

Developing a Comprehensive Attraction Strategy



Beyond the Job Posting:

Crafting an Attraction Strategy That Draws Top Talent

Emma, a talented software developer, scrolled through job listings on her laptop. She paused at one company's posting – not because of the job description, but because of the compelling story it told about the company's mission and culture.

Intrigued, Emma found herself exploring the company's website, reading employee testimonials, and watching videos about their innovative projects. Before she knew it, she was imagining herself as part of their team. This company had successfully captured Emma's attention and interest – the first crucial step in their attraction strategy.

A comprehensive attraction strategy is the foundation of successful talent acquisition. It's about creating a magnetic pull that draws the right candidates to your organization. This strategy goes beyond simply posting job openings; it's about crafting a compelling narrative about your company and why top talent should want to be part of it.

Understanding Your Employer Value Proposition (EVP)

The cornerstone of any effective attraction strategy is a clear and compelling Employer Value Proposition (EVP). Your EVP is the unique set of benefits and values that employees gain by working for your organization. It answers the crucial question: "Why should a highly talented person choose to work here?"

To develop a strong EVP:

1. Identify your company's unique strengths and values
2. Understand what your current employees value most about working for your organization
3. Research what your target candidates are looking for in an employer
4. Craft a message that authentically represents your company and resonates with your ideal candidates

Remember, your EVP should be more than just a list of perks. It should convey the essence of your company culture, opportunities for growth, and the impact employees can make.



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Employer Branding: Telling Your Story

Once you've defined your EVP, the next step is to effectively communicate it through employer branding. This is how you present your company to the world as an employer. Effective employer branding can significantly impact your ability to attract top talent. In fact, a LinkedIn study found that companies with strong employer brands see a 43% decrease in cost per hire.

Key elements of employer branding include:

Company Website:

Your careers page should be more than just a list of open positions. It should tell your company's story, showcase your culture, and give potential candidates a glimpse into what it's like to work for you.

Social Media Presence:

Platforms like LinkedIn, Twitter, and Instagram can be powerful tools for showcasing your company culture and engaging with potential candidates.

Employee Testimonials:

Real stories from current employees can provide authentic insights into your company and resonate with potential candidates.

Thought Leadership:

Sharing industry insights and company innovations can position your organization as a leader in your field, attracting candidates who want to be at the forefront of their industry.



Targeted Outreach: Finding Your Ideal Candidates

An effective attraction strategy doesn't wait for candidates to come to you – it actively seeks out ideal candidates. This involves understanding where your potential employees are and how to reach them.

Consider these approaches:

Industry Events and Conferences:

These can be excellent opportunities to network with potential candidates and showcase your company.

Partnerships with Educational Institutions:

Building relationships with universities and trade schools can help you tap into emerging talent.

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Employee Referral Programs:

Your current employees can be your best recruiters. Encourage and incentivize them to refer qualified candidates.

Targeted Online Advertising:

Use platforms like LinkedIn and industry-specific job boards to reach candidates with the skills and experience you're looking for.



Creating a Positive Candidate Experience

Your attraction strategy doesn't end when a candidate applies for a position. Every interaction a potential employee has with your company contributes to their perception and decision-making process.

To create a positive candidate experience:

1. Ensure your application process is user-friendly and mobile-optimized
2. Communicate clearly and promptly throughout the hiring process
3. Provide informative and engaging interviews that give candidates insight into the role and company
4. Offer constructive feedback to candidates who aren't selected

Remember, even candidates who don't get the job can become brand ambassadors if they have a positive experience.

Leveraging Technology in Your Attraction Strategy

Technology can play a crucial role in enhancing your attraction strategy. Applicant Tracking Systems (ATS) can help manage applications more efficiently, while AI-powered tools can help identify promising candidates. Virtual reality tours of your workplace can give candidates an immersive look at your company culture.

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Measuring and Refining Your Strategy

Like any business strategy, your attraction strategy should be regularly measured and refined. Key metrics to track include:

- Quality of hire
- Time to fill positions
- Source of hire
- Candidate experience ratings
- Offer acceptance rates

Use these metrics to continually refine and improve your attraction strategy.

Developing a comprehensive attraction strategy is a crucial investment in your company's future. By clearly defining your EVP, effectively communicating your employer brand, targeting ideal candidates, and creating a positive candidate experience, you can significantly enhance your ability to attract top talent. In our next article, we'll explore how to optimize your hiring process to make the most of the talent you've attracted.



Contact us



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