

# The Recruiting Firm's LinkedIn Field Guide

A guide to building your brand,  
recruiting more efficiently, and  
growing your business with LinkedIn



# Recruiting is evolving. Are you?

Over the past ten years, recruiting has experienced more change than in the previous 40.

Recruiters have gone from relying on their Rolodexes and cold calling to engaging warm candidates within minutes of finding them online.

Increasingly, top talent never enters the marketplace. Passive candidates are recruited from one role to another without actively searching for their next position – which means recruiters can no longer post, pray, and expect results.

Candidates have more career choices, and clients have more channels to research potential partners. Both groups are making decisions based on their networks' recommendations and the information they find online.

And to top it off, your peers tell us that the current market is more competitive than any they've faced in recent memory.

So what's a recruiter to do? (Read on!)

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# Build. Engage. Recruit.

We at LinkedIn couldn't be more excited about the opportunity you have in front of you. Your talent pool has expanded, and your ability to reach and engage that pool has improved. You now have the social tools at your fingertips to communicate the right content, to the right audience, at the right time.

Today, the world's best recruiters act like marketers. They're investing in their brands. They're engaging with candidates and clients online to keep their firms top of mind when it comes time to make a career change or hire someone new. And they're able to recruit more efficiently and grow their businesses as a result.

In this book, we'll share tools, tips and tactics for leveraging LinkedIn to win in today's highly competitive, rapidly evolving marketplace. You'll learn best practices to:

- **Build** your personal brand and your firm's brand
- **Engage** key talent pools and potential clients
- **Recruit** candidates (external and internal) and new clients

At LinkedIn, our goal is to connect talent with opportunity at massive scale. But we can't do that without each of you. We hope this book will help you be even more successful in finding amazing talent for your own firm and for every single one of your clients.



# Build

Your brand foundations

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# Build

## Your brand foundations

In this section, you'll learn how to build the critical brand foundations that will power your success as a recruiter.

We'll cover your personal brand – it all starts with your LinkedIn profile! – and your firm's brand, including your Company Page, your follower base, and Ads on LinkedIn.

# Amazing recruiting begins with you

## Your LinkedIn profile

Viewing member profiles is the #1 activity on LinkedIn.<sup>1</sup> Is yours ready for primetime?

Your profile is often the first interaction that candidates and clients will have with you and with your firm. Think of it as your personal brand, encapsulated: a 24/7 representation of your professional knowledge, capabilities, and achievements.

The more you can show who you are and what you do, the easier it is for candidates and potential clients to engage with you and determine whether you can help them achieve their goals.



**Note:** Every person at your firm should follow the steps described on pages 7-9 to build their own profiles. Your employees are your firm's best advocates!

# 45M

An average of 45 million profiles are viewed on LinkedIn every day<sup>2</sup>

# The anatomy of a well-branded recruiting profile

Build: Your personal brand

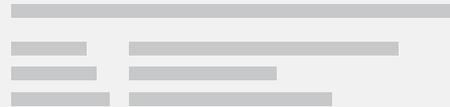
## Engaging, friendly picture

Profiles with a photo are 11x more likely to be viewed.<sup>3</sup> And who wouldn't want to work with Nancy?



Nancy Soni

CEO/Founder at FILD



Connect

500+  
connections

Twitter FILDIT  
Websites Company Website  
Blog

www.linkedin.com/in/nancysoni

Contact Info

BACKGROUND

## SUMMARY

FILD seeks to completely disrupt the tech recruiting industry. We're changing the way people view recruiters one interaction at a time.

FILD specializes in filling technology-related roles such as Software and Web Engineers/Developers, UI/UX Developers/Designers...

If you are looking for a new role or looking to fill a role, feel free to send me an email or give me a call.

## Descriptive headline

Your headline appears in search results, so make sure it's clear. (You can also get creative and go beyond your title or role).

## Essential links

To your firm's website, LinkedIn Company Page, Twitter feed, anywhere a client or candidate can go to learn more.

## Custom public profile link

Claim your public profile URL and add it to your business cards and email signature.

## Killer Summary

Over-invest in your summary. Use the first person. Write like you want to hire, not like you want to be hired.

# Kick it up a notch

5 more steps to a dazzling new profile

## 01 Dress it up with rich media

Showcase your achievements and your firm's capabilities by uploading or linking to pictures, videos, blogs, SlideShare presentations, and websites.

## 02 Get recommended

Ask for recommendations from your peers, your clients, and candidates you've placed to give profile visitors a 360-degree view of who you are.

## 03 Add certifications

Build credibility by sharing certifications or clearances you've attained. If you've earned the LinkedIn Certified Professional - Recruiter certification, be sure to include that here! (For more information, visit: <http://lnkd.in/certification>.)

## 04 Highlight volunteer experience

Paint a more complete picture by featuring volunteer work or causes you care about.

## 05 Share your skills

Add relevant skills to maximize your visibility on LinkedIn and Google. Think of your skills like keywords for a search.

# Measure your profile power

Build: Your personal brand

If you can't measure it, you can't manage it. These free analytics tools will help you build your personal brand strategically.

## Who's viewed your profile

Are your profile views increasing?  
How do you rank vs. your connections and coworkers? What roles, industries, and companies do your viewers come from?

## Who's viewed your updates

Are more people viewing, liking, sharing and commenting on your content?

## Network statistics

Is your network growing? By how much are you expanding your reach to 2nd and 3rd degree connections?

## How will your firm stand out?

It's a competitive market out there. How candidates and clients perceive your firm is critical. Do they view you as a trusted partner? Or have they never heard of you before?

To stay ahead today, you have to stand out. Your Company Page is foundational to building a brand presence on LinkedIn. It acts as an information hub for candidates and clients to learn more about your firm's unique capabilities.



**Tip:** If you're looking for guidance on crafting brand messaging for your firm, check out our Employer Brand Playbook, pages 10-21: <http://lnkd.in/EBPlaybook>.

# 48,000+

staffing and recruiting companies  
with Company Pages on LinkedIn<sup>4</sup>

# Company Page basics

Build: Your firm's brand

## 01 Creating a page is easy

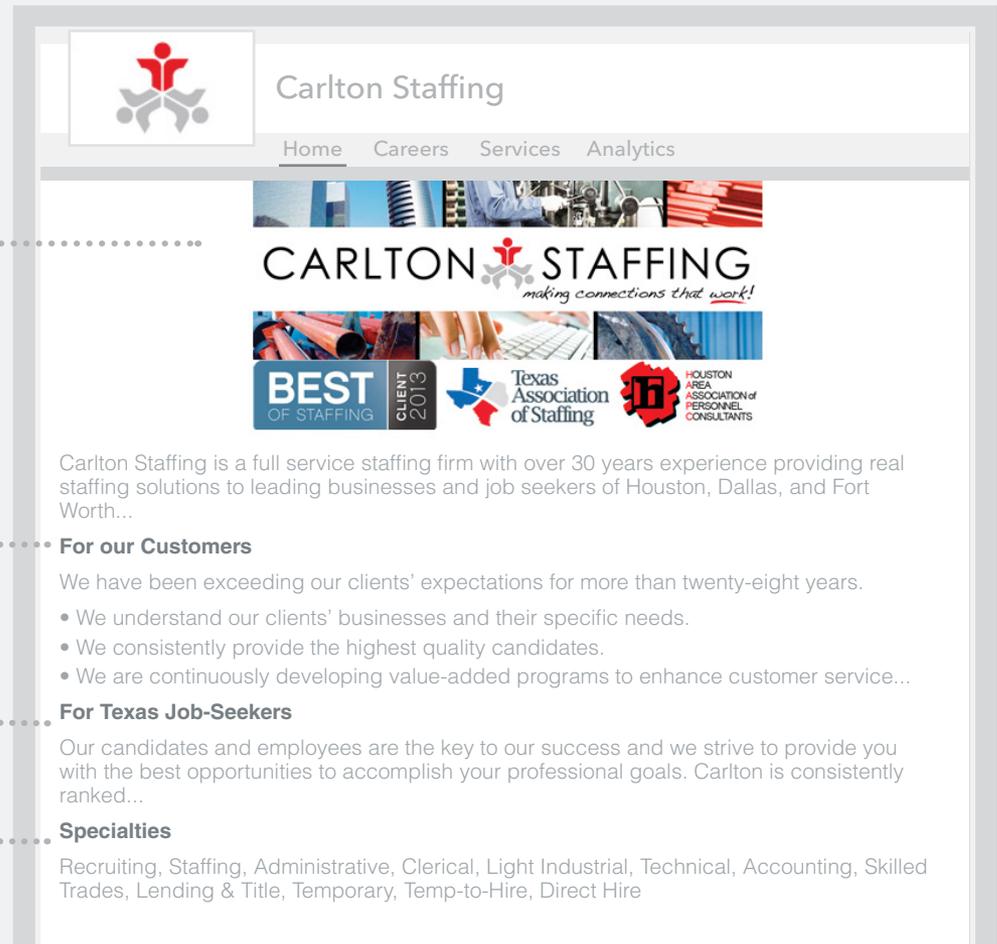
Just add your company logo, banner image and description. Visit [linkedin.com/company/add/show](http://linkedin.com/company/add/show) to get started.

## 02 Speak to your target audiences

Make sure your content resonates with both clients and candidates.

## 03 Add specialties

Think search keywords or SEO when you're listing your specialties. This will make it easier for people to find you on LinkedIn and Google.



**Carlton Staffing**

Home Careers Services Analytics

**CARLTON STAFFING**  
*making connections that work!*

**BEST OF STAFFING CLIENT 2013** Texas Association of Staffing HOUSTON AREA ASSOCIATION of PERSONNEL CONSULTANTS

Carlton Staffing is a full service staffing firm with over 30 years experience providing real staffing solutions to leading businesses and job seekers of Houston, Dallas, and Fort Worth...

**For our Customers**

We have been exceeding our clients' expectations for more than twenty-eight years.

- We understand our clients' businesses and their specific needs.
- We consistently provide the highest quality candidates.
- We are continuously developing value-added programs to enhance customer service...

**For Texas Job-Seekers**

Our candidates and employees are the key to our success and we strive to provide you with the best opportunities to accomplish your professional goals. Carlton is consistently ranked...

**Specialties**

Recruiting, Staffing, Administrative, Clerical, Light Industrial, Technical, Accounting, Skilled Trades, Lending & Title, Temporary, Temp-to-Hire, Direct Hire

Want more info? Visit our Company Page Resource Center:  
<http://lnkd.in/CompanyPageResources>.

# Attracting followers for your firm

Our favorite thing about a Company Page? LinkedIn members can follow your firm. Your follower base is ready to hear from you: they're a prime group of potential clients and candidates to build relationships with.



## Follower (n):

A LinkedIn member who has opted in to receiving updates about your firm in their LinkedIn feed

# What's the value of a follower?

Build: Your firm's brand

The numbers speak loud and clear: LinkedIn members are eager to engage with companies just like your firm.

100%

more likely to respond to an InMail from someone at a company they follow<sup>5</sup>

NEARLY  
50%

more likely to purchase from a company they engage with on LinkedIn<sup>6</sup>

79%

are interested in job opportunities from companies they follow<sup>7</sup>

68%

want to receive relevant news and insights from companies on LinkedIn<sup>8</sup>



*“Having more followers than companies 100X our size gives us significant credibility within the industry.”*

Chad Saffro, Recruiter and Consultant, CS Recruiting

# 3 steps to follower growth

Build: Your firm's brand

Once you've set up your Company Page, take these 3 steps to grow your follower base.  
(Good news: they're free!)

## 01 Add a Follow button to your site

Make it easy for people who visit your website to follow your Company Page by embedding a free "Follow" button. (See below for details.)

## 02 Go social

Cross-promote your Company Page in LinkedIn Groups and on other social platforms like Twitter or Facebook.

## 03 Have employees spread the word

Ask your team to include a link to your Company Page on their LinkedIn profiles and in all client and candidate communications. They can even embed a Follow button in their email signatures.



For more information on the Follow button, visit: [developer.linkedin.com/plugins](https://developer.linkedin.com/plugins).

# Your Company Page: Which metrics matter?

The Analytics tab of your Company Page offers rich data on how your brand is performing. Here's a guide to your key metrics and how to use them.

## Follower demographics

Understand your audience better with more detailed demographic data. You can drill down by seniority, industry, company size and function. Make sure the audiences you're looking to engage are well-represented.

## How you compare

Benchmark your followership against similar organizations and competitors. Set a goal for follower growth and use the "follower trends" module to track your progress.

## Visitors

Track page views and unique visitors over time to understand how your efforts to drive traffic are performing. Review visitor demographics to see who's visiting your Company Page.

# Taking it to the next level

Build: Your firm's brand

## Premium solutions for building your firm's brand

Once you've established your brand presence on LinkedIn and started to grow your follower base, LinkedIn Ads can help you maximize your reach with key audiences.

Ads let you target potential clients and candidates using highly relevant criteria like function, seniority, and industry. You can use Ads to amplify your brand impact, expand your follower base, and spread the word about your firm's capabilities and open positions.

LinkedIn Ads fall into two categories:

- Employee Profile Ads
- Targeted Ads

See pages 17-18 for more information.

# Employee Profile Ads

Leverage the ad space on your employees' profiles

Every interaction someone has with your employees on LinkedIn is an opportunity to promote your firm. Since the #1 activity on LinkedIn is checking out profiles<sup>9</sup>, more firms are taking advantage of this traffic to promote their services and the open opportunities they're filling for clients.

Employee Profile Ads allow you to purchase the ad space in the top right corner of every employee's LinkedIn profile. Click-through rates on these ads are typically 20x the industry average<sup>10</sup>.

Ready for your dream job?



THE **Sydney** GROUP

**Danielle Burke,**  
we can help you find it.

[View Jobs](#)

✓ [Following](#)

# Targeted Ads

## Engage key LinkedIn members at scale

Think of your key stakeholder groups on LinkedIn: talent pools you frequently recruit from, industries where you want to acquire new clients, and so on. Targeted Ads allow you to influence those critical LinkedIn members at virtually every touchpoint of their experience on the site.

A variety of different Ad types can help you build awareness and engagement with the audiences you care about most in a highly targeted way. You can use them to drive traffic to your Company Page, drive leads to your thought leadership content, grow your follower base, advertise open positions you've posted on LinkedIn, and more.



**Need top talent to drive  
your business?**

We've got it.

THE **Sydney** GROUP



# Engage

Your target audiences

- 21 Your connections
- 22 Your firm's followers
- 23 Key audiences on LinkedIn

# Engage

## Your target audiences

In this section, you'll learn about engaging your key stakeholders on LinkedIn and nurturing those relationships at scale.

We'll cover engaging your personal connections and your firm's followers via status updates, as well as extending your reach beyond connections and followers with Sponsored Updates and your LinkedIn Career Page.

# Your personal status updates

Engage: Your connections

As a recruiter, your personal brand is critical to your success – and your status updates are the perfect way to stay top-of-mind and engage your LinkedIn connections at scale. Here's how.

## 3 tips for personal status update success:

### 01 Be visual

Include images, videos and presentations in your updates to boost interest in what you're sharing. The more likes, comments, and shares your content receives, the more broadly it reaches throughout the LinkedIn network.

### 02 Maintain a healthy balance of content

You should absolutely use your status updates to broadcast open searches to your network, but don't only do that – status updates are a powerful tool for thought leadership as well. Balance posts about open reqs with relevant articles and thought-provoking content.

### 03 Make your updates more interactive

Engage with your network by mentioning connections in your updates (you can do this by typing @ followed by the member's name). Respond to their comments in real-time to keep the conversation going.



*“I have a high InMail response rate, and I attribute that in part to the fact that I’m putting out compelling information in my status updates. You have to build your brand alongside using LinkedIn to reach out to candidates. You have to build those relationships.”*

**Evelyn Milani**, President, Avanti Recruitment Solutions

Here are our favorite tips for creating an uber-engaging Company Status Update:

- 1. Get targeted.** When you post a status update, you can target it to followers using criteria like job function, seniority and geography. Since 79% of followers are interested in job opportunities from companies they're following<sup>11</sup>, this is a great way to target your open reqs to the right audiences, for example.
- 2. Use videos and other rich media.** Status updates with links to YouTube videos result in a 75% higher share rate<sup>12</sup>. No videos? Try SlideShare, PDFs, photos and links: posts with an image enjoy a 98% higher comment rate<sup>13</sup>.
- 3. Consider your audience.** Your status updates can reach candidates, existing clients, and potential clients across each of your business units or specialties. Create a content calendar to ensure you're speaking to each audience regularly – and don't forget to target your posts.
- 4. Leverage existing content streams.** Use successful blog posts, articles and news from your other social platforms to create a high-quality stream of updates. On LinkedIn, you'll find ready-made, share-worthy content from Influencers, on Pulse, and in Groups.
- 5. Mix it up.** To keep followers engaged, rotate your content themes regularly. For every post promoting your firm, make sure four posts focus on thought leadership or industry trends.

## Your Company Status Updates

Company Status Updates are a highly effective way to nurture relationships with your followers on LinkedIn. When you post an update from your Company Page, it appears on their LinkedIn feed. Encourage followers to like, comment on and share your post – it will amplify your content throughout the LinkedIn ecosystem.

**Bonus tip:** Visit the Analytics tab on your Company Page to understand how LinkedIn members are engaging with your updates. Use the data on what's performing well – and what's not – to tailor your content and increase your impact.

# Extending your reach

Engage: Key audiences on LinkedIn

## Amplify your message with Sponsored Updates

Sponsored Updates let you publish relevant content straight to the LinkedIn feed of any member on the site, not just your Company Page followers. They appear in feeds across devices (smartphone, desktop and tablet), giving you more opportunities to reach the people that matter.

If you're looking to extend your reach to audiences beyond your follower base, Sponsored Updates give you the perfect opportunity. Use these tips to help you get started.

### Sponsor your best content

If you're an avid user of Company Status Updates, you know what works for your firm. Apply those learnings to your strategy for Sponsored Updates.

### Avoid hypertargeting

Sponsored Updates let you define your audience using criteria such as location, company size, industry, job function, and seniority. Remember that there's always a tradeoff between targeting and audience size: don't add so many targeting filters that you exclude potential audiences who are important to your business.

### Don't be tied to the work week

Professionals engage with Sponsored Updates across devices throughout the week, with strong engagement through the weekend. Consider adopting an always-on approach.

### As always, measure and adjust

If you're using Sponsored Updates as a way to boost awareness with new audiences, be prepared to test and learn. What works for one audience might not work for another. Luckily, though, Sponsored Updates come with a host of analytics to help you assess and improve your performance.

For more information, visit <http://lnkd.in/SponsoredUpdates>.

# The anatomy of a successful Career Page

Engage: Key audiences on LinkedIn

Another solution for building relationships with audiences beyond your follower base is the LinkedIn Career Page. The Career Page is your central hub for recruiting activity on LinkedIn. Its unique targeting capabilities allow you to engage the broader LinkedIn network with relevant information on your open opportunities, your brand, and your team.

## Make it pop

Use bold, memorable visuals. Friendly faces work too!

## Use it to grow your firm

Take advantage of the employee spotlight section if you're looking to build your firm's brand as an employer of choice.

The screenshot shows the LinkedIn Career Page for entero. At the top left is the entero logo. To its right is the text 'entero Careers' and navigation tabs for 'Home', 'Careers', and 'Analytics'. Below this is a large banner image of a diverse group of ten employees in business attire. Underneath the banner is the tagline 'Delivering Value with Values' and 'IT and Finance Staffing'. The page is divided into three main columns. The left column is titled 'About entero' and contains text describing the company as a strategic finance and IT contract recruiting firm founded in 2006. Below this is a video player showing a woman, Amanda Colacicco, Director of Recruiting, with the entero logo overlaid. The middle column is titled 'People at entero' and features a carousel of employee profile pictures, with 'Lindsey C. Senior Recruiter at entero' highlighted. The right column is titled 'Jobs at entero' and lists three open positions: 'SAP Project Manager', 'Data Center Network Engineer', and 'Cisco Network Engineer'.

## Target key candidates

Career Pages allow you to tailor the experience for unique segments with dynamic messaging based on visitors' LinkedIn profiles. You can target based on a candidate's job function, industry, geography, and more.

# A few more tips

For a remarkable LinkedIn Career Page



*“Our approach to recruiting is to follow the candidates. That’s why LinkedIn has become the hub for all of our talent sourcing. My goal is to drive as many candidates as possible – even our website visitors and direct inquiries – to LinkedIn.”*

**Michael Primorac**  
President  
Mediant Health Resources

## 01 Think digital

Whatever you say, keep it brief. Attention spans are shorter online – and your content should be shorter too.

## 02 Think media

Bring your messaging to life with videos, photos, and SlideShare presentations.

## 03 Think differentiation

What makes you stand out? Be sure your Career Page communicates why you’re different from the competition.



# Recruit

Candidates and clients

28 Candidates

44 Clients

# Recruit

## Candidates and clients

This section contains best practices and tips for doing what you do best: recruiting! (Whether that's external candidates, employees for your own firm, or new clients.)

We'll cover our favorite strategies for identifying and reaching out to the best candidates – via our search products, InMail, and Jobs products – as well as engaging with potential clients and driving new business.

# Finding the best needle in the haystack

We frequently hear from our clients that great talent is in shorter supply than ever. Combine that with the competitiveness of the current recruiting market, and finding high-quality candidates for your clients starts to feel like a real challenge.

There's a silver lining here, though: the data tells us that most professionals – not just the ones actively seeking a new job – are open to hearing from you. According to our research, a full 85% of professionals are “approachable”<sup>14</sup> – meaning they're open to hearing about a new opportunity, provided it's relevant to them.

So the key is finding the right candidates, and then getting their attention. On pages 29-43, you'll find tips for finding those candidates with LinkedIn search products and Jobs, and getting their attention via InMail.

And more good news: if you're investing in building your brand and engaging your target audiences, candidates will be far more likely to respond when you reach out.

\*Open to hearing about a new opportunity, provided it's relevant.

85%

of professionals are “approachable”\*

# A note on search products

Which LinkedIn Recruiter Family Product is right for you? Use the following chart to compare and contrast our solutions.

	LinkedIn.com Basic Account	Recruiter Professional Services	Recruiter
<b>User Type</b>	All professionals	Professional recruiters and teams	Professional recruiters and teams
<b>Price</b>	Free	\$5,000	\$9,000
<b>Unlimited visibility of your extended network</b> View unlimited profiles for your 3rd degree connections.	Limited*	Unlimited	Unlimited
<b>View profiles outside your network (beyond 3rd degree)</b> See profiles for over 347M members.		Limited to 30 profile unlocks per seat per month	Unlimited
<b>Contact anyone directly with InMail messages</b> Reach members whether or not you're connected to them.		100 InMails per month (pooled across your team)	150 InMails per month (pooled across your team)
<b>Zero in on top talent with advanced filters</b> Premium filters allow you to search by seniority, company size, years of experience, and more.	Basic filters only	Over 16 Premium search filters, including talent specific filters	Over 16 Premium search filters, including talent specific filters
<b>Multi-user collaboration tools</b> Create team projects, view team notes and activity, and share profiles to eliminate redundancies and increase visibility.		Seat holders can collaborate. Team members can share resources like InMails and projects.	Seat holders can collaborate. Team members can share resources like InMails and projects.

(Continued on page 30)

\*Limited by the Commercial Use Limit. For more information, visit <https://premium.linkedin.com/professional/faq>

# A note on search products

Recruit: Candidates

(Continued)

	LinkedIn.com Basic Account	Recruiter Professional Services	Recruiter
<b>Manage prospects with Talent Pipeline</b> Centralize leads from any source by importing resumes and spreadsheets into LinkedIn. Organize and track activity with advanced pipelining tools and reports.		Includes complete suite of Talent Pipeline features	Includes complete suite of Talent Pipeline features
<b>Contact multiple candidates efficiently</b> Send multiple messages at once. Use customizable InMail templates to personalize each message.		Includes 1-to-Many InMails and saved templates	Includes 1-to-Many InMails and saved templates
<b>Track team performance</b> Track and manage the performance of your team with reporting and analytics.		Includes recruiter usage and monthly usage reporting and analytics	Includes recruiter usage and monthly usage reporting and analytics
<b>OFCCP compliance auditing</b> Maintain compliance with OFCCP and other compliance requirements by tracking recruiter activity.		Meets OFCCP compliance requirements	Meets OFCCP compliance requirements
<b>Set up search alerts to find new candidates</b> Save searches and get email alerts when new profiles match your search criteria.	3 alerts weekly	50 alerts daily	50 alerts daily

# Sizing up the market

## The key to effectively setting client expectations

Pop quiz: Your client just called, and she's looking for five candidates with a list of hard-to-find qualifications by end of day. What's the first thing you do?

If you answered "size up the market," you're off to a good start. Before you dive into a tough candidate search, getting smart on the talent pool will help you set proper expectations with your client and prioritize your outreach. Here are two ways to do this:

### 01 Run a live search in LinkedIn Recruiter\*

Recruiter gives you access to all of the 347M+ profiles on LinkedIn, so you can easily uncover the size and demographics of your addressable market. Knowing whether there are 10 or 1,000 candidates with your client's requested criteria can open up a conversation on what qualifications are "need to have" vs. "nice to have."

### 02 Consult LinkedIn's free Talent Pool Reports

These insights – available for 70 regions and high-demand professional skill sets – arm you with information on the location, background, and interests of your target candidates. They'll help you better understand supply and demand within the market and customize your outreach accordingly.

Talent Pool Reports available at: <http://lnkd.in/TPReports>.

\*For more information on LinkedIn Recruiter, see pages 29-30.

# Master Boolean Search

## The five commands you need to know cold

The first step to recruiting like a pro is mastering Boolean search. Enter one or more search terms in your keyword, title, name or company fields, and you'll get a list of profiles. But to find the most relevant profiles, you'll need to use the modifiers in the chart on the right.

To narrow your results further, use search facets such as location, industry, current company, experience, and seniority level.

- Quotes** – For an exact phrase, enclose it in quotation marks (e.g. “product manager”).  
*Narrows search.*

---

- NOT** – To exclude a particular term, type NOT before it (e.g. programmer NOT manager).  
*Narrows search.*

---

- AND** – To get results that must include two or more items in a list, use AND as a separator (e.g. manager AND sales). *Narrows search.*

---

- OR** – To include at least one term, separate two or more with OR (e.g. sales OR marketing). Great for common spellings or synonyms of a word.  
*Broadens search.*

---

- Parentheses** – To do a complex search, combine terms using parentheses. For example, to find people who have “VP” in their profiles, or have both director AND division in their profiles, type: VP OR (director AND division). *Narrows search.*

Advanced searches can be very powerful, but don't forget to:

- Leverage your own network.** Connect via LinkedIn with new people you meet to solicit warm leads and referrals from their networks. Industry expert Lou Adler calls this technique cherry-picking. Learn more at <http://lnkd.in/CherryPicker>.\*

---

- Join LinkedIn Groups.** Find LinkedIn Groups relevant to your target candidates, and scout talent in a non-intrusive way by conversing with them there.

---

- Save your searches.** Once you've perfected your Boolean search string, save it. The search will continue to run in the background and you'll receive alerts when new candidates match your criteria.

---

- Maximize leads from networking events.** CheckIn allows you to easily capture candidates you meet at a networking event or career fair and engage with them immediately via LinkedIn Recruiter. For more information, visit <http://lnkd.in/CheckIn>.\*

---

- Focus on your followers.** LinkedIn Recruiter allows you to filter your search by followers of your firm. Consider these folks warm leads: they're obviously aware of your firm's capabilities, and they're more likely to respond to your InMail.\*

---

- Find similar profiles.** Once you've found that perfect candidate, use the Similar Profiles feature – driven by LinkedIn algorithms – to effectively clone him or her.\*

\*Features available in LinkedIn Recruiter or Recruiter Professional Services. For more information, see pages 29-30.

# Beyond Boolean

## Other ways to source via LinkedIn

**Bonus tip:** Many of our customers track metrics like number of profiles viewed, number of searches performed, number of InMails sent, and InMail response rates for each member of their teams. They reallocate Recruiter licenses to the most deserving recruiters accordingly.

# Tips for building a stunning talent pipeline

Imagine having a warm candidate slate at your fingertips for your next hard-to-fill role.

Those who actively pipeline talent are living that dream. Pipelining not only saves you and your team from reinventing the wheel for every role, it reduces time to place and leads to better quality candidates. Here are a few tips to get you started:

## 01 Prioritize where you pipeline

Focus on skills your firm recruits for repeatedly and roles that are hard to fill. This will increase your chances of filling these roles quickly, reducing cost per hire and time to place.

## 02 Treat your pipeline with respect

Consider your pipeline a community, not a database. Respect the candidate's time by asking him/her, "How often would you like to touch base?" To deliver what you promise, send yourself calendar reminders to continue the conversation.

## 03 Stay visible and accessible

Rather than hounding prospects relentlessly through labor-intensive conversations, use your brand foundations (your Company Page and follower base) and tried-and-true engagement tactics (like posting status updates and leveraging your Career Page) to stay top-of-mind.

**01** Search and tag

Use tags to make candidates easily searchable for your team.

**02** Use Smart-To-Do lists to keep the conversation going

Use this feature to tag reminders to specific candidates, projects, and team members so you remember to stay connected with candidates.

**03** Stay on track with the “Project Overview” feature

Send weekly “Project Overview” screenshots to your team to monitor and communicate the health of your pipelining projects.

**04** Use “Update Me” to keep track of a member’s profile

Recruiter will alert you if changes are made so that you can monitor their career progress.

\*For more information on LinkedIn Recruiter or Recruiter Professional Services, visit pages 29-30.

# Bonus pipelining tips for LinkedIn Recruiter\* users

# Finding active candidates and contractors

Many times, sourcing for a contract position or finding a candidate who's ready to start ASAP can require a different approach. Here are our best tips for finding active candidates and contractors:

## 01 Create a custom Boolean string

Create a custom Boolean search string for active candidates and another for contractors (see page 37 for our favorites). Add in the skillset you're looking for, and then save that search. LinkedIn will automatically send you new candidates as they change their profile to signify that they're looking or available.

## 02 Join LinkedIn Groups

Join LinkedIn Groups that focus on job seekers, consultants, and contractors. Listen in to understand what these candidates care about, engage in conversations to brand yourself as an expert, and post your open opportunities.

## 03 Use the "Update Me" function

Use the "Update Me" function within LinkedIn Recruiter\* to get notified when your highest-potential candidates (or contractors you've placed previously) change their profile, indicating that they're ready for something new. Recruiter users can get updates on up to 150 profiles, and they'll be notified anytime one of those members changes their profile headline, industry, experience, summary and more.

**Tip:** Active and passive candidates are motivated by different things, so you should tailor your outreach accordingly. Our latest research reveals the most (and least!) important factors in considering a new job for both groups: <http://lnkd.in/TalentTrends>.

\*For more information on LinkedIn Recruiter or Recruiter Professional Services, visit pages 29-30.

# Our favorite Boolean search strings

Recruit: Candidates

## For active candidates and contractors

Copy, paste, add the skillset you're seeking, and hit "search" – and don't forget to save as a search alert!

### Active candidates

(unemployed OR "currently seeking" OR "currently looking" OR "looking for work" OR "off assignment" OR "between jobs" OR "actively looking" OR "seeking work" OR "new opportunity") NOT (recruiter OR recruitment OR recruiting) AND *skillset*

### Contractors

(contract OR contractor OR contracted OR contracting OR consult OR consultant OR consulted OR consulting OR "on assignment" OR "off assignment" OR temp OR temporary OR "per diem" OR "hourly rate" OR "corp to corp" OR 1099 OR "on project" OR "bill rate" OR billrate OR "pay rate" OR payrate OR freelance OR freelancer OR freelancing OR "currently looking" OR "looking for work" OR "looking for assignment" OR "seeking assignment" OR "seeking work") NOT (recruiter OR recruitment OR recruiting) AND *skillset*

## The 9 Golden Rules of InMail

1. **Grab attention.** Tell them what prompted you to reach out. Mention mutual connections (better yet, ask a mutual connection to introduce you).
2. **Show you are selective.** Highlight what makes them appealing. Compliment sincerely.
3. **Be conversational and brief.** Write as if you were speaking. DO NOT paste the job description.
4. **Listen well.** Ask about goals and interest level in new opportunities. Keep detailed notes.
5. **Focus on the opportunity,** not the job. Frame your message around what's in it for them.
6. **Time your outreach.** Our research shows that the optimal time to send InMails is Thursday between 9 and 10am in the prospect's time zone<sup>16</sup>. Don't send InMails on Saturdays – they're 16% less likely to be accepted than InMails sent during the week<sup>17</sup>.
7. **Be patient.** Don't hound. Use status updates to stay visible while you wait for responses.
8. **Include a call to action.** Ask to continue the dialogue, not necessarily apply off the bat.
9. **Test and learn.** Use your InMail Analytics report\* to understand the effectiveness of your outreach. Adapt your InMail tactics and strategies accordingly.

**Want more on InMail?** Check out The Recruiter's Guide to Writing Effective LinkedIn InMails: <http://lnkd.in/SSInMailGuide>.

# Perfecting your InMail approach

You've found them – now, engage them

Through InMail, you can contact anyone on LinkedIn. The key to getting a response is having a targeted message: **personalized InMails garner 37% higher response rates than generic bulk (1:2 or more) InMails.**<sup>15</sup>

Here are some tips for boosting your response rates and engaging your perfect candidates:

\*Feature available in LinkedIn Recruiter and Recruiter Professional Services. For more information, see pages 29-30.

# Farewell, post and pray

## The skinny on LinkedIn Jobs

As little as ten years ago, recruiters were tethered to post and pray sourcing – throwing a job description on a job board and hoping good candidates would apply. As recruiting has evolved and modernized, so have job listings. Today's posts seek out active and passive candidates alike and present messages targeted to THEM. They function like an army of talent scouts seeking out relevant candidates, allowing you to focus on strategic sourcing.

### How do LinkedIn Jobs work?

Instead of sitting on a web page waiting to be found by active jobseekers, LinkedIn Job Slots and Posts are distributed to relevant potential candidates through automatic matching algorithms and via professional communities sharing them. Our members see personalized job listings when they visit their home page, an employee profile or Career Pages.\*

### LinkedIn Jobs: fun facts

- Over 347M members can see your job.
- On average, each LinkedIn Job Slot gets 500+ views and 50+ applications<sup>18</sup>.
- Over 50% of all applicants discover jobs through recommendations delivered through email and the 'Jobs You May Be Interested In' algorithm on LinkedIn. These recommendations help passive and active talent alike find opportunities based on information in their LinkedIn profiles<sup>19</sup>.

\*For more information on Career Pages, visit page 24.

# Job Posts vs. Job Slots

## What's the difference?

On LinkedIn, you can purchase either Job Posts or Job Slots. Confused? Job Slots are priced so that firms can post more flexibly and at a lower price. Job Posts cost more on a per-cost basis, but are better for firms with less frequent job-posting needs.

- **Job Posts:** You can purchase a single post or a bundle of posts at a discounted price.
- 
- **Job Slots:** If you regularly have open positions, annual Job Slots make sense. In addition to lowering your cost over the course of the year, Job Slots let you:
    - Manage your Job Posts via the LinkedIn Recruiter platform.
    - Change your job posting as often as you like and keep a position open for over 30 days.
    - Streamline posts with 3rd party distributors and pull jobs from your website automatically.
    - Send applicants straight to your ATS and add a 3rd party tracking URL to your post.

# Crafting an irresistible job description

A good job description builds interest in your open req and gives candidates what they need to assess their fit for the job. If you make it easy for them to self-select, you'll save everyone time and get better-matched candidates. Here are 4 tips for an irresistible job description on LinkedIn:

## 01 Save the creativity for the description, NOT the title

Most applicants on LinkedIn find jobs through automated recommendations via our matching technology. If your title is overly creative, our matching algorithms will have a harder time picking it up and distributing it to the right people.

## 02 Use a conversational tone

Write as though you were speaking to your ideal candidate over the phone. Keep it punchy, direct and friendly. Try giving descriptions some stylistic and formatting flair to make them more engaging.

## 03 Highlight the position's impact

Passive candidates in particular are 120% more likely to want to make an impact<sup>20</sup>. They thrive on challenge, so give them what they're looking for. Tell them why they matter, what they'll work on, and what they'll learn. Be specific and honest.

## 04 Make it mobile friendly

There's a 30% chance that your job description will be viewed from a mobile device<sup>21</sup>. The smaller screen means you need to make every word count. Keep your LinkedIn job descriptions concise by using short paragraphs and bullets to break up your text.

For more job description do's and don'ts, check out our tip sheet: <http://lnkd.in/IrresistibleJobs>.

# Post and promote your jobs to just the right candidates

## How to get more out of LinkedIn Jobs

When you post a job on LinkedIn, there are a few additional steps you can take to maximize your chances of finding the right hire:



*“We have a rule where when you get a new job from a client, it has to be posted on LinkedIn within the hour. That way, we have active and passive traffic coming our way immediately and we can build our pipeline accordingly.”*

Nancy Soni, CEO and Founder, FILD

### 01 Follow up with top matches

When you post a job, we recommend 24 LinkedIn members who best match your requirements. Contact them directly via InMail to start the dialogue.

### 02 Amplify your job

Broadcast the position via your personal LinkedIn feed, Company Page updates, LinkedIn Groups, and other social media.

### 03 Target your outreach

Share your job post with members who fit the role based on industry experience, location, etc.



**Bonus tip: Give high-priority positions extra oomph with Sponsored Jobs.** Sponsor jobs for top placement with the right audience. Pick your job, set how much you want to pay per click, and see your job appear at the top of LinkedIn’s personalized recommendations. Sponsored Jobs typically get 30-50% more applicants<sup>22</sup>. For more info, visit <http://lnkd.in/SponsoredJobs>.

# Use real-time feedback to measure and improve job performance

The only way to know whether your Jobs activity is working is to measure it. Use applicant analytics to understand:

- **Who's interacting with your job?** You can see exactly which types of professionals are engaging with your jobs online. If they aren't your target audience, use this information to modify your job listing in real time.

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- **How and when are they interacting with your job?** LinkedIn shows you how often your job has been viewed, applied to, searched for, and shared with others. Each metric includes an anonymous list of viewers with detailed data.

---

- **Who's viewed your profile once you've posted a job?** Once you've posted a job, members who view it may visit your profile to find out more about you or your firm. This gives you a valuable list of interested candidates to whom you can reach out directly via InMail.

# Drive new leads and grow your business

## Recruit new clients with social selling

The numbers don't lie: with the rise of social media, traditional sales processes have been upended. Increasingly, buyers are researching their purchasing decisions online, and they're unresponsive to outreach unless it comes with social context.

For recruiting leaders, this presents an amazing opportunity to apply the social recruiting skills you've mastered to your business development activities – and gain new clients and grow your business in the process. Read on for the best tips & tricks for social selling with LinkedIn.



**Note:** As a salesperson, your personal brand is critical to engaging effectively with your clients. Make sure you've read pages 6-9 (on your LinkedIn profile) and 21 (on status updates) before diving into this section.

# 75%

of B2B purchases are influenced by social media<sup>23</sup>

# 57%

of buying decisions are made before a sales rep is involved<sup>24</sup>

# 97%

of cold calls do not work<sup>25</sup>

# Gathering market intelligence

Recruit: Clients

An in-depth understanding of the hiring market will help you target your business development efforts. Use these tactics to gather intel on which industries and companies are hiring (and may need your expertise) – as well as what your key prospects are up to.

## Follow targeted companies

Follow existing clients, your competitors, and prospective clients to get the inside scoop. When you follow a company, their news shows up in your LinkedIn feed: new jobs posted, who's joining or leaving the company, and company status updates. These tidbits can give you great reasons to reach out to a prospect.

## Listen in on Groups

Find and join Groups related to your areas of specialization (industries, roles, and so on). Monitor the conversations happening there for the trends and news that your prospects care about.

(Continued on page 46)

# Gathering market intelligence

Recruit: Clients

(Continued)

## Get connected

It may sound obvious, but take 15 minutes to make sure you're connected to existing clients and prospects, your coworkers, and key folks in your industry. Your LinkedIn news feed will become a gold mine of competitive intel, and as we'll discuss on page 47, mutual connections are the key to social selling success. The more relevant connections you have, the more mutual connections you'll uncover!

## Run an advanced search in Recruiter Professional Services (RPS)\*

This tip will help you build your own market intelligence reports over time. Open up RPS, and search for professionals who've been at their current company for less than one year (i.e., they were recently hired). Use filters to narrow that search by locations you recruit in, industries and functions you recruit for, the size of companies you typically work with, and so on – whatever's most relevant to your firm. Then take a look at the organizations that are listed under the "Current Company" filter on the left-hand side. These are the companies in your firm's "sweet spot" that are hiring the most right now. Save this search and run it on a regular basis to identify new prospects.

\*For more information on Recruiter Professional Services, visit pages 29-30.

# Generating new leads

## Tips for prospecting on LinkedIn

The following tips will help you add new companies and contacts to your prospect list.

Note: once you've identified the right people, mutual connections are your key to success. A warm introduction from a mutual connection will build your credibility and increase the chance your outreach will garner a response.

The following tips will help you uncover those mutual connections and use them to your advantage.



**Bonus tip:** When reaching out to new leads, don't forget the 9 Golden Rules of InMail! (page 38)

### Career Pages

Career Pages provide a wealth of information on a company's hiring activities. Check out the Career Pages of companies you're hoping to work with for information on what jobs they're posting, who you know at the company, and second-degree connections you can leverage. Bring this intel to your next sales call.

### Alumni

Conduct a Boolean search on your university page ([www.linkedin.com/alumni](http://www.linkedin.com/alumni)) and narrow by location, role and company to reveal second-degree connections and warm leads based on a mutual love for your school mascot.

### Groups

In addition to market intelligence, Groups can be a useful lead generation tool. Keep an eye on which companies are posting jobs in the Groups you've joined – they're likely active on LinkedIn and potentially open to a conversation. Better yet, check out the profile of the person posting the job and see if you have any mutual connections.

(Continued on page 48)

# Generating new leads

(Continued)

## Search alerts

Set a search alert for the roles and companies you typically work with (e.g., VP Sales at Amazon). Whenever someone joins LinkedIn or changes their profile to fit that criteria, you'll get those new leads automatically delivered to your inbox.

## Who's Viewed My Profile

Reach out to the people who view your profile – they often work in the right industry and share connections, and they've already demonstrated an interest in you.

## Similar profiles

Take a look at the LinkedIn profile of your dream client. On the right hand side, you'll see a module featuring profiles of similar people. They could be high-quality additions to your prospect list.

# What are your clients looking for?

Recruit: Clients

Do you know what your potential clients are actually looking for in an agency partner? We asked some of our in-house recruiter friends that very question. Here's what they had to say.



**Anu Datta**

Head of HR, Asia Pacific & Japan  
VMware

"We look for the following:

1. Demonstrated ability to not just produce fine talent but also provide intelligence and insight around the market, the candidate pool, our brand, and compensation.
2. Willing and able to express an opinion and to help our mutual customer think outside the box when considering prospects.
3. Focus on the result we are trying to produce for the business.
4. References from clients AND candidates."



**Miki Furnish**

Talent Acquisition Manager  
Carhartt

"I value the industry knowledge and insights a third-party firm can offer. We've created a questionnaire to interview potential search partners, and require references. It's a rigorous selection process and we quickly weed out the paper pushers and find the firms that will act as partners."



**Melissa Thompson**

Senior Director, Talent Acquisition  
Citrix

"Three things:

1. Will you follow our process? There is a method behind the madness.
2. Do you truly understand our business, culture and how we hire top talent? It makes a difference. Partners that know us perform better.
3. Are you adding value as a partner? What other expertise or thought leadership does your organization provide? We value our partners and the differentiators that make them unique."



# Appendix

# LinkedIn customer hall of fame

Thank you to our incredible customers for sharing their insights and best practices!



**Anu Datta**

Head of HR, Asia Pacific & Japan  
VMware



**Evelyn Milani**

President  
Avanti Recruitment Solutions



**Chad Saffro**

Recruiter and Consultant  
CS Recruiting



**Miki Furnish**

Talent Acquisition Manager  
Carhartt



**Annette Monks**

President  
Carlton Staffing



**Nancy Soni**

CEO and Founder  
FIELD



**Roy Larson**

Founder and Managing Partner  
entero



**Michael Primorac**

President  
Mediant Health Resources



**Melissa Thompson**

Senior Director, Talent Acquisition  
Citrix

# LinkedIn tools at a glance

	Build	Engage	Recruit
<b>Free LinkedIn Tools</b>	Personal Profile Company Page <a href="http://lnkd.in/CompanyPages">http://lnkd.in/CompanyPages</a> LinkedIn followers	Targeted Status Updates	Talent Pool Reports <a href="http://lnkd.in/TPReports">http://lnkd.in/TPReports</a>
<b>LinkedIn Talent Solutions</b>	Employee Profile Ads <a href="http://lnkd.in/Ads">http://lnkd.in/Ads</a> Targeted Ads <a href="http://lnkd.in/Ads">http://lnkd.in/Ads</a>	Sponsored Updates <a href="http://lnkd.in/SponsoredUpdates">http://lnkd.in/SponsoredUpdates</a> Career Pages <a href="http://lnkd.in/CareerPages">http://lnkd.in/CareerPages</a>	LinkedIn Recruiter and Recruiter Professional Services <a href="http://lnkd.in/LIRecruiter">http://lnkd.in/LIRecruiter</a> Job Posts <a href="http://lnkd.in/JobPosts">http://lnkd.in/JobPosts</a> Job Slots <a href="http://lnkd.in/JobSlots">http://lnkd.in/JobSlots</a> Sponsored Jobs <a href="http://lnkd.in/SponsoredJobs">http://lnkd.in/SponsoredJobs</a>

# Additional resources

Build	Engage	Recruit
Personal Branding Checklist ( <a href="http://lnkd.in/PBChecklist">http://lnkd.in/PBChecklist</a> )	The Employer Brand Playbook ( <a href="http://lnkd.in/EBPlaybook">http://lnkd.in/EBPlaybook</a> )	12 Tips for a Stunning Talent Pipeline ( <a href="http://lnkd.in/StunningTalentPipeline">http://lnkd.in/StunningTalentPipeline</a> )
Company Page Resource Center ( <a href="http://lnkd.in/CompanyPageResources">http://lnkd.in/CompanyPageResources</a> )	Talent Trends 2014: What's on the Mind of the Professional Workforce ( <a href="http://lnkd.in/TalentTrends">http://lnkd.in/TalentTrends</a> )	The Recruiter's Guide to Writing Effective LinkedIn InMails ( <a href="http://lnkd.in/SSInMailGuide">http://lnkd.in/SSInMailGuide</a> )
	Content Marketing Guide for Talent Acquisition ( <a href="http://lnkd.in/ContentMkgGuide">http://lnkd.in/ContentMkgGuide</a> )	Create a Great Job Post ( <a href="http://lnkd.in/GreatJobPost">http://lnkd.in/GreatJobPost</a> )
		7 Tricks for an Irresistible Job Description ( <a href="http://lnkd.in/IrresistibleJobs">http://lnkd.in/IrresistibleJobs</a> )

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# Questions?

Contact the LinkedIn Talent Solutions Team  
at [recruiting-firm-guide@linkedin.com](mailto:recruiting-firm-guide@linkedin.com)

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 347 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network.

LinkedIn Talent Solutions offers a full range of solutions to help recruiting firms of all sizes recruit amazing talent, build their brands, and grow their businesses.

See more details on our solutions  
[lnkd.in/StaffingFirms](https://lnkd.in/StaffingFirms)

Stay on the cutting edge with our blog  
[talent.linkedin.com/blog](https://talent.linkedin.com/blog)

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Follow us on Twitter  
[@hireonlinkedin](https://twitter.com/hireonlinkedin)