

Recruitment Marketing with Gem

It can take between 12 and 20 touchpoints to influence a career decision. Rather than engaging in one-and-done reachouts, best-in-class recruiting teams take this data point seriously. Recruitment marketing is a strategy for attracting and engaging the best talent through the same tactics marketers use to sell the value of their products: tailored content, personalized nurture campaigns, and long-term multi-channel engagement.

Recruitment marketing reduces time-to-hire, builds more diverse and more qualified pipelines, elevates candidate experience, and boosts employee engagement and retention. At Gem, we're here to help you nurture and "market" to top talent, from first outreach through to offer-accept.



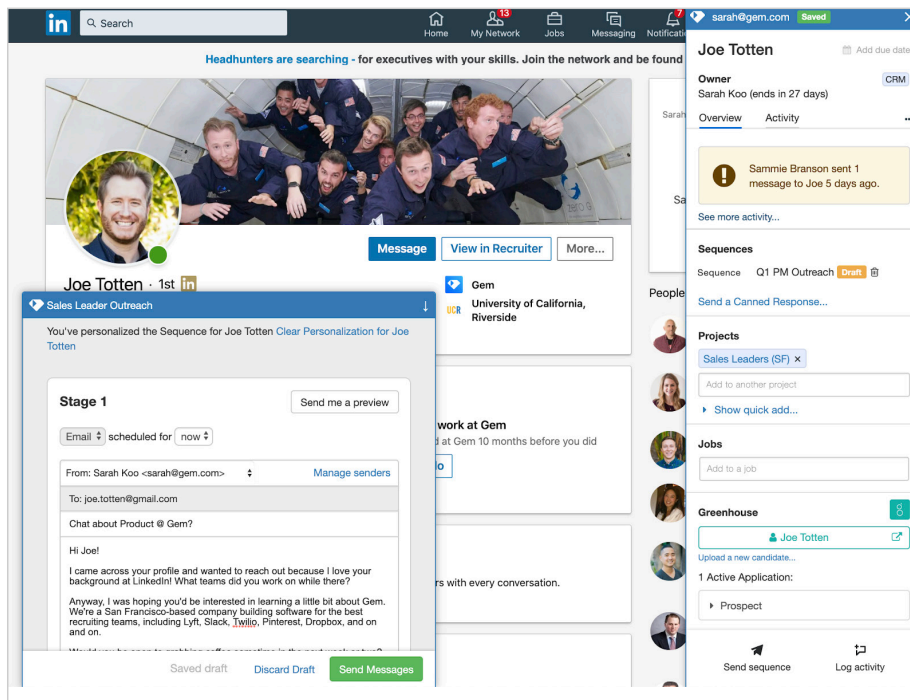
The difference between a great sourcer and a sub-par sourcer is in how much discipline someone has in following-up, in not wasting productivity cycles. Response rates on that initial outreach might be 15%, but they might be 50% on the follow-up. So the one thing I was looking for in a tool was automated follow-ups. We ran a free trial of Gem and I just saw productivity increase. So at that point, it was a no-brainer.

Angela Miller

Senior Director of Global Talent Acquisition and Ops



PURESTORAGE®

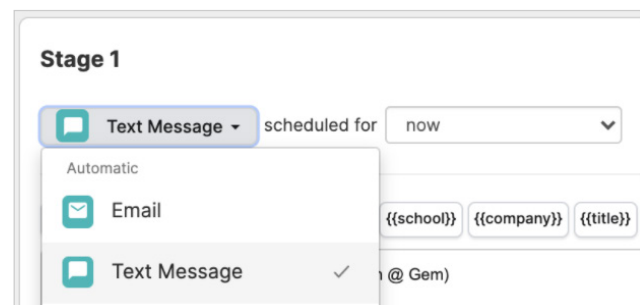


Gem auto-captures information from prospects' professional and social profiles, lets you one-click upload that data into your ATS, add them to a project, send them a message (whether email, InMail, or SMS), or schedule a sequence of messages to go out to them—all without ever leaving their profile.

Send multi-channel outreach and nurture sequences with automated follow-ups.

Craft highly-personalized outreach at scale using dynamic tokens automatically pulled from prospect profiles. Gem auto-parses prospect information from the sites you source from (LinkedIn, GitHub, SeekOut, etc.), tells you if anyone on your team has taken any action on that prospect, and lets you put them into a campaign within a matter of clicks.

Use Gem's Nurture feature to keep top talent engaged with regular touchpoints, over time. Use send-on-behalf-of (SOBO) to leverage your hiring manager or VP's voice and increase your chances of receiving a reply. Follow-ups are automated: say goodbye to time-intensive, context-less manual reminders and 2x your conversion rate to initial phone screen.



Build (and nurture) a talent community.

A talent community is a network of people who've expressed interest in working for your org, though current circumstances prevent them from entering the hiring process. With Gem's help, prospective candidates fill out a customized form directly on your careers page, and you can use the information you collect to nurture and engage with them through targeted campaigns over time.

Of course, former silver medalists and passive talent can also go into your talent community. Gem's branded email campaigns allow you to personalize high-touch communications at scale *while* keeping a consistent brand, and get sophisticated analytics to understand what's working and what *isn't*.

Gem's Nurture feature allows recruiters to craft a message or a nurture sequence and schedule it to go out well past the initial outreach sequence, whether at a specific date and time ("July 17th at 7:35 AM"), or at a relative later time period ("in 6 months").

The screenshot displays the 'Nurture' configuration interface. At the top, the title 'Nurture' is in blue. Below it, 'Sequence type:' is set to 'Nurture' with a dropdown menu showing options: 'Sourcing', 'Event', and 'Nurture'. A 'Stage 1' box is visible. On the right, 'Team Stats' includes a 'Nurture x' button and a 'CANDIDATE COHORTS' section. At the bottom, 'Stage 1' configuration shows 'Email' as the channel, 'scheduled for' with a checkmark, and 'later' as the timing option. A dropdown menu for timing shows 'now', 'date & time', and 'nearest business day'. The schedule is set for '6 months' from '(Fri, Sep 18)' at '03:25 PM' in 'PDT'.



Nurturing is great behavior that I feel is overlooked in our industry. Gem has been a huge part of cultivating that for me. A lot of people send out three messages in their little drip campaign, and that's it. But I believe wholeheartedly that this is a relationship whether they're responding to you or not; you've got to keep cultivating it.

Aaron Smith
Technical Recruiting



PLAID

Host exceptional recruitment events.

With Gem's events module, RSVPs and attendees to your meetups, webinars, career fairs, competitions, and more are automatically added to a Gem project for easy nurture down the road. And our full-funnel analytics show you which *events* lead to which *applicants* lead to which *hires*, so you can calculate the ROI of your events based on actual headcount increases.

Email
Sends after 6 weekdays
at 12:30 pm



Event FY22 Q1 Reach Out

View Sequence Details

From: kinsey@acme.com

Subject: Leveling Up Your Career with Acme

Hi {{first_name}},

Happy {{day_of_week}}, and hope you're doing well! In honor of International Women's Day, Acme is hosting a virtual panel discussion with members from our Engineering and Product organization on March 4, 2021. Join them as they discuss how to actively manage your career and work through major career changes, while also sharing their unique perspectives as women in tech. This will be an interactive conversation, including a Q & A session towards the end.

From: kinsey@acme.com

Subject: Leveling Up Your Career with Acme

Dear {{first_name}},

Don't mean to spam you, but checking one last time to see if you're free to join us for next week's event. Regardless of your current role, seniority, or team, there will definitely be something of interest for you! Register here: <https://www.eventbrite.com/e/acme-leveling-up-your-career-tickets-1234567890>

See you soon!
Acme Team

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With Gem's events module, we can track success: Who opened the event invite? And ultimately, how many people did we convert into our pipeline from the event? The amazing thing about the full-funnel view is that now we'll have an answer to the question: Did we hire any candidates directly from this event?

Lucy Tran

Senior Recruiting Program Manager



<div>Group by: Job</div> <div>Breakdown: Race/Ethnicity x Gender</div> <div>Metric: Passthrough rates</div> <div>Stages</div>											
Job	Recruiter Phone Screen	Hiring Manager Review	Hiring Manager Screen	Skills Assessment	Onsite	Offer	Hired	Hire Rate			
▼ 168 total	286	90	72	12	8	1	1	1 / 5548			
Black Women	10 (3%)	2 (2%)	2 (3%)	-	-	< 5	< 5	-			
Black Men	25 (9%)	9 (10%)	8 (11%)	-	-	< 5	< 5	-			
Black, Unknown gender	-	-	-	-	-	< 5	< 5	-			
Hispanic/Latino Women	18	6	5	2	2	< 5	< 5	-			
Hispanic/Latino Men											

Group by Job and then by Source		Funnel metric: Time in Stage (beta)									
Job	Pre-Interview	Phone Interview	Onsite	Offer	Hired	Time to Fill					
Overall:	517	286	125	54	34	50 days					
▼ Backend Engineer	16	12	10	8	7	181 days					
Gem	8	8	8	6	6	222 days					
WWC Network	5	2	1	1	1	42 days					
Referral	1	-	-	-	-	-					
Internal Transfer	1	1	1	1	-	-					
Recruiting Happy Hour	1	1	-	-	-	-					
▼ Engineering Internship	76	76	7	6	6	34 days					
Women Who Code	72	72	6	6	6	18 days					
Gem	3	3	-	-	-	-					
Referral	1	1	1	-	-	-					
▼ Account Executive	37	25	13	6	4	37 days					
LinkedIn (Prospecting)	16	11	4	3	2	32 days					
Sales Mixer	5	4	1	1	1	54 days					
SalesScience	4	3	3	1	1	32 days					
Referral	1	1	1	1	-	-					

Passthrough rates let you analyze the overall health of your hiring funnel and observe where you're experiencing bottlenecks in the form of candidate drop-offs.

Offer a best-in-class candidate experience (CX). Recruitment marketing doesn't end the moment someone applies to your open role. And we don't have to tell you how CX impacts your ability to market yourself as an employer of choice. This means taking your *entire* hiring funnel into account, from first contact through to offer-accept.

With Gem, you can analyze conversion rates to identify the weakest points of your pipeline and understand how to fix them. Slice by hiring manager, recruiter, job, gender, and more to spot biases and effect process change for a more equitable candidate experience. Where is talent dropping out of process? How can you optimize that stage for a better overall candidate experience?



Gem's metrics help us zero in on stages in the interview process where we're falling short on equitable gender hiring. For one division, we intuited that we were hiring more women than the average team—and we were! We were prepared to roll off our passive sourcing efforts for that division; however, we found that quarter over quarter we were increasing our male conversions at a higher rate between two key interview stages. If we hadn't had access to that data, we wouldn't have been able to properly strategize on how to allocate our resources properly to fix the trend for that division.

Joel Torres

Talent Acquisition Manager – Americas



To learn more about how Gem can help your team, visit gem.com or contact us at info@gem.com



Gem is an all-in-one recruiting platform that integrates with LinkedIn, Gmail, Outlook, and your ATS. We enable data-driven, world-class recruiting teams to find, engage, and nurture top talent.