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Routes to results
5 steps to **hyper focussed recruitment**

Introduction

This guide is for in-house recruitment teams working in the transport industry who need to attract, vet and hire frontline talent fast, compliantly and cost-effectively.

We get it, transport hiring is always on. You're dealing with high churn, absence, seasonal spikes and high competition. This guide shows how to cut wastage and lift quality by combining five moves. We'll help you spend less to get more, and achieve hiring that scales when routes surge.

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Step 1 - **Know your data**

We're living in a data driven world where we know more about our customers and their buying habits than ever before. The same applies to our workforce - do you know how your best employees found you and what makes them stay? Do you know what makes a great employee and what motivates them? Most importantly, do you know where potential talent already works and what might turn their head?

You may not have this data to hand right now, but it's probably in your databases; hidden treasure waiting to be found, understood, and put to work.

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Step 2 - **Build an employer brand**

Finding the right talent becomes easier when you're a brand that people want to work for.

In our experience, candidates who apply through your careers site, rather than from a job ad on a third party system, tend to be better matches, stay longer, and become ambassadors for your brand. This is because they've intentionally checked out your brand and have decided that they want to work for you.

We've found that good recruitment marketing isn't always about the here and now, it's about planting seeds for tomorrow too. This means making your employer brand as visible as possible, through clear messaging, smart SEO, and useful, engaging content. It's about making sure that future applicants think of you first when they're ready to move.

When your website and employer brand are working well, each pound spent on building awareness and organic reach can be worth far more than a pound spent purely on job board sponsorship.

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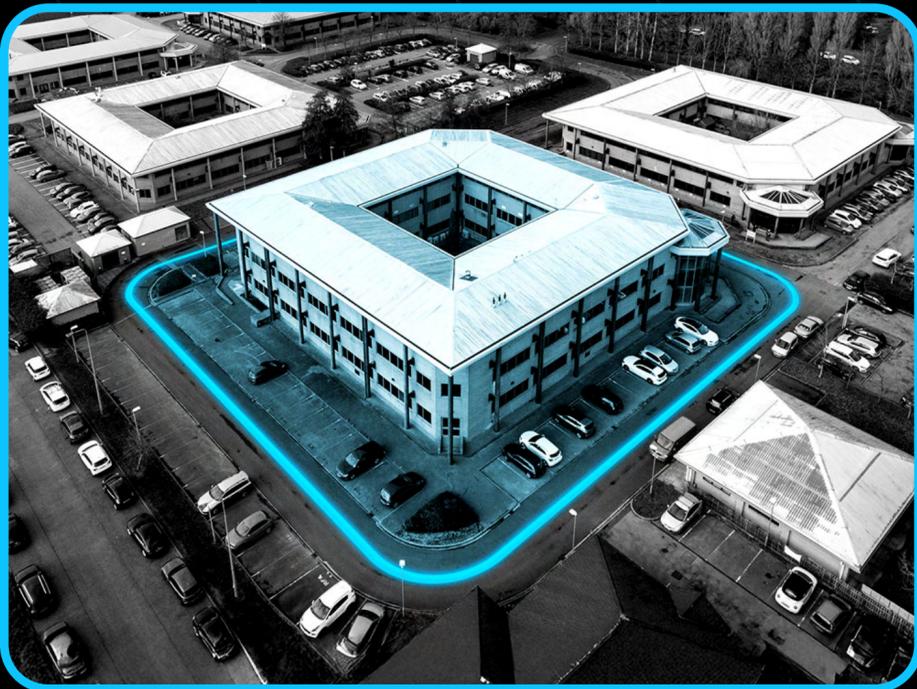
Step 3 - **Try Geofencing**

Geofencing creates virtual boundaries around a specific geographic area. In transport recruitment, it lets you find and target potential candidates based on their physical proximity to job openings. You can send tailored job ads to candidates who enter these predefined zones - even if they're not actively searching for a new job.

Geofencing can significantly reduce recruitment costs by minimising the time and resources spent on outreach. So, you can focus your efforts on a specific talent pool, ensuring that their recruitment campaigns are both efficient and effective. We've also found that geofencing **significantly raises employer brand awareness.**

What's more, geofencing lets you gather valuable data on candidate behaviour and preferences, which can inform future recruitment strategies and help overcome challenges more effectively.

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Step 4 - **AI and collaboration**

AI can help you process applications at scale, analyse candidate trends, and even predict which job titles will perform best in a campaign. That's brilliant. But raw data only takes you so far.

You still need human specialists to bring empathy, creativity, and intuition to every brief. The key is to take what the AI gives us and turn it into something meaningful.

Recruitment teams are under pressure to fill roles fast, reduce costs, and improve quality of hire, all at the same time. AI can absolutely help with that. But it only becomes truly valuable when paired with a team that understands your goals, your culture, and your challenges.

We recommend pairing automation with human oversight. Your systems may be powerful, but human intelligence still matters most.

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Step 5 - **Use Search Engine Marketing (SEM) to develop your talent pipeline**

So you've reached out to a bunch of the right people, now what? Don't forget to support your campaign with search engine marketing to drive those who are searching for you, to your careers page.

PPC advertising, retargeting techniques and keyword contextual targeting can make sure that people searching for jobs, find you first. For example, popular search terms include 'bus driver vacancies', 'railway jobs' or 'highways jobs near me'.

Make sure your careers page is optimised for search engines, easy to navigate and tells the right story about your brand. This page can make or break your campaign.

Done well, your careers page will convert people browsing into a useful database of prospective employees. Now the really smart bit, you can continue to reach out to this database using targeted content and automated emails to keep them engaged with your brand and keep them applying for your jobs. This is your data goldmine, and it's far cheaper to recruit from this talent pool than to use job boards to promote new roles.

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Top 5 Takeaways

Here's your quick reminder of how to get started with hyper focussed recruitment:

- ◉ **Know your data -** find out who succeeds, where they came from, and what keeps them with you

- ◉ **Build employer brand -** focus on SEO and drive candidates directly to your careers page

- ◉ **Use geofencing -** target specific locations and competitor hotspots to cut waste and raise awareness

- ◉ **Pair tools with people -** let automation scale the workflow while human judgment sets expectations and fit

- ◉ **Use SEM to grow an owned talent pool -** turn visitors into a nurtureable database and re-engage them for future roles

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Speak to crooton for expert led location-based marketing campaigns and full service recruitment support.

About crooton

We are crooton - specialists in location based recruitment marketing. We put your brand in front of exactly the right candidates, in the places they're likely to be. Find out more about how we do this, and how we can help you to hire better.

Chat with us today!

Not ready to talk? You can get free, personalised recruitment advice from our website right now.

Build a proposal