

# 5 Strategies for Seasonal Recruiting



How employers can  
scale hiring quickly  
and efficiently

Presented by

**Dalia**



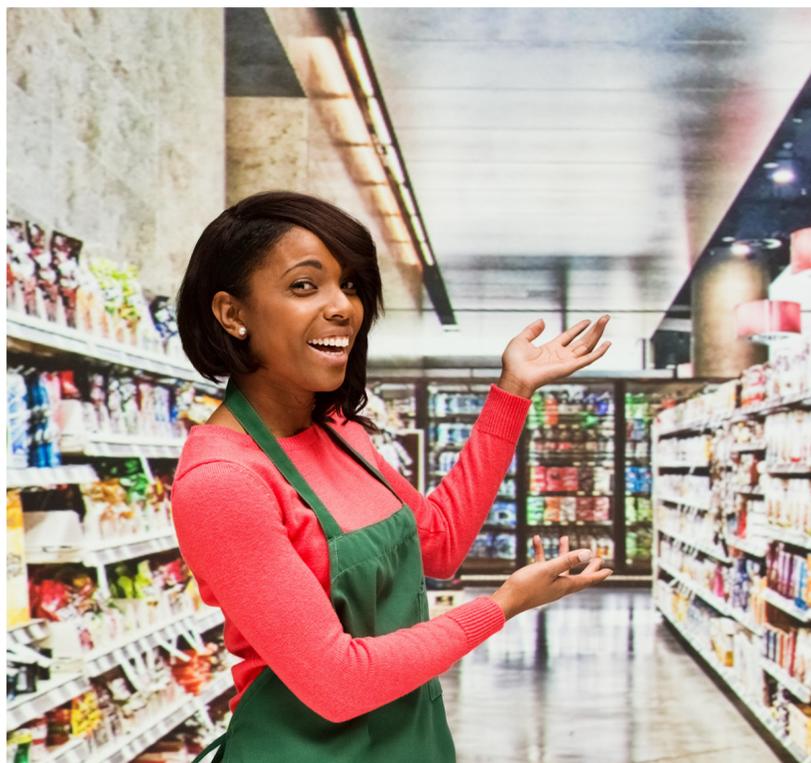
## Seasonal recruiting is a ramp-up in hiring that takes place at a certain time every year...

During the holidays retailers, logistics, and transportation companies need to hire thousands of temporary seasonal workers to handle hordes of shoppers.

Hotels, restaurants, and hospitality employers might scale up hiring in the summer (or the winter if they're a ski resort) to support an influx of visitors.

In all cases, seasonal recruiting is critical to the success of organizations, and making sure you have the right people in place at the right times has a direct impact on the bottom line.

Despite the name, it's important to think about seasonal recruiting year-round so that you're not trying to start from scratch at the last minute.



### Tips from the Pro's

*"We build talent communities of people who showed interest but didn't apply, people who applied but didn't get hired, and alumni who have worked for us in the past. Then we use automated job remarketing to engage them and generate the candidate flow we need."*



Bradley Cooper  
Associate VP Technology  
SASR Workforce Solutions

So whether you're starting to prepare months in advance or trying to make up for lost time - now is as good a time as any to prepare.

If you've been through seasonal recruiting cycles in the past it's also important to retain seasonal employees who have worked for you in previous years, but we'll dig more into that later.

### **Strategy #1: Grow a talent pipeline you can tap into during your recruiting sprints**

Building a talent pipeline (or talent pool) throughout the year makes sense for all types of recruiting, but especially seasonal recruiting.

This is because growing a pipeline leads to both better applicant quality - the likelihood that they will get hired - and a lower cost per applicant.

The reason that candidates in your pipeline are more likely to be high-quality is that they've already expressed interest in working for your organization.

Whether they have been in consideration for another role, hired in the past, submitted a lead form, or even just visited your career site - they already are much more likely to convert into a hire than an applicant who comes in cold from a job advertisement.



They're also going to come at a lower cost because you won't have to pay for them through job advertising on a cost-per-click or cost-per-applicant basis.

Their contact information already lives inside your ATS and/or CRM and reaching out to them with relevant jobs only costs time and effort.

Pop-up forms are a great way to capture job seekers who visit your career site but don't apply. You see these forms all the time when you're shopping online and they say something like: "Sign up now to get our latest offer."

They can be programmed to launch as soon as someone arrives at your career site, or timed for exit-intent (when someone moves their cursor to close their browser window).

Any information captured from job seekers gets pushed directly into your ATS or CRM and becomes part of your talent pipeline.

## **Strategy #2: Engage candidates with scalable SMS & email job remarketing**

Now that you've built a strong talent pipeline it's time to engage them by remarketing your seasonal job openings.

Since you're going to be reaching out to a high volume of candidates you won't be able to manually call, text, or email everyone independently but that doesn't mean communication can't be personalized.

Job alerts today should be relevant to the job seekers' location and interests, fully automated so they require no time and work from recruiting teams, and sent daily since seasonal job seekers prioritize finding jobs quickly.

It's also important to use a multi-channel approach when remarketing jobs to seasonal workers that include both email and text messaging.

Many seasonal workers are dependent on mobile phones for communication. That means reaching them over both email and text makes the likelihood of converting them into hires much greater.

Finally, ensure that your remarketing job alerts are getting sent out on a daily basis since there is a strong urgency among hourly job seekers to find a job quickly.

[The Reality of Hourly Recruiting Report](#) showed that 83.2% of hourly job seekers want to receive new job alerts at least once a day.



### **Tips from the Pro's**

*Remarketing has been a core part of our strategy to become more efficient with our job advertising spend. It delivers qualified applicants who get hired, at a cost-per-hire that's 50% less than Indeed. This has allowed us to reduce overall job advertising spend without the same reduction in applications and hires."*



Chris Klassen  
Director of Talent Engagement  
PeopleReady

### **Strategy #3: Maximize the impact of your job advertising**

Job advertising is the go-to option for scaling hiring rapidly. The benefits are you can post a job and on the same day start getting applicants while having control over how much you pay for clicks and completed applications.

The downside is that it's not always easy to optimize your job advertising spend and the likelihood of those applicants converting into hires is not always great.

Programmatic job advertising offers a way to optimize your bidding so that you maximize the number of applicants you get from your spend. This doesn't always solve the problems with applicant quality or conversions though.

If you're sending paid traffic to your career site there's a 95% chance that job seekers will drop off without applying according to Appcast's [Recruitment Marketing Benchmark Report](#).

Employers who use easy-apply options might get *more applicants*, but they tend to be *less qualified* with very few every converting into actual hires.

Remarketing can be helpful in solving both of these problems.

If you're directing your job advertising traffic to a career site using pop-up forms capture and job alerts to bring back traffic to apply can improve your chances of converting more applicants and hires.

The same goes for easy-apply leads which can be remarketed to and matched to the best possible job openings.

In the end, job advertising is essential to seasonal recruiting, but it's also critical to ensure you maximize the impact of your investment.

### **Tips from the Pro's**

*"We have a relatively small team for high-volume hiring. We rely heavily on automation and technology to post jobs and for all of our recruitment marketing and job advertising. That way we can provide a high volume of qualified candidates and our recruiters in the field can interview and finalize hires."*



Shay Johnson  
VP of Talent Acquisition  
Compass Group

### **Strategy #4: From hello to hire over text messaging**

We touched on the importance of text messaging when it comes to engaging seasonal job seekers earlier, but it really can't be emphasized enough how important it is to leverage throughout the recruitment process.

For seasonal recruiting that means not only automating relevant job alerts via SMS but also enabling job seekers to apply for jobs via text as well.



This creates a seamless flow where someone can learn about a job and apply for it instantly through a simple text message conversation.

Why shouldn't you just assume that job seekers can use the browsers on their mobile phones to apply for jobs? It's typically not as easy as it looks.

Job applications are filled with lengthy requirements, multiple pages of questions, and resume and cover letter demands which make them all but impossible to complete from a phone.

Transforming your job application process into a text-to-apply experience will ensure you're getting a great volume of qualified seasonal candidates for your jobs.

## Strategy #5: Know your audience and simplify everything

When recruiting for seasonal jobs it's important to revisit your job descriptions, career site experience, and job applications to make everything as simple as possible. Why?

Because many seasonal job seekers are students or recent graduates and are in search of their first real job.



The first step of simplification is to remove any confusing acronyms or industry jargon that a first-time job seeker might not understand.

If at any point a job seeker doesn't understand the question or what's being asked of them they might drop off from the hiring process and move on to apply for another job.

Second, always explain the next steps of the hiring process and how it will work.

When can job seekers expect to hear back from you? How will they hear back from you? What steps are involved in the rest of the hiring process?

These are all helpful questions to answer upfront to make sure your applicants stay engaged.

Third, seasonal employers should prioritize the hiring of seasonal workers who have been employed in the past.

These candidates are not only much more likely to convert into hires, but they'll also require less training and be easier to hire again during future seasonal hiring periods.

Ensure that your job applications make it easy for prior employees to notify you that they've worked for your organization in the past.

# Thanks for reading. We'd love to continue the conversation.

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Dalia helps you get more qualified applicants from your job advertising with automated job remarketing. It immediately engages career site visitors and turns them into qualified applicants over time with scalable, highly relevant, and fully automated SMS & email remarketing. Dalia is the #1 source of qualified applicants, lowers cost-per-hire by 50% & increases job advertising ROI by +25%.

**Contact us to learn more:**

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Learn more about automated job remarketing at [www.dalia.co](http://www.dalia.co).