# 4 Compelling Ways to Find Passive Job Applicants

Irrespective of the number of applicants, it’s somewhat challenging to find the right talent to fill a vacancy. One reason to blame is highly skilled and talented employees are more content with their current employment terms.

They are passive applicants, which implies they’re not actively looking to change their employers. Even so, this talent pool is a goldmine that employers can utilize to fill roles that require highly skilled and experienced individuals..

According to a LinkedIn trends report, [only 15% of respondents](https://business.linkedin.com/content/dam/business/talent-solutions/global/en_US/c/pdfs/linkedin-talent-trends-2014-en-us.pdf) are delighted with their current positions. Employers can proactively reach out to employed candidates to improve the success rate and land the ideal candidates.

So, what are the benefits of reaching out to passive job applicants?

## Benefits of Recruiting Passive Job Applicants

### You won’t find More Genuine Candidates

The conventional method of recruitment involves inviting applicants for an interview process. Interestingly, active job prospects conduct a lot of research on how best to ace the onboarding process. Unfortunately, unlimited online references come to their rescue which works against employers.

On the other hand, passive candidates are not actively preparing for such an interview, making their answers candid or genuine. You’re therefore likely to get an honest and authentic answer which improves the ability to assess them.

Ultimately, interviewing a passive candidate reduces the probability of hiring the wrong candidate, which is expensive for an employer.

### Flexible Hiring Process

Hiring active candidates is a daunting process that is affected by competition in the market and time constraints. These dynamics make it possible to lose a candidate in the latter stages of the hiring process to a competing firm.

Employers are therefore under pressure to complete the onboarding process. The limited-time and rush to complete the process may lead to a hiring mistake and poor staff productivity.

That said, it’s crucial to consider passive job applicants, which offers recruiters sufficient time to complete the process. It provides some breathing space, an opportunity to draft an offer and assess the candidate comprehensively.

### Building a Mutual Relationship Beforehand

The process of recruiting passive job applicants involves initiating personal contact in a bid to generate interest. It also involves continuous networking, which forms the foundation of a mutual relationship.

As the recruiter presents the opportunity, the candidate gets the chance to learn about the company. An interested candidate takes time to visit the website, social platforms to learn more about the company culture, products, and way of doing things.

The mutual exchange of information reduces the time it’ll take to hire the candidate in the future. In addition, as you build the relationship, the candidate’s probability of joining your company increases.

### They’re Likely To Stick In Your Firm Longer

A passive job applicant will only leave their current employers for a bigger purpose. The offer must therefore fulfill their growth ambition. They’re either looking for a new work challenge, fulfilling career goals, or better benefits and pay.

Equally, a passive job applicant takes time to evaluate an employer before deciding to join them. It’s, therefore, a well-thought process that looks to create stability in the next 5-10 years.

If an employer offers something that fulfills their growth objectives, the employee is likely to stick longer.

To that end, employers should invest in hiring passive candidates to reduce staff turnover, stabilize the company, and manage labor costs.

### Complements Company Marketing

It’s typical for all candidates to assess the brand name of any employer before expressing an interest to join. That said, recruiting passive applicants is a form of outreach that impacts positively the image of your brand.

Here’s how it makes it possible:

* **Increased Site Traffic**: As recruiters interact with potential clients, they direct new traffic to the website. There’s further traction as candidates discuss the opportunity with colleagues and peers, which results in improved visibility.
* **Growth in Socials**: Recruiters use social media to reach out to candidates, bringing positive engagement to social pages. Reaching to potential candidates through social media can create open discussions that bring positive reach and awareness about your firm.

## Strategies to Find Passive Job Applicants

### Using Social Media Platforms

Traditionally, recruiters have always looked to LinkedIn to find passive candidates. Its popularity led to saturation and eventually a low success score. Therefore, recruiters are looking to cast their net wider to other platforms like Facebook, Snapchat, or Twitter.

Instagram or Tiktok are additional platforms where you can venture to find talent. For instance, you can create a sponsored post on Instagram to promote the company culture and eventually catch the attention of passive candidates.

Instead of sending an Inmail message via LinkedIn, consider using Facebook messenger. Typically, candidates receive few messages on Facebook and are more likely to respond to you.

### Employee Referral Programs

The current workforce is a goldmine for obtaining passive candidates. The employees have solid connections with fellow professionals, former classmates, and acquaintances. Equally, a passive candidate may be more welcoming to a friend than a recruiter.

As such, an organization should work on improving the current employee referral program to land more ideal candidates. Talk to other HR managers to understand how best to improve the program. You could also improve the working environment, which will reinforce the willingness of an employee to approach a passive candidate.

### Build Connections Progressively

A passive job prospect is usually content with their current job position, making them more likely to make serious consideration before changing a job. Work on building a healthy relationship with passive candidates to enhance the process.

You can build a long-term connection through close contact via phone, emails, social media, or blogs. Send the candidates important material about career growth, industry updates, or a relevant white paper.

### Establish Online Presence

An established online presence improves the trust and visibility among passive candidates. Ensure you have an [updated website with quality SEO features.](http://resources.recruitology.com/5-ways-of-creating-career-landing-pages-that-convert/) You can also incorporate a blog with articles that are interesting to people in your industry.

It’s also vital to optimize your social media pages to make it easy for recruiters to attract candidates. Moreover, you can improve your social media by posting valuable information regularly, using quality images, and integrating them with your website.

## Try Our Smart Recruiting Platform

Some of the highly skilled workforce that companies seek is found in the passive candidates. Therefore, it’s essential to find strategies like social media recruitment or employee referral programs to land the prospects.

That said, you can partner with a firm like RecruitmentInc with ideal hiring solutions. We have ideal solutions like job boards or onboarding software that can work in your favor.

Contact us to learn more.