

HIRE MORE ELECTRICIANS

A 6 STAGE CANDIDATE
SOURCING STRATEGY
FOR ELECTRICAL CONTRACTORS

BY: DAINELLA NARTKER



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PREFACE

WHERE ARE ALL THE ELECTRICIANS?

"A poll (2015) by the national contractors' group indicated that 70 percent of construction companies are having a hard time finding qualified workers, with 69 percent saying labor conditions will remain as tight or get worse in 2016." - TBO News, 2016

The work is there. You have great customers and opportunities appearing, but how do you commit when you don't have a reliable workforce for fulfillment? That is the unpleasant reality (and obstacle to business growth) of the skilled tradesmen labor shortage.

This is the crux. The traditional job advertising strategy of 'post and hope' is no longer enough. It isn't bringing the quantity, or quality, of tradesworker you need to provide the standard of customer service your company brand represents.



So, how do you find workers?

One strategy is to seek them online using recruitment marketing tactics, including:

- **Quality** - Reach passive and active candidates
- **Precision Targeting** - Your message to the right audience
- **High Relevancy** - Lowering cost-per-conversion
- **Filter** - Before using valuable Recruiter resources
- **Automation** - 24-7 outreach and follow-up

If you are seeking to expand your workforce of skilled electrical workers and traditional outreach strategies are not meeting your needs, this might be your next recruiting move. Read on to learn one version of an online recruitment marketing strategy.



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STRATEGY OVERVIEW

FIND, FILTER AND DELIVER
PASSIVE AND ACTIVE CANDIDATE LEADS

What is recruitment marketing?

"The strategies and tactics an organization uses to find, attract, engage and nurture talent before they apply for a job, called the pre-applicant phase of talent acquisition." - Wikipedia

Why apply it to hiring electrical tradesworkers?

We live in a world of high stimulus and data overload. Strategies that automate:

- Finding & Attracting
- Engaging & Filtering
- Delivery & Nurturing

of the right candidates are highly relevant today. They encourage passive and active candidates to consider your company as an advantageous career move for them.

Even better, they automate parts of the hiring process, leaving your Recruiters free to concentrate on the final steps in your recruiting funnel.



DEFINE YOUR IDEAL EMPLOYEE

STEP 1: WHO DO YOU IDEALLY WANT ON YOUR TEAM?

Ask yourself this question: If you could have 10 new employees today, but they all had to be a clone of 1 of your existing employees, who would the existing employee be? The best way to find that existing employee is to identify who is the most profitable, gives you the least amount of grief, is a joy to work with, often refers your company to potential new employees, shows up on time, and who you would genuinely like to have more of.

Once you have identified this employee, ask yourself what is important to them in an employer, where do they come from, what is their work history, why did they hire on with you, what helps them thrive at work, what are their career aspirations, and what value do YOU offer the relationship.

Action:
**Write down what defines your
Ideal Electrical Tradesworker**



DEFINE YOUR IDEAL EMPLOYEE

STEP 1: CONTINUED

Now, visit your website and read the page related to employment with your company. Work your way through the page as if you were your #1 employee. Imagine that this page has been built specifically for you. Ask yourself these questions: Does the language used in the page resonate with you? Are the images engaging to look at? Is the information relevant and interesting?

Your recruiting page should be built for your number one employee and nobody else. This is usually difficult to execute because we are afraid of potentially losing other possible recruits. However, if we have identified who our number one employee is, doesn't it make sense to then focus on just attracting more of them?

Add an opt-in feature to your webpage that allows visitors to enter their contact information to open an employment conversation. This is a softer option to connect than a completing a full application. Think Pre-Applicant phase.

Action:
**Make the relevant
webpage changes.**

STEP 2: WHERE ARE THEY?

Now, we decide where to go looking for your ideal workers. And, what better way than to ask your current ideal employees where they spend their time online? A quick survey (there are free survey tools online, for example SurveyMonkey) to discover where they spend their time online.

Some examples might be:

- Instagram
- LinkedIn
- Twitter
- Facebook
- Search engines, like Google, Yahoo or Bing

Once you have identified popular platforms where your ideal employee spends their time. Goggle the platform for advertising options. Get educated on what it will take to implement an ad campaign on that platform.

Action:
**Identify and research an
online platform.**



STEP 3: MAKE IT EASY FOR YOUR TEAM

Target, Filter and Deliver

- **Target** -Advertise and attract your ideal employee from first impression. Utilize your chosen platforms' features to precision target who sees your ads.
- **Filter** -Filtering begins with your message. By making it appealing and relevant for your ideal employee, it will attract more like them and poor fits for your company culture are less likely to engage. Targeting your advertising also increases the likelihood a candidate will be a better fit and increase ROI on your ad spend.
- **Deliver** -Look at the options your chosen platform has for delivery of leads. What works best for your team? What makes it easiest for them to follow-up efficiently?

Action:
Decide on an organized delivery method.



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FOLLOW-UP

STEP 4: AUTOMATE FOLLOW-UP & EDUCATION. CONNECT.

How great would it be if ideal applicants, who have raised their hands telling you they are interested, could get to learn more about your company's great employment offer before your Recruiters even picked up a phone?

Go to your chosen email autoresponder and develop an email sequence that drip feeds value to candidates who opted-in on your employment webpage. This nourishes the relationship from the start by delivering the offer as promised, keeping you fresh in mind, and sharing valuable information with a candidate.

Examples of email content: Answer common questions, address concerns, offer information about your company or area they will be living, etc. Go back to Step 1 and look at the emails from the candidate perspective, what do they want to know?

Action:
**Create email sequence in
your autoresponder.**

STEP 5: TRACK RESULTS, OPTIMIZE, INCREASE ROI

What you track, you can measure. What you measure, you can improve upon. Remove guess-work by testing your campaigns and results. Try split-testing one campaign against another. Make one change, then compare the results. Then make another change to test against that winning ad.

Track from where your ad traffic engages with your offer and then moves through the recruitment funnel. Do they click to get the offer, but bounce from your employment webpage? Or, do they submit but never open an email? Who opens all of your emails? Who hires on? What happens once the lead is delivered to a Recruiter? How is the lead followed-up with outside of the automated sequence? Curiosity and data-driven questions like these will help you target your optimization efforts to increase ROI and candidate quality.

Action:
Put tracking in place.
Observe results to optimize.



STEP 5: TRACK RESULTS, OPTIMIZE, INCREASE ROI

After investing this time and resources into gathering these contacts, it makes sense to maximize your return. Build a database from these qualified candidate leads by storing their contact information in an organized manner.

Go one step further. If the timing is quite right for a candidate lead, but the interaction was positive with them being a good match for your company culture, ask permission to reach out to them in the future. Getting permission meets anti-SPAM laws and it is just plain ole polite.

Access that database when unexpected workforce hiring needs arise with a simple email or phone call before investing in new outreach.

Action:

Establish an organized method to retain Candidate Leads for future job opportunities.



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YOUR COMPANY

YOUR COMPANY CULTURE IS UNIQUE. OWN IT.

No two companies are alike. Each has its own unique value proposition to offer an employee. What are you offering that is different? Why is your employment opportunity outstanding? Can you say it more consistently and clearly across all platforms, from ad campaign to social media, to attract your ideal candidates?

Your company culture and offer matter to candidates. For instance, millennials are the new buzz word; they want to work at a place where they make a difference, can build a career, gain skills and be part of a team. Do you speak loudest to them, or to another generation? Your clear message will attract the right candidates: Saving you time by eliminating poor fits before they even enter your hiring funnel.

What does your company need? Lots of leads now? A contact list of candidates to revisit when growth swings workforce needs? Build a contact list for future offers. Keep them engaged via social media and valuable emails. Need immediate hires? Then try hitting the ads campaigns harder.



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QUESTIONS?

APPLYING THE STRATEGY TO YOUR COMPANY

Your workforce challenges and goals have commonalities with other Electrical Contractors, but your company's employee value offer, culture, and expectations are unique. The strategy covered here is generalized to help get you started, but not all inclusive. Adapt as needed.

Have questions specific to your company?

Reach out to me at:
dainella@rhinofox.com, or
[click here to](#)
connect via LinkedIn.