



HOW TO BUILD A REPEATABLE SYSTEM FOR HIRING AND RETAINING CLOUD TALENT

PART 5: ENGAGEMENT: A CRUCIAL TOOL FOR ATTRACTING TALENT

If you have completed your Market Map and GTM proposition, then you are ready to move on to the next stage of the process: engagement. These days, there is an incredible range of platforms for connecting with potential candidates, all readily available to you. Making the most of these platforms can deliver incredible results, but in order to optimise the engagement process, it is again imperative that a clear strategy is put in place first.

A HOST OF OPPORTUNITIES TO ENGAGE

From directly engaging with talent on LinkedIn, to email campaigns directed at a selected pool of potential candidates, through to the broad scope of Facebook or Twitter posts, there are many different approaches when it comes to connecting with people with the skills your business needs. Rather than simply applying a scattergun attack on all of these platforms, take the time instead to identify which channels are proving the most effective.

Finding out which method of connection works best for your chosen talent demographic will help to avoid the risk of your message being disregarded, or simply lost amid a sea of other communications. Instead, taking care and honing your engagement style will increase the likelihood of the right tech talent responding to your overtures, and sparking that vital interest in the prospect of joining your team.



HOW TO STAND OUT IN THE TALENT LANDSCAPE

Yet the question still remains as to just how your business can stand out from other organisations also trying to make connections with your ideal candidates. The answer lies in successfully identifying what it is that motivates these professionals, and by creating a strong brand as an employer that such individuals will want to work for.

You can find out what motivates your ideal candidates by being present at the touch points with which they are already engaging online. Make sure that your brand is actively communicating with people in relevant social media communities such as Github and LinkedIn (think inmailing, engaging with content, and “following” attractive candidates), and build a “brand community” in which your current employees are motivated to speak out about the benefits of working for your organisation.

Don’t overlook the power of a traditional meet-up, either - arranging or attending industry-focused in-person gatherings can be a perfect way to present your brand as a great place to be employed. Work smarter when it comes to engagement by using a combination of automated and personal emails, and, finally, don’t let those leads which have already been “warmed up” go to waste. Stay in contact and build on this initial interest in your proposition. It’s been found that talent that was successfully engaged during the preceding month was 33% more likely to go on to respond to an email or call than those contacted six months later¹.

PARTNER WITH EXPERTS IN THE TALENT ACQUISITION PROCESS

At Regal Cloud, we understand the challenges of navigating the tech talent landscape, and we provide bespoke solutions for organisations looking for the answer to their recruitment challenges. From helping your brand to engage with the talent you need to let your business grow, to developing long-term talent retention strategies, Regal Cloud can quickly deliver the results you need.

**Please get in touch today, at 26 Kings Hill Avenue, Kent, ME19 4AE
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to find out more about our expert recruitment services.**

¹<https://www.linkedin.com/business/talent/blog/talent-acquisition/top-of-mind-candidate-strategies>