

Five Ways to Supercharge Recruiting with Text Messaging



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Candidates and Recruiting Teams Are on the Move

And that's thanks, in part, to the emergence of a remote and hybrid workforce. With candidates more mobile than ever, they expect quick, easy, responsive communication from recruiters that match their consumer-grade experiences. So, connecting with candidates where they are — primarily on their mobile phones — is more important than ever before.

One of the most impactful ways you can prioritize candidate communication and engagement is by leveraging [intelligent messaging](#) to connect with candidates through text. According to [recent research](#), there is a 98% open rate for mobile recruiting texts versus a 20% open rate for recruiting emails. **Texting is simply a more effective way to reach candidates today.**

The highly competitive job market has put pressure on recruiting teams to stand out against other employers and win top talent. One way you can showcase your commitment to candidate engagement is by leveraging automated texting to accelerate hiring, save time, shorten the feedback loop, and improve communication with candidates. Text recruiting software upgrades both candidate and recruiter experiences. And we're here for it.

Now that so many recruiters have adopted, and are loving, automated text messaging as a standard hiring tool, we've put together our **top five tips for connecting with candidates through intelligent messaging.**

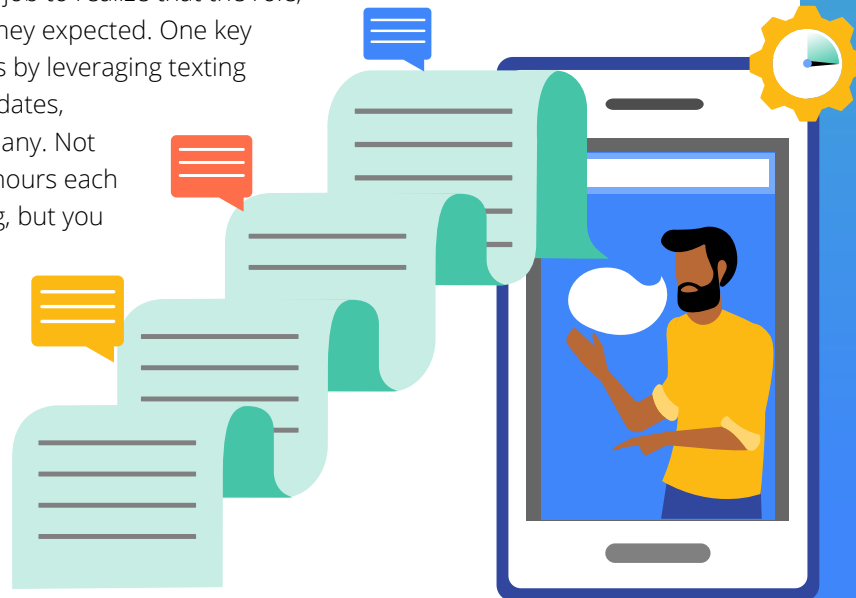


TIP #1

Set Expectations and Answer Questions Quickly

Candidates today have a [growing list of expectations](#) and they are making those demands known to employers. Clear, effective communication with recruiters is at the top of that list. With intelligent messaging, you can quickly provide information to candidates, offer prompt feedback, and ensure their questions are answered throughout the hiring process. Candidate texting allows you to easily interact throughout the recruiting journey and set clear expectations with job seekers.

Transparency is key to engaging candidates from first look to first day. No one wants to start at a job to realize that the role, manager, or company is not what they expected. One key element in ensuring transparency is by leveraging texting to directly communicate with candidates, whether it's one to one or one to many. Not only will your team save countless hours each year through automated messaging, but you can also standardize, track, and measure a deeper level of candidate engagement with text recruiting.



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TIP #2

Screen More Applicants Than Ever Before

Embracing intelligent messaging can help increase recruiting efficiency and maximize your hiring outcomes. Top candidates don't stay on the market for very long, so it's crucial for your team to quickly move them through the recruiting process. Using candidate texting can help you streamline recruiting and automatically screen applicants.

As one of the most time-consuming processes, screening applicants typically requires multiple hours dedicated to the activity per week — up to one-third of a recruiter's time — without much to show for it. That's where candidate texting can help.

Leverage [intelligent messaging tools](#) that allow you to create custom message templates to screen for open requisitions. The automated cadence provides an immediate response to applicants — answering their questions and gathering data on things like experience, training, or skills.

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TIP #3

Source High Volumes of Applicants During Hiring Peaks

Text-to-apply functionality has become a favorite of busy recruiting teams looking to amplify their hiring efforts. Whether your recruiting team hires seasonally each year, or is expecting an increase in hiring activity soon, [text-to-apply software](#) can add efficiency and save valuable time. Field thousands of applications automatically, while collecting key candidate information for your talent network.

Intelligent texting software allows candidates to easily apply through text from anywhere. Applicants can start by texting a code and are guided through an automated series of questions that they can answer through text. Busy candidates want an intuitive and simple application process that doesn't take 45 minutes to complete. Intelligent text-to-apply functionality can cut down on time that candidates spend in the application process. This software is helping recruiters convert more applicants than ever before.

Quick Use Case:
Retail and quick serve restaurants make the most of candidate texting by encouraging candidates to apply in store — using simple signage with a code to text and apply for open roles.



TIP #4

Nurture Candidate Relationships

It's no secret that candidates today expect a lot — especially when it comes to communication with recruiters. Text recruiting and intelligent messaging is helping talent teams provide a world-class candidate experience from the very first interaction all the way through onboarding. Candidates that enter the pipeline are [highly engaged](#), and it's important to nurture that interest during the entire recruitment process to retain top talent.

Candidates expect quick responses from recruiters, especially during the interview stages. Use automated texting to answer questions about a role, send employer information, and even schedule interviews. If a candidate isn't selected for a role, but is a good fit for your company, keep them engaged with proactive messaging as part of your talent network. Create text campaigns that keep passive candidates in your talent pool informed on future open positions and major company updates.



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TIP #5

Expand Your Employer Brand

In a time when hiring is harder than ever, prioritizing your employer brand and the experiences you offer candidates is essential. A strong employer brand and employee value proposition are key to attracting and converting qualified candidates in a highly competitive job market.

Job seekers today are looking for a company that prioritizes employee wellness, DEI, and workplace culture — and they want to see your commitment to this in how they are nurtured throughout the hiring process.

The most strategic recruiters use texting to communicate with candidates and bolster their employer brand. Providing quick, effective communication to candidates helps create a strong employer brand that stands out from competitors.

Remember, modern recruiting depends on creating a highly personalized experience for candidates, while using smart technology and automation to ease the burden for recruiters. Find out how [Jobvite's Intelligent Messaging](#) is built specifically for the unique needs of recruiting teams and makes it easy to organize, share, track, and automate text conversations with candidates.



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About Jobvite

Jobvite, an [Employ Inc.](#) brand, is leading the next wave of talent acquisition innovation with a marketing-centric approach to recruiting. Jobvite's Evolve Talent Acquisition Suite offers more breadth and depth in functionality than any other talent acquisition technology available in the market, addressing the entire hiring lifecycle. To learn more, visit jobvite.com or follow the company on social media @Jobvite.

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