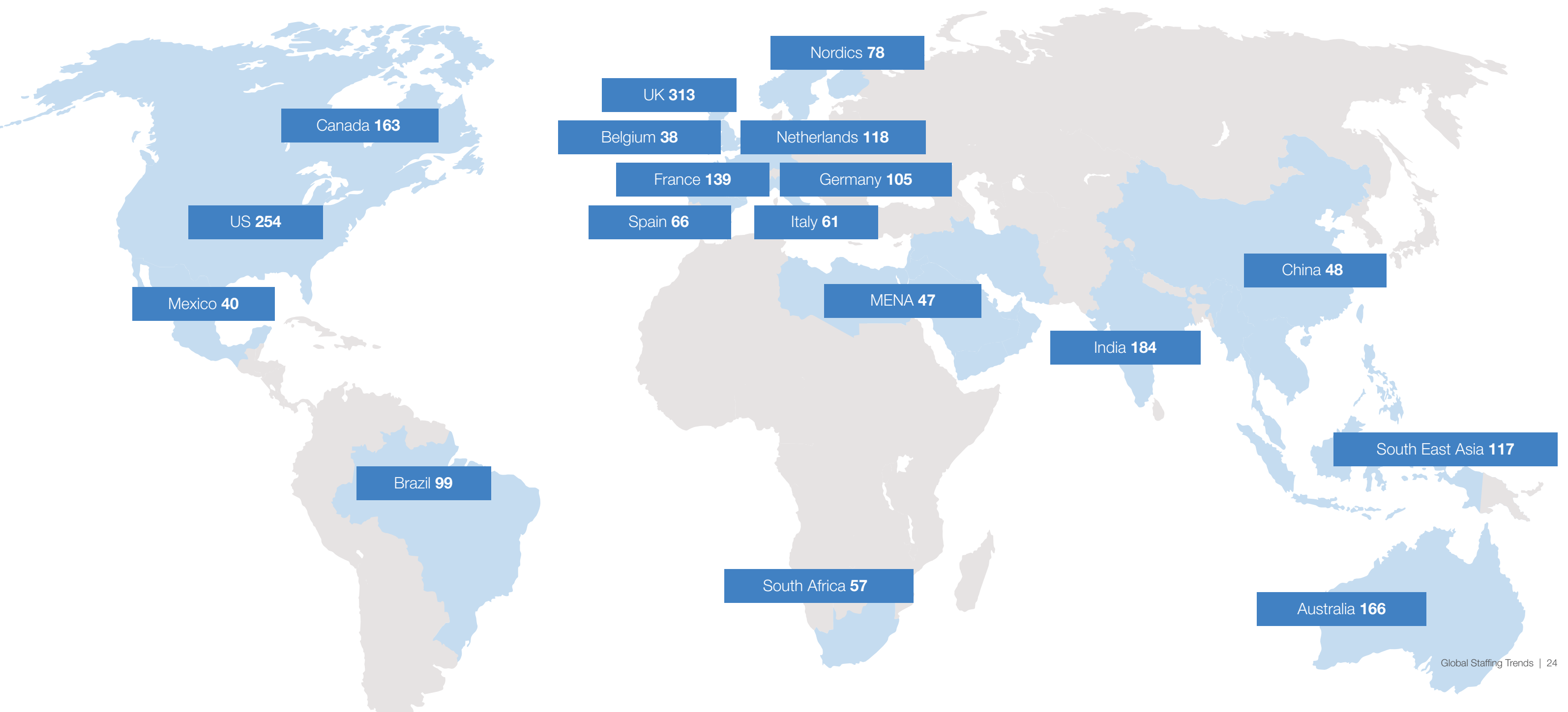
- 1 Find out more about the the candidate's perspective:**
[The 2016 contractor and full-time talent trends report](#)
- 2 If you want candidates to choose your firm, it's time for a new, more modern approach to recruiting:**
[The staffing firm's guide to modern recruiting](#)
- 3 Learn how to build and promote your firm's brand:**
[Guide to branding to win clients and candidates](#)



Survey methodology

We surveyed 2,093 search and staffing recruitment professionals, at the manager (or higher) level across 35 countries who have some authority in their company's recruitment solutions budget. These survey respondents are LinkedIn members who were selected based on information in their LinkedIn profile and contacted via email.

We also compared historical Global Recruiting Trends research taken from 2012 – 2015, which had similar sampling criteria and methodology: in previous waves we surveyed 600-800 staffing decision makers who are at the manager level or higher.



About LinkedIn Talent Solutions

Attract, engage, and recruit the best talent using the world’s largest professional network. LinkedIn Talent Solutions helps you source talent, post jobs, build your employer brand and create a stellar referral program.

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Authors

Research



Allison Schnidman
Senior Market Research Manager



Lorraine Hester
Market Research Manager

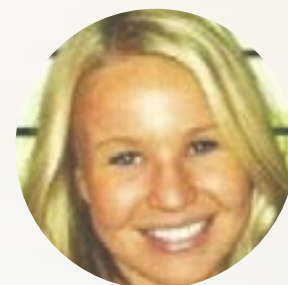


Peer Pluntke
Research Associate

Editorial



Siobhan Ward
Associate Marketing Manager, SMB Staffing



Grace Chensoff
Associate Marketing Manager, Search & Staffing



Maria Ignatova
Global Content Marketing Lead

Thanks to Esther Cruz.