Talent Acquisition
Nurturing Candidates

Benefits of Candidate Nurturing

1 Increasing your candidate satisfaction & experience

2 Increase the diversity & consistency of your talent pipeline

3 Decrease the costs of hiring

Tools

1 Steps built into CRM

2 Automations

3 Give Feedback

4 Social Media

5 Glassdoor / reviews

Measurements & ROI

Utilise CRM Data

- ✔ Touchpoints per candidate / time spend vs # of hires & retention
- ✔ Tags for reengaged candidates
- ✔ Candidate source
- ✔ Candidate performance per job
- ✔ Candidate approval / satisfaction