

The Importance of Candidate Profiling in Employee Recruitment Initiatives

Situation

A regional machine shop had specific growth goals in mind but also had a critical problem — they needed more skilled employees to help support the planned growth. Without new, ready-to-go team members, the company would plateau.

Challenges

- Re-brand the company to communicate what is unique about their organization and their employee relationships
- Develop a new company “persona” profile
- Create a personal profile of the ideal employee to identify the right employee for the job
- Engage the current workforce to participate in a new employee referral program

Solution

We began by building an in-depth profile of the ideal candidate. The profiling process involved deep dive sessions with management and HR, a competitive evaluation and comparison, online brand reputation assessment, and most importantly, the development of the likes, dislikes, and behaviors of our target candidates.

The program delivered the desired number of candidates **two months earlier than planned**, thus reducing our client’s investment. Today, they can use our model to conduct employee recruitment with the same strategies but without the outside cost.

**We deliver the applicants. You fill the positions.
Together, we grow your business.**

The Right Applicants, Right Away

A regional machine shop had specific growth goals in mind but also had a critical problem – they needed more skilled employees to help support the planned growth. Without new, ready-to-go team members, the company would plateau.

The management and human resources teams hired Wavelength for a limited-time engagement to attract a pool of qualified candidates that they could vet for both skill and cultural fit.

Because the right employee needed to have a distinct mindset (independent and creative but also willing to see a job through the nitty-gritty, less stimulating tasks), we began by building an in-depth profile of the ideal candidate. The profiling process involved deep dive sessions with management and HR, a competitive evaluation and comparison, online brand reputation assessment, and most importantly, the development of the likes, dislikes, and behaviors of our target candidates. The goal was to identify where we would find these candidates both inside and outside of the daily professional realm.

Once we identified the characteristics that would allow us to micro target ideal candidates, we used a combination of digital advertising (paid social, geofencing, IP targeting), content marketing, online brand reputation enhancement, and public relations. We also engaged our UX expert to analyse and improve the home page and careers pages to streamline the process for our targets. One size does not fit all, and careers and applications pages should be carefully planned.

After each tactic was deployed and changes were made to the website, we used our web user behavioral analysis tool to assess our strategies. What could we continue to use? What would we eliminate and replace with a higher-performing tactic? This web user behavioral analysis tool is easy to embed in any website and allows brands to see, firsthand, how people use their site and where design, call-to-action, and content improvements can be made in order to boost conversions or achieve other desired outcomes.

The ability to quickly transition from location-specific geofencing to household-specific IP targeting became essential with the COVID-19 lockdowns that drove many of our targets from their places of employment and enjoyment to their homes.

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