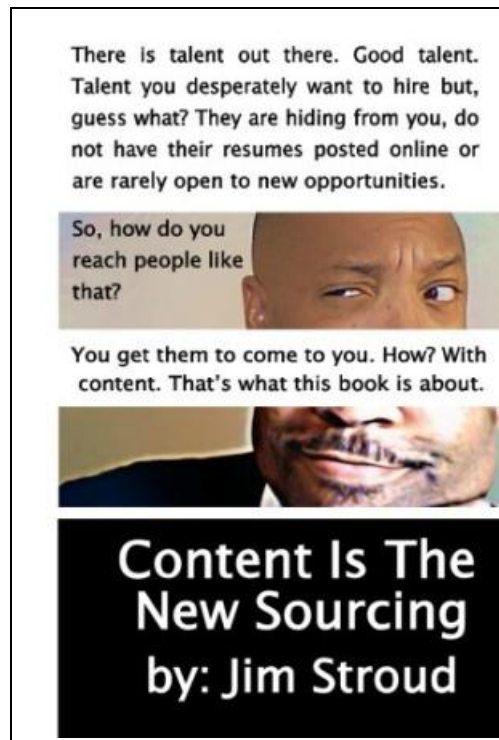# Content Is the New Sourcing: Strategies for Attracting and Engaging Passive Candidates



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Extensive information for ebook fans. it was writtern very flawlessly and useful. You are going to like just how the author publish this pdf.
(Jarrod Prosacco)

# CONTENT IS THE NEW SOURCING: STRATEGIES FOR ATTRACTING AND ENGAGING PASSIVE CANDIDATES



Createspace, United States, 2014. Paperback. Book Condition: New. 228 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.ATTN: RECRUITERS, SOURCERS, TALENT ACQUISITION MANAGERS and HR LEADERSHIP! There is talent out there. Good talent. Talent you desperately want to hire but, guess what? They are hiding from you, do not have their resumes posted online or are rarely open to new opportunities. So, how do you reach people like that? You get them to come to you. How? Content. That s what this book is about. In this follow-up to his book, Resume Forensics, Jim Stroud discusses a marketing approach to sourcing passive candidates. Although boolean search string and keyword strategies are explored, this piece delves more into attracting candidates via a psychology and personalization methodology. SOME OF THE IDEAS AND STRATEGIES INCLUDED IN THIS WORK ARE: # Content is the new sourcing and that is good for recruiting. # Content is the new sourcing and that is bad for recruiting. # Some people do not want to be found by recruiters and here is the proof. # How to attract the people you want to hire while outfoxing your competition at the same time. # How to find quality content to share with your audience # Lots and lots of strategies for developing content when you don t have the time to do so # How to gauge your employment brand # How to monitor your competition s employment brand # How to make your sourcing team more efficient # How to engage passive candidates so they ll call you back # What to do with the people you do not hire RECRUITERS SOURCERS: If you search for talent that is online, you risk bombarding the same candidates your competition is trying to recruit. However,...

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