



2020 Recruiting Trends: Sourcing & Outreach





Introduction

What does the future hold for recruitment? If 2020 has taught us *anything*, it's that none of us can predict that—or much of anything, for that matter—for sure. COVID-19 radically transformed the macroeconomic landscape and the talent market within a matter of weeks. For many talent acquisition teams, the pandemic has meant reduced reqs and headcounts, redefined team functions, and downshifts in processes and priorities; for others, it's meant doubling-down on hiring amidst an influx of inbound applications. What we found in a recent survey—and over the course of many conversations with talent acquisition professionals this year—however, is that teams are continuing to focus on sourcing and outreach, even when there *aren't* open reqs, and even when they're seeing more applications than they've ever seen.

In other words, there's something to be said about the importance of sourcing—no matter what the economy, or your own hiring load, looks like.

Gem's 2020 Recruiting Trends Report was published, in whole, earlier this year. It was based on a survey of nearly 500 talent acquisition professionals that ran for six weeks starting on April 6, 2020—three weeks after shelter-in-place was announced in the Bay Area. But the data on sourcing and

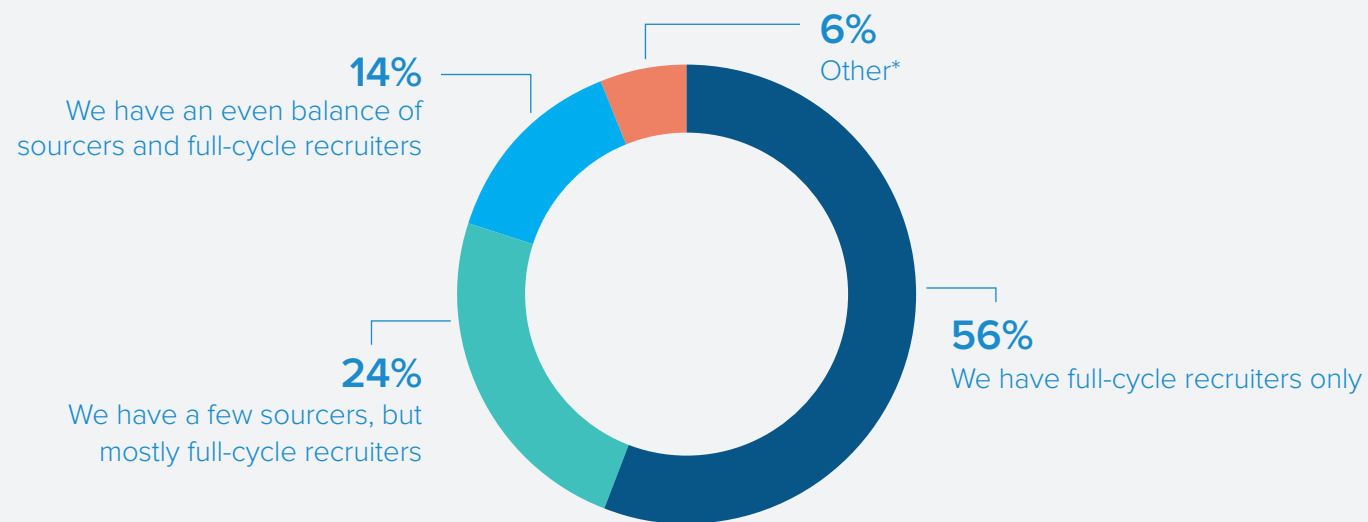
outreach was compelling enough that it felt worth offering some best practices alongside those numbers. Find out how talent acquisition teams are thinking about dedicated sourcing roles, what channels they're conducting their outreach on and how much time they're putting *into* that outreach, where they're finding their highest-quality candidates, and where their struggles for sourcing and outreach lie. We then dive into the benefits of passive talent sourcing, as well as some best practices for your initial recruiting outreach email.

The Data on Sourcing and Outreach

Around 40% of talent leaders say they have dedicated sourcers on their teams

Talent leaders are embracing sourcing as a standalone function in talent acquisition: even many of the talent leaders who selected “Other” said they turn to contract sourcers when necessary (meaning: when their recruiting teams can’t find the talent they need). Talent sourcing is not an entry-level function. Sourcers are true knowledge workers with skills in research, search strings, information discovery, the ability to craft unique value propositions to pique talent’s interest, and qualification. More and more, the role is seen as a specialized and essential function in talent orgs.

Q. Does your team have dedicated sourcers?

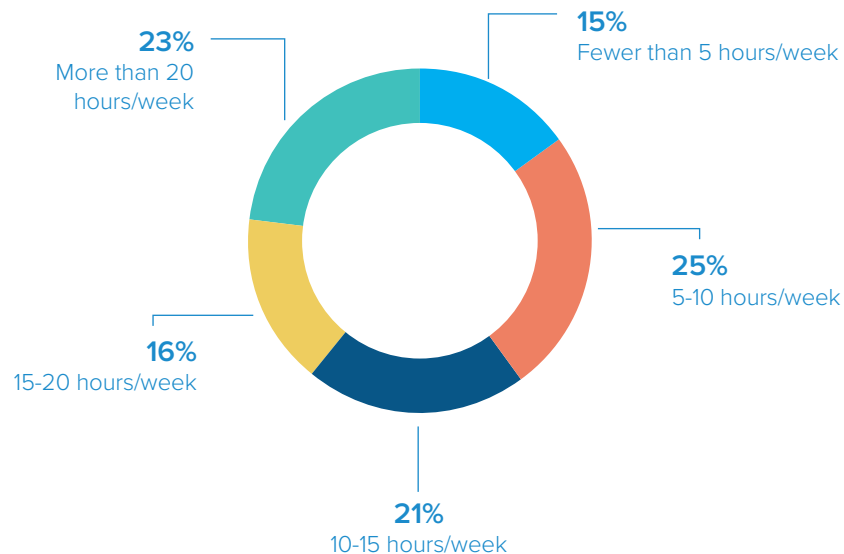


* Talent leaders who responded with “Other” have single-person recruiting teams, or recruiting falls to their People Ops or Head of People, or they only turn to external/contract sourcers if their recruiting team can’t find the talent they need.

Prospect outreach takes time

This shouldn't be a news flash to anyone. Top-of-funnel efforts are getting increased attention now that between 70% and 80% of "recruiting" happens prior to application. Nearly ¼ of recruiters say they spend more than half their working hours crafting and sending outreach, which takes precious time away from research, current candidate engagement, and strategic business functions. This points to the urgency of outreach automation tools to increase efficiency. Automation allows teams to source 4x faster, freeing up hours in the day for sourcers and recruiters to focus on other demands.

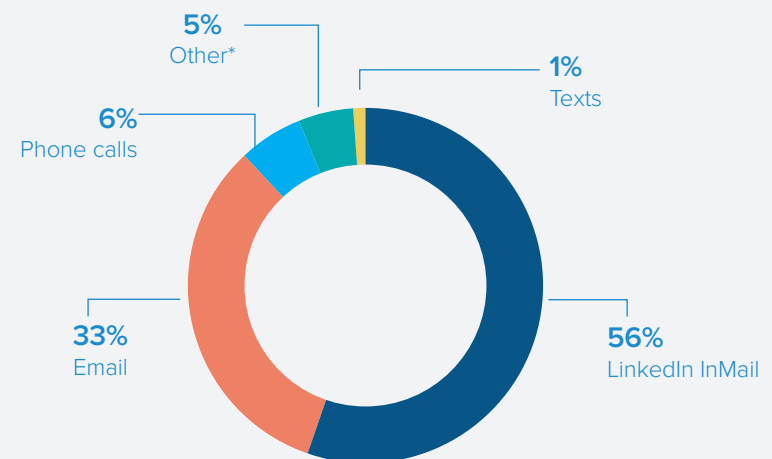
Q. How many hours/week do you spend on prospect outreach?



The vast majority of prospective candidate outreach occurs through LinkedIn InMail and email

More than half of sourcers and recruiters use LinkedIn as their primary method of prospect outreach. One-third say they rely most heavily on email. These numbers make sense. LinkedIn is the world's largest professional network, with 660M+ members and counting; and it's where sourcers and recruiters spend the majority of their time searching for talent. But it *also* makes sense that so many recruiters are turning to email. After all, 90% of talent prefers to be contacted by email rather than InMail, and 40% of tech talent has their InMail notifications turned off—meaning they won't see those messages unless they proactively check LinkedIn. And whereas InMail follow-ups are manual and can't be tracked without a spreadsheet, emails can be automated—meaning you can send more messages, doubling or tripling your reply rates.

Q. What is your *primary* method of prospect outreach?



* The "Other" category included social, Gem, recruiters' ATS, ZipRecruiter, Indeed, Hired, and other job boards and job search marketplaces

Recruiters also recognize the power of the phone

For all the attention email and InMail get, sourcers and recruiters are relying on phone calls and texts as secondary methods of prospect outreach. This also makes sense. For Millennials and Gen Z especially, their phones are natural extensions of themselves, and texting is the mode of communication they're most comfortable with. (In fact, many prefer to communicate over text rather than over a phone call.)

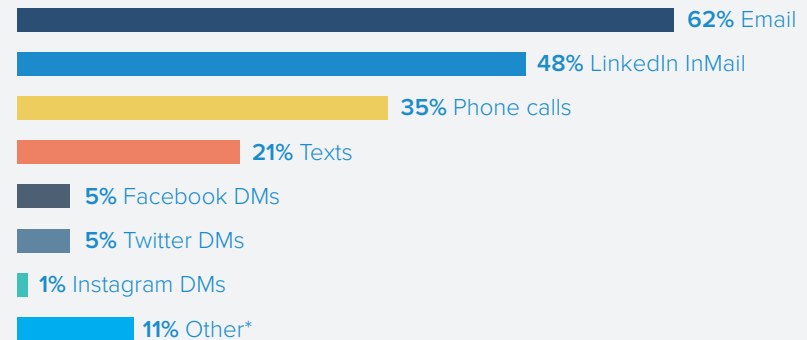
* The "Other" category included referrals, networking with past applicants, searching previous candidates in Gem, WhatsApp, Indeed, and job search platforms—especially platforms for engineers, like Triplebyte

LinkedIn and referrals still beat out all other sources for highest-quality candidates... by a long shot

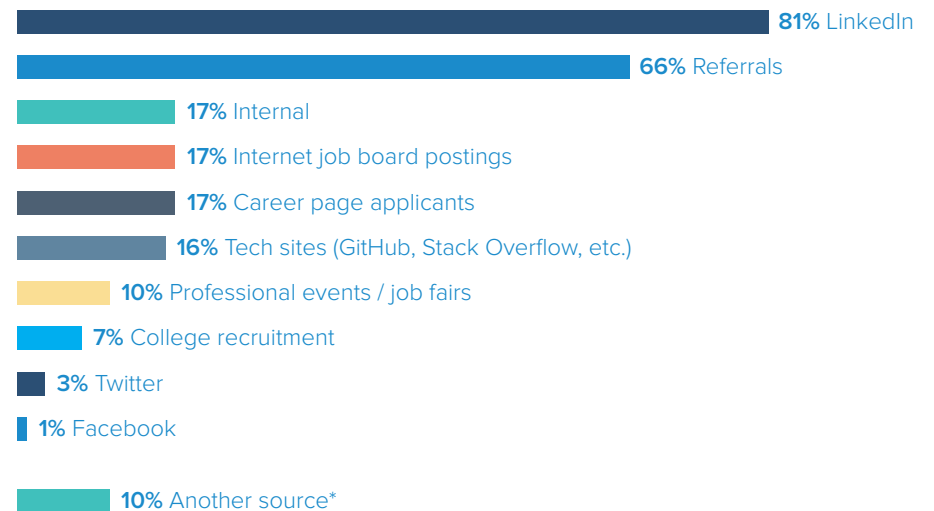
As the world's largest repository of knowledge workers, LinkedIn remains the top source from which recruiting teams uncover their highest-quality candidates. But referrals come in at a close(-ish) second. Think about referrals this way: employee referrals have the highest applicant-to-hire conversion rate of any source; referred candidates begin their positions more quickly than candidates from almost any other source; and referral hires have higher job satisfaction ratings and longer retention than candidates from any other source. If they're referred, they've also already been vetted by an employee who wants to see your company thrive.

That said, recruiters who heavily rely on referrals should keep a close eye on how those referrals are affecting the organization's diversity. Because employees are more likely to refer talent who is demographically similar to themselves, referrals tend to benefit White men more than men of color or women of any race. White women are 12% less likely, men of color are 26% less likely, and women of color are 35% less likely to receive a referral than White men are. So if you notice that your referral programs are starting to replicate the homogeneity in your organization, we recommend you rethink those programs as quickly as possible.

Q. What *other* methods of prospect outreach do you regularly use?



Q. Where do you find your highest-quality candidates?



* Other sources included other recruiters in respondents' industries, Google searches, surfacing former candidates in an ATS, Triplebyte, AngelList, Hired, and Monster

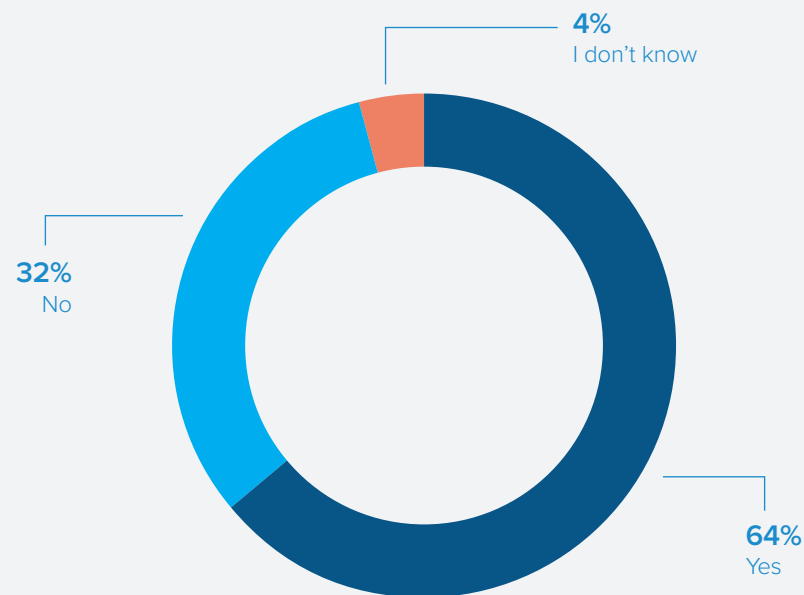
Most teams are tracking, and gathering data on, prospect outreach

64% of talent leaders and talent ops say their team has a formal initiative in place to track candidate outreach, and 58% of sourcers and recruiters say they track metrics like open rates and click rates. This points to the increasing importance of data-driven practices in recruiting. The best teams are tracking these stats and using them to discover best practices about their outreach—from best send times, to most engaging subject lines, to most compelling content, to most effective number of stages and cadence in an outreach sequence.

If your team isn't currently tracking outreach, we recommend you start looking for solutions. The most data-driven teams will be sweeping up the best talent—in fact, they already are.

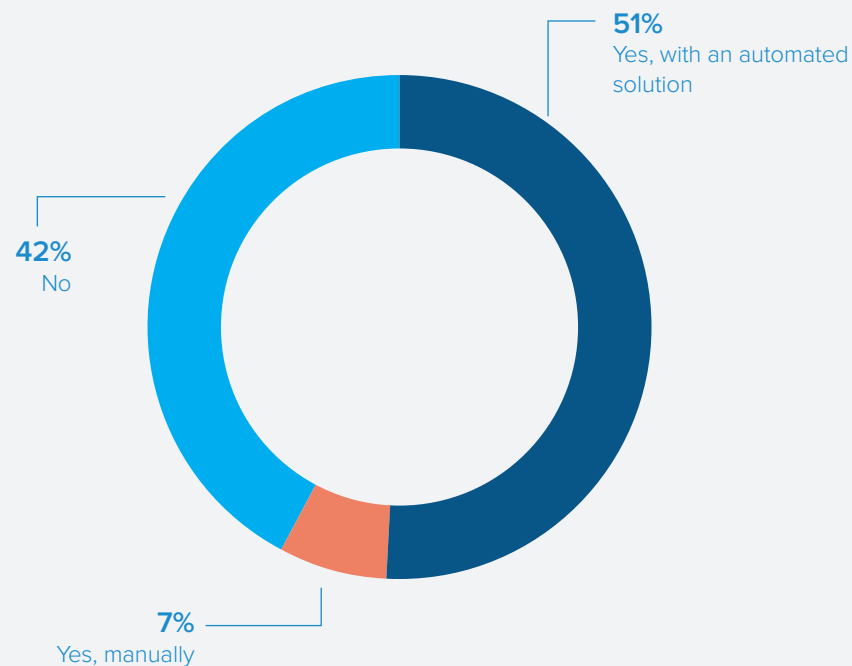
TALENT LEADERS:

Q. Does your team have a formal initiative to track all candidate outreach?



SOURCERS AND RECRUITERS:

Q. Do you currently track email open rates or click-through rates?

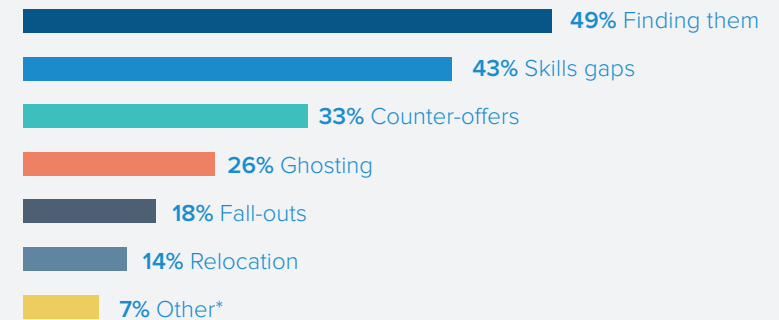


Sourcers' and recruiters' #1 struggle with candidates is “finding them”

Both sourcers/recruiters and talent leaders say their #1 challenge when it comes to hitting hiring goals is difficulty finding quality candidates. A few recommendations to sourcers/recruiters who are struggling with finding candidates include: 1) more complex Boolean searches on LinkedIn (Glen Cathey is one authority to turn to for this: see BooleanBlackBelt.com); 2) leveraging hashtags to uncover talent on social media platforms like Instagram and Twitter; 3) leveraging untapped or less-tapped sources (YouTube, Google Play Store, Dribbble, Medium, Quora, Pinterest, Mogul, Handshake, and AngelList come to mind); and 4) getting “out into the world” (even if virtually) and attending industry events. Event platforms like Eventbrite or Meetup.com allow you to search for community and professional events that would likely attract your target prospects.

None of this is to say that finding candidates *still* won't be a struggle; but thinking outside the box might alert you to talent you won't find in the same habitual searches.

Q. What is/are your biggest struggle/s with candidates?



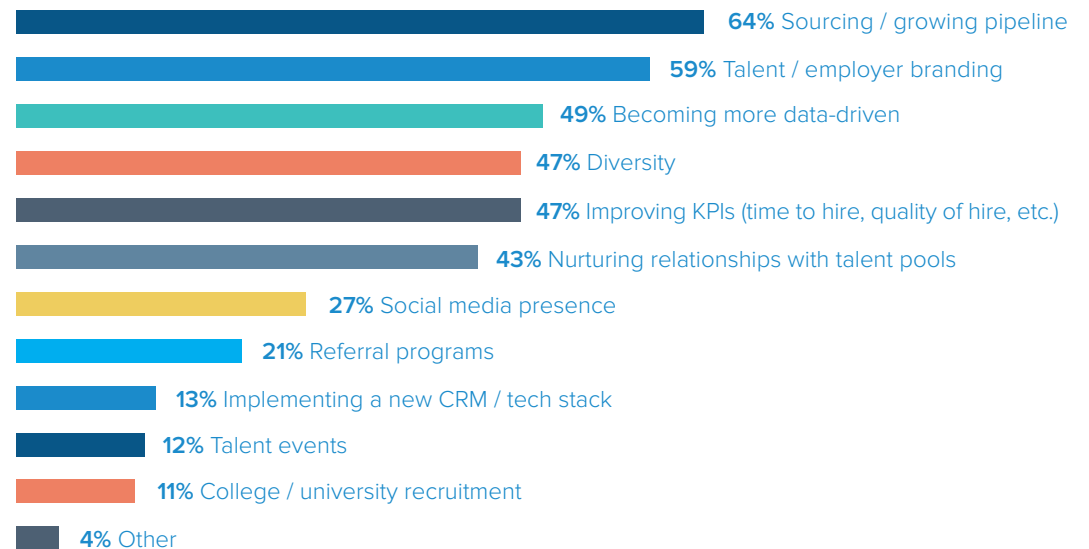
* Sourcers and recruiters who selected “Other” also named these struggles: engaging the candidates they really want to connect with and getting them interested in the company/role to begin with, staying organized amidst the tremendous volume of talent, hiring manager alignment, getting candidates to meet the technical bar or pass the interview process, and timely candidate movement through the pipeline

Talent leaders' biggest priority for the remainder of 2020 is sourcing/growing pipeline

That 64% of talent leaders who are hoping to spend the remainder of 2020, and into 2021, growing pipeline seem to recognize that nurture as a recruitment concept might be more important *now*—when the market is so uncertain—than ever. As unemployment rises, recruiters may soon be managing the largest talent pipelines they've ever had to manage. Reqs may be on hold; existing candidates may be temporarily trapped in various stages of your hiring funnel. Keep sourcing. If you can develop and maintain relationships with passive talent *now*, those outreach labors will pay off in a ready talent pool that felt seen by your company in a time of crisis. It's also worth noting that this is a great opportunity to increase the diversity in your pipelines—and diversifying your company is perhaps more urgent now than ever.

TALENT LEADERS:

Q. What are the highest-priority initiatives for your team for the remainder of 2020?



* “Other” included workflow automation, developing recruitment as a business partner role, implementing onboarding modules and mobile app, and “surviving” and “getting past” COVID

Why Sourcing is So Important to Talent Acquisition

Around 40% of TA professionals say they have dedicated sourcers on their talent teams. The following is for that other 60%—the teams that don't yet have a process in place for actively recruiting passive talent. Despite COVID's impact on unemployment rates, you may still be hearing the term “talent scarcity”—the argument that there aren't enough skilled workers to meet demand—regularly. But the most mature talent acquisition teams don't buy into this line of thinking. They recognize there are plenty of skilled workers out there; many of them just happen to be working elsewhere. And the vast majority of them would be open to a career change if the offer was right. That's why the Apples, Googles, and Amazons of the world have teams of dedicated sourcers, despite the fact that they're inundated with applications.

Think of it this way: Passive recruitment practices get you a pool of the best available talent—your internal pool, your referral pool, and your active pool. But seeking out talent that *isn't* “available” opens up that pool exponentially. Of course, we're not suggesting that active candidates aren't qualified; there's plenty of great talent out there that's looking—perhaps now more than ever. But if you're limiting yourself to active talent, you're selling yourself short. At best, you'll want a TA strategy that considers both active *and* passive candidates. This way, you'll discover the *best* talent, rather than only the best *available* talent.

What is Sourcing, and How is it Different from Recruiting?

Rather than being distinct from recruiting, sourcing is a subset of the recruiting function. If your organization hasn't made sourcing a specialized role, it should at least recognize sourcing and recruiting as distinct activities. Sourcers and recruiters have different KPIs, employ different strategies, and require different skills. Sourcing entails the following activities (among others):

- Searching for qualified talent through public databases such as LinkedIn, online communities, social media profiles, competing companies, and more. This demands a working knowledge of search strings and data mining.
- Identifying prospective candidates who fit a target profile. This demands a holistic view of the company, an in-depth understanding of the industry in which it's situated, and a grasp of how current internal talent compares to market supply.
- Creating interest around either open positions or the organization as a whole through various forms of outreach and long-term nurture campaigns, ultimately

convincing talent to apply. Engagement, relationship-cultivation, and an acute sense of company brand are critical here.

- Performing phone screens and prospect assessment to determine who's qualified. (The best sourcers are well-versed in the details of the roles they're looking to fill.) In this sense, it may be useful to think of sourcers as the SDRs of recruiting

In other words: identification, engagement, qualification, and submission of candidates into process *who would not have applied on their own*. For some sourcers, the journey ends once enough qualified candidates are handed over to the recruiter that the pipeline is sufficiently packed. In other cases, the pipeline is never “sufficiently packed” and sourcing is never “finished.” The goal is to have a continuous pipeline of talent, so when that next opening does occur, it can be quickly filled with the talent you've been nurturing all along.

What Are the Benefits of Sourcing?

We're glad you asked. Setting aside time and resources to fill pipelines with hireable talent takes effort; but your labor will be worth it. There are plenty of benefits to sourcing passive talent (or non-applicants—however you'd like to think of them).

It Improves Quality of Hire

Sourcing requires you to spend more time than you might otherwise outlining your ideal candidate. As you do so, you'll develop a better understanding of both the role and what "success" looks like in it. The better your understanding, the stronger your search terms will be. This alone leads to an increase in quality of hire. But there's more.

It's worth noting that the data below *isn't* to suggest that active talent is lower-quality talent. Job postings can absolutely bring in resumes from stellar applicants. The difference lies in the amount of sifting you'll have to do to find that proverbial needle in the haystack, that four-leaf clover in the field... or whatever your metaphor of choice is. That said, here are some things to consider when it comes to sourcing and quality of hire:

- **You have control over candidate quality.** HR managers say that 42% of the resumes they receive are from unqualified candidates. While job postings can't guarantee you qualified talent, sourcing allows you to create queries to uncover *only* those prospects who have the right skills and experience, who live in the right location, who are likely to be swayed by the compensation offered, and whatever other variables you are controlling for.
- **Passive talent is more likely than active talent to want to make an impact on your business**—120% more likely, in fact. They're also 33% more likely to want challenging work. Ultimately, this means that hiring passive talent is less likely to result in turnover. And given the costs of recruiting and onboarding, loyalty and retention are crucial to your hiring efforts
- **Passive talent is 17% less likely to need skill development.** Since they're currently employed, passive talent is more likely to be up-to-date with technologies and industry developments. They've already proven themselves in a comparable work environment, so you'll spend less time gauging their familiarity with certain processes and technologies and catching them up to speed.
- **Passive talent's motives are transparent.** Because passive talent feels no urgency to find a new job (after all, they've got one), they're less likely to stretch the truth about their skills or experience. Applications can be the breeding ground of exaggeration and embellishment; but passive talent has nothing to gain by that strategy. *You've* reached out to *them*; you're already impressed; they don't have to fib to influence you. They'll be forthright about what they can offer and what they expect in return. It's a relationship founded in mutual trust.
- **They'll choose your company for the right reasons.** Active talent may be unemployed or trying to get out of an unhappy role; they may choose you out of anxiety or because they're feeling the crunch of time. We don't have to tell you how this may impact turnover rates. Passive talent, on the other hand, has time to reflect and deliberate. Their decision to join your company will be dispassionate rather than fear-based. Likely they'll have decided to work for you because they see value in your mission and are motivated by what you do. *That's* the kind of motivation you want.
- **They're probably not interviewing elsewhere.** Active talent is likely interviewing with other organizations, which means more competition for you. You don't want to end up in a bidding war with three other competitors after you've put your resources into leading a candidate through to offer. On the other hand, when yours is the *only* offer, you're less likely to end up stretching yourself on your compensation package to secure the accept.

It Reduces Time to Hire and Cost of Hire

Depending on whom you ask (and depending on factors such as industry and role), the average time to hire is between 36 and 52 days. But because sourcing nurtures relationships with talent long before the need to fill a role arises, you’ve got a pipeline of pre-qualified, vetted talent to reach out to when something opens up, shortening the cycle and filling roles quickly after they’re identified. You’re no longer sitting around waiting for the right person to apply; and you’ve already *started* the “screening process”—after all, you reached out to them based on information on their LinkedIn profiles, or what you saw of their open source projects or design portfolios. That’s why sourced candidates are more than 2x as efficient to hire. At Gem, some of our customers have seen roles filled up to four times faster, thanks to the ready pipelines sourcing generates.

Of course, reducing time-to-fill reduces costs across the board. 54% of HR professionals recently said that sourcing cuts their recruitment costs.

It Improves Workforce Diversity

With sourcing, because you’re not rushing to fill newly-opened roles, you won’t be pressed to turn to the first-best prospect—the “quick hire” often made through referrals and former colleagues—and replicate the homogeneity in your organization.

Indeed, relying on referrals can complicate diversity initiatives. Because employees are more likely to refer talent that is demographically similar to themselves, referrals tend to benefit White men more than men of color or women of any race. White women are 12% less likely, men of color are 26% less likely, and women of color are 35% less likely to receive a referral than White men are. That means a lot of majority talent is organically coming your way.

When you’re filling your pipeline ahead of time, however, there’s time to uncover, engage, and convince underrepresented talent to consider your organization.

It Builds Employer Brand

This is a happy side-effect of nurture campaigns, which keep talent communities up-to-date on everything from funding rounds, to product updates, to corporate social responsibility initiatives, to internal diversity stats, to personal stories of individual employees. As your company becomes familiar to the talent receiving your messaging, they come to perceive you as a trustworthy organization—and your sourcer as an ally, and possibly a friend—strengthening your employer brand. And because word travels, your team’s and organization’s reputations will spread beyond your talent community to people who wouldn’t have heard of you otherwise.



The Anatomy of a Great Recruiting Email

Once you've uncovered the passive talent you think would thrive (and help the company thrive) in your open role, it's time to reach out to them. We all know that it's no small feat to prompt engagement—let alone action—in talent that's content enough just where they are. But the right cold recruiting template, along with a few best practices, might help create that spark with talent who didn't *think* they were looking—further maximizing your response rate.

With Gem, you can track outreach stats—open, click-through, response, and interested rates—to uncover your own best practices. In the meantime, here are the six essential elements of a great initial outreach email for recruiting. (We're focusing on that first email here; your follow-ups will demand different strategies.) Keep in mind that we use the word "template" loosely. You're reaching out to inspire a response and initiate a relationship; and you know your target candidate—what they want to hear, and *how* they want to hear it—better than we do. So think of your outreach as an expression of curiosity and excitement at the possibilities—*with some structure in place*—rather than a formal letter.

The Subject Line

There's no getting a response from a prospect unless they first open your email. And you'll only see an open if you offer them a good reason to do so. Given your outreach is competing with the 120 other emails your recipient will receive that day, we recommend your subject line do *at least* one of the following to stand out:

- **Flatter the recipient.** Studies have shown that even overtly manipulative flattery is remarkably effective. That's because compliments trigger reward centers in the brain. Subject lines that appeal to the ego ("Are you our next top-tier data scientist?") will leave recipients wanting more of the resulting "mini-high," prompting them to click in.
- **Personalize.** This often goes hand-in-hand with flattery. Showing you did your research as early as the subject line—by mentioning a mutual interest or a recent accomplishment ("Loved your recent Medium article!")—shows them they're important enough to have done the work for. But even mentioning prospects' names ("Liz, are you our next VP of Sales?") or locations can be enough to get them to click.

- **Spark their curiosity.** Curiosity releases dopamine, which is associated with motivation—in *this* case, the motivation to clarify what is ambiguous, uncertain, or partial ("How we do things differently at [company]"). Remember, you're reaching out to top problem-solvers who already possess an instinct for inquiry. So leverage that instinct.
- **Mention a referral or shared connection.** If you have a connection, refer to it as soon as possible. It's an instant endorsement; it piques curiosity (see above); it gives you a jumping-off point for conversation; and it minimizes the sense of risk associated with a career change.

Play with, and test, other strategies as well (humor, questions, appealing to values). Just notice we said nothing about length. That's because our data shows there's no real correlation between subject line length and open rates. Of course, mobile clients account for somewhere between 24% and 77% of email opens; so ensure your subject line is short enough that candidates see the whole of it on their phone screens (fewer than 45 characters).

Paragraph 1: Tell Them How You Found Them... and Prove You Did Your Homework

(And by “paragraph,” we mean just a few sentences!) Your outreach strategy begins long before you sit down to write that email. It begins with research. That means checking out social profiles on LinkedIn, Facebook, and Twitter. It means discovering work samples online—through Dribbble if they’re designers, Medium (or personal blogs) if they’re writers, GitHub if they’re engineers, and so on. Most prospective candidates leave digital footprints in multiple places. Find them.

What’s their past (and current) work experience? What projects have they undertaken, and what roles have they played in those projects? What skills do they possess? What awards have they won? What do they do outside of work (charitable work, hobbies, side projects)? What do their career goals—and life goals—appear to be?

With this information in hand, use your opening paragraph to do two simple things: 1. Introduce yourself and tell them how you found them; and 2. Explain why you’re sending *them* an email—of all the people you *could have* reached out to. This is where your “cold” email gets warmer.

With automation, basic personalization (name, location, day of the week, job title, company) can occur at scale and in bulk. At Gem, we recommend using a token at the end of your first paragraph to further customize initial outreach—especially for harder-to-fill roles. After all, the further your outreach strays from the generic, the more likely you are to drive engagement.

Paragraph 2: Tell Them Who Your Company Is, What It’s Doing, and What Role You’re Looking to Fill

Believe it or not, this will be your shortest paragraph. If the prospect is familiar with your organization, a company description will be superfluous. If they *aren’t*, a detailed explanation will ultimately only sound like a variation of all the other company descriptions flooding their inbox. As in marketing, a good rule of thumb is to use “you” more often than “I” or “we”: This email is about *them*, after all. Tell them your company name and, if you’re not well-known, what industry you’re in. The more important part is how the open role supports the company’s mission and contributes to the company

as a whole. Identify 2-3 details that would appeal to their interests. (You know what would appeal; you’ve done your research.) Use strong verbs: “build,” “lead,” “define,” “reinvent.” Mention impact. Leave the rest for them to research on their own... or to write you back and ask about.

Paragraph 3: Mention a Facet (or Two) of your Employee Value Proposition

The employee value proposition (EVP) is the unique set of benefits employees receive in return for the experience, skills, and other contributions they bring to your company. It’s what makes working for you worth their time and effort. But prospects need to be convinced you’re worth their time long before they sign that offer letter. Why would they respond to you *now*? What makes you different than their *current* employer from the perspective of employee experience?

Whether it’s a flexible work schedule, gym memberships, tuition benefits, intellectual stimulation, personal development opportunities, working with the best talent in your field, or company culture, you probably offer quite a few things that collectively make up your EVP. Don’t list them *all* here. Again, you’ve done your homework: mention the elements that would be most compelling for them. If you’re reaching out to multiple people for the same role, you might stress different elements for each person.

Ultimately, this paragraph will be answering the question—from the prospect’s point of view—*What’s in it for me?* Asking yourself “so what?” at the end of every sentence will help you know what to cut and what to keep. If the benefit isn’t self-evident, make it so. If you discover there isn’t one, let that sentence go.

Remember that your EVP might take the form of collateral, which you’ll link to from your email. Maybe it’s a video of your female VP of Sales discussing diversity in your company. Maybe it’s third-party content: A recent article about your series B funding or your newest product to launch. Make use of the content that’s out there.

The Call to Action

The most compelling outreach in the world won’t be complete without a call to action. After all, if your prospect doesn’t know what to do next, they’re less likely to take *any* action... *even* if they’re interested.

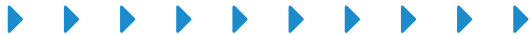
Your goal with this initial outreach should be to get prospective candidates on the phone so you can have the real dialogue *there*. (If you're asking them to send on a resume or apply for your job online, we'd recommend a different call to action.) Tell them you want to have a conversation about what they'd *want* in their next opportunity rather than pitch them a job. Tell them you want to find out if your position is truly aligned with their aspirations. Asking if they're open to hearing more about the role is a low-commitment question. Then suggest the conversation—whether over the phone, over coffee, at the office, etc.

That said, remember the likelihood that your recipient will be reading your email on their phone. Going into their calendar and pitching you some times may be more than they're willing to do. One strategy worth experimenting with is to tell them *when* you plan to call them ("I'll try catching you by phone this Thursday at 1:30"), and ask them to reply *only* if there's a time that's better for them. The less energy they have to expend, the better.

The Signature

Your signature should hold every bit of information your prospective candidate needs to get in touch with you, to learn more about the company, and to get details on the position. Include your name and job title, and link to your LinkedIn profile so recipients can verify your humanity. Include your pronouns (she/her, they/them, etc.) as a way of affirming your allyship and showing that your company values diversity. Include the name of your organization and link to your About page or Careers page. If you've piqued their interest at all, your signature should make it easy for them to find out more.


Remember, this is your *initial* outreach (ideally you'll have up to three follow-ups); so it'll contain more information than the other emails in your sequence. Still, it's possible to include all these elements—how you found them, why you want them, what the role is, and what your company can offer them in return for their skills—in a message that takes less than a minute to read. Remember, the point is to *generate enough curiosity* to get them to respond. Anything more than that is probably too much.





How Gem Can Help

At Gem, we believe in the importance of sourcing so deeply that we've built our products around automating its processes. Gem integrates with your ATS and email and automates your sourcing efforts, from 1-click upload to automated follow-ups. We create efficiency throughout the candidate lifecycle—from initiating and nurturing candidate relationships to increasing pipeline visibility, allowing teams to optimize their outreach, better collaborate, and enhance their overall talent brand.



Increase Efficiency

Source 5x faster: Source directly from LinkedIn, 1-click upload to ATS, or import a CSV of contacts from any source to start building and nurturing candidate relationships. *Our customers 4x their reachouts, 2x their conversions to phone screen, and 2x their response rates.*

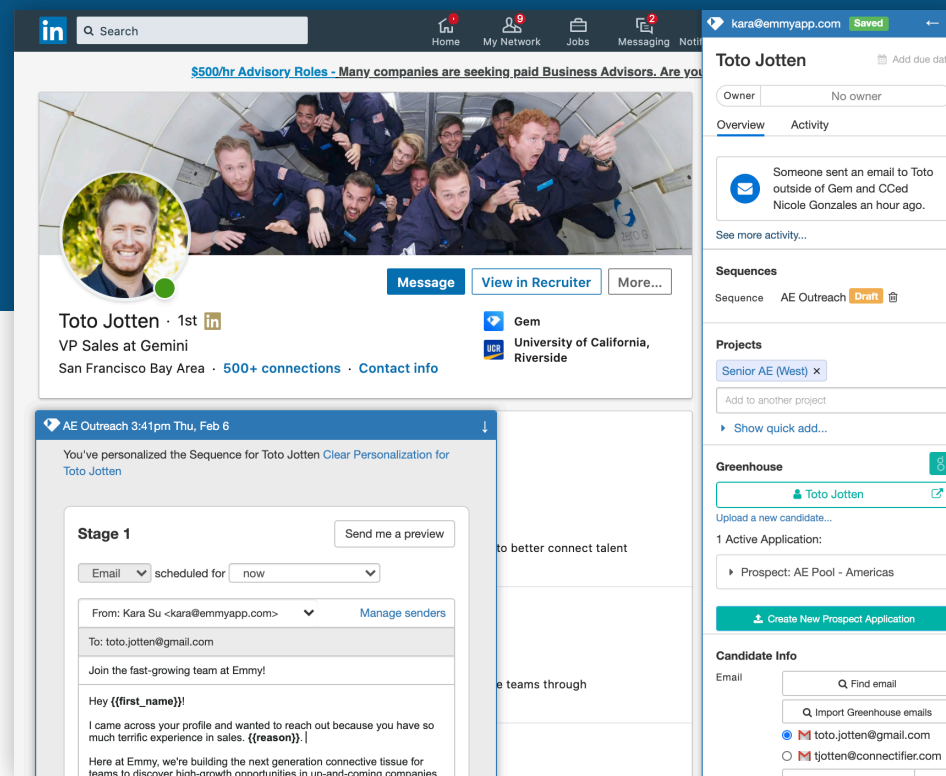
Email Finding: Gem instantly finds personal email addresses and other contact info you can trust.

Outreach Sequences: Craft highly personalized outreach at scale using dynamic tokens automatically pulled from prospect profiles. Use send-on-behalf-of (SOBO) to leverage your hiring manager or VP's voice and dramatically increase your chances of receiving a reply.

Automated Follow-ups: Say goodbye to time-intensive, context-less manual reminders and use Gem's smart, automated follow-ups to 2x your conversion rate to initial phone screen.

Deep ATS Integration: Spend less time navigating browser tabs and more time engaging with candidates. Reach out to your prospects and upload them to your ATS with 1 click. Push and pull information to and from LinkedIn, Gem, and your ATS without switching screens constantly.

Events: Automatically sync RSVPs and attendees from your events into Gem so you can follow up with them appropriately and place them into the right hiring funnels.



Talent Community: Open the door up to passive talent and strengthen your talent brand by integrating Gem's Talent Community into the top of your funnel. Invite prospects to stay in touch with compelling content and a variety of touchpoints that keep your company top-of-mind until they're ready for their next move.

Prospect Search: Use Boolean filters and advanced search parameters to quickly narrow down your entire database of prospects into a list of people you want to engage in a targeted way. Generate invite lists for your next event, follow up with those who were previously engaged, and pinpoint silver medalists to architect a robust nurture program that keeps your pipelines full and pays dividends for years.

Manage Prospects

Rules of Engagement: Make your team look good by preventing “double-dipping” and keeping a consistent point of contact for the prospect. Gem’s Rules of Engagement framework allows you to define when it’s ok to reach out and how much time a recruiter has to keep the relationship alive.

Due dates and notifications: Stay on top of next steps by setting due dates on prospects you want to come back to in the future. Tag a teammate when you want them to take a look at something, and ping hiring managers when they’ve forgotten to respond to a prospect that you reached out to using send-on-behalf-of.

Saved

Yosefina Lanten

Add due date

Owner

Ian McGregor (ends in 25 days)

Overview

Activity

!

Ian McGregor sent 1 message to Yosefina and scheduled 2 more, sending in 1 day.

See more activity...

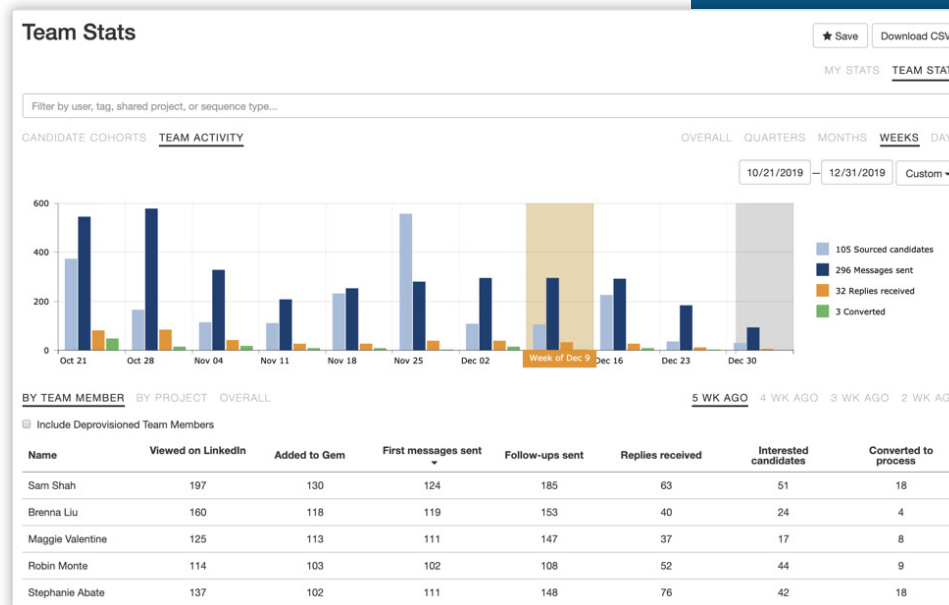
Sequences

Sequence ▶ 1 Ian McGregor's sequence ⚙

Measure What Matters

Outreach Analytics: Track performance and measure messaging effectiveness by recruiter, pipeline, gender, and more to optimize your team’s output and focus their efforts intelligently.

Content Stats: Content is king if you use it effectively. Bolster your talent brand and convey the right employee value props by sharing compelling content in your outreach. See how prospects are engaging with your content through advanced link-tracking to double down on what’s working well.



“

2x Increase in Response Rates

Our response rate drastically increased once our sourcers started using Gem. The automated follow-up feature doubled our conversion rate from initial reachout to phone screen.

Mike Moriarty

Global Head of Talent Acquisition



Collaborate With Stakeholders

Resume Review: Calibrate with hiring managers on the ideal profile through Gem's resume review flow. Leave comments and tag each other on profiles to quickly get on the same page.

Share Data: Keep your stakeholders abreast of the hard work you're putting into their searches. Share reports containing top-of-funnel metrics, prove the value of using send-on-behalf-of, and illustrate what your pipelines look like by gender, race/ethnicity, and more.

BY TEAM MEMBER

BY PROJECT

OVERALL

Breakdown by:

Race/Ethnicity

None

Gender

Race/Ethnicity

Outreach Type

		Added to Gem	First messages sent	Follow-ups sent	Replies received	Interested candidates	Converted to process
▼ Q1 2020		6067	5600	8073	1236	331	174
Black		756 (12%)	692 (12%)	964 (12%)	142 (11%)	44 (13%)	-
Asian		1854 (31%)	1815 (32%)	2627 (33%)	358 (29%)	114 (34%)	-
Hispanic/Latino	-	783 (13%)	677 (12%)	938 (12%)	168 (14%)	48 (15%)	-
White	-	2649 (44%)	2415 (43%)	3544 (44%)	568 (46%)	125 (38%)	-
Unclassified	-	25 (0%)	1 (0%)	-	-	-	-
▼ Q4 2019	16928	3314	2282	2895	630	143	151
Black	-	349 (11%)	261 (11%)	331 (11%)	71 (11%)	17 (12%)	-
Asian	-	977 (29%)	775 (34%)	978 (34%)	230 (37%)	66 (46%)	-
Hispanic/Latino	-	275 (8%)	222 (10%)	288 (10%)	65 (10%)	13 (9%)	-
White	-	1226 (37%)	1024 (45%)	1298 (45%)	264 (42%)	47 (33%)	-
Unclassified	-	487 (15%)	-	-	-	-	-
▼ Q3 2019	12618	1966	1435	1607	522	111	119
Black	-	278 (14%)	179 (12%)	210 (13%)	70 (13%)	16 (14%)	-
Asian	-	629 (32%)	509 (35%)	488 (30%)	185 (35%)	44 (40%)	-
Hispanic/Latino	-	268 (14%)	197 (14%)	254 (16%)	69 (13%)	19 (17%)	-

“

4x Increase in Productivity per Resource

Once you have the ability to sequence the folks you're reaching out to—to have a second, third, fourth email auto-send—you're increasing productivity per resource considerably. Now one sourcer is doing 4x the reachouts with Gem.

Jay Patel

Talent Acquisition Manager



“

Get Hiring Managers on Board

We've tried everything and Gem is the first product to delight our hiring managers. Now, everyone's involved in the hiring process—our entire company is an extension of the recruiting team!

Thomas Carriero

Chief Product Development Officer





Lauren Shufan, Author

Lauren is a content strategist with a penchant for 16th-century literature. When she's not trying to tap into talent teams' pain points, she's on her yoga mat or hiking the hills of Marin County. Come at her with your favorite Shakespeare quote.

Gem is an all-in-one recruiting platform that integrates with LinkedIn, email, and your Applicant Tracking System (ATS). We enable data-driven, world-class recruiting teams to find, engage, and nurture top talent. With Gem, recruiting teams can manage candidate pipeline with predictability.

To learn more and see a demo, visit
gem.com