

RMPENTERPRISE

A DATA-LED APPROACH
**TO BUILDING YOUR
EARLY TALENT
PIPELINE**



Employers are faced with attracting a new generation of talent. Generation Z have grown up surrounded by technology and expect a personalised, persistent and permission-based experience in every aspect of their lives.

Forward-thinking employers are reinventing the way they're communicating with school leavers and undergraduates, using a data-led approach to build and nurture their Early Talent Pipeline.

Why? To help them personalise their communications to specific groups of students, measuring the effectiveness of their attraction and engagement activities, improve their ROI and ultimately recruit the best talent for their organisations.

This whitepaper will explain how you can build and nurture your very own Early Talent Pipeline using a data-led approach, which will revolutionise your attraction strategy.

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WHAT IS AN EARLY TALENT PIPELINE?

A talent pipeline is an effective strategy used by recruiters to improve how they hire candidates. It contains engaged candidates who can be contacted when a recruiter has relevant roles to fill.

Adopting this approach switches your company's recruitment strategy to be more proactive as opposed to reactive; you are no longer thinking about open roles but filling roles that your company will be hiring for in the future.

We've created the Early Talent Pipeline based on this methodology to enable forward-thinking employers in the early talent space to build their own pipelines of engaged candidates. This enables them to recruit the best talent ahead of their competitors and dip back into their talent pipeline if students or school leavers renege.

ATTRACTION

OPT IN

ENGAGEMENT

INTEREST

CONSIDERATION

APPLY

ASSESSMENT

OFFER

CONVERSION

HIRE

*The RMP Enterprise
Early Talent Pipeline*

HOW CAN YOU BUILD YOUR EARLY TALENT PIPELINE USING A DATA-LED APPROACH?

A data-led approach involves capturing data from young people across multiple channels. Your Early Talent Pipeline is built through nurturing these prospective candidates to apply to your job roles, whilst tracking their engagement.

This enables you to make informed decisions about which attraction activities you should invest in to recruit the best talent and achieve the best ROI.



BUILD YOUR PIPELINE

Recruiting from a pipeline of engaged talent will result in higher engagement and application rates.

KNOW YOUR AUDIENCE

Gain insights on your target audience through the ways they engage with your brand and the opportunities you offer.

SEGMENT AND TARGET

Send targeted communications to specific groups of young talent, based on their interests and demographics. This will result in higher conversion rates.

TRACK RESULTS

Analyse your data to invest in the most effective attraction activities and maximise your ROI.

WHERE TO CAPTURE DATA

There are multiple places you can capture data in your current attraction strategy. These include:

- **Careers fairs**
- **Employer presentations**
- **Skills sessions**
- **Brand ambassadors**
- **Career websites**
- **Social media**
- **Insight evenings**
- **Open days**

By adopting a data-led approach, you'll be able to measure which attraction activities achieve the greatest number of undergraduate and school leaver interactions, and where you collect the most valuable data. This will allow you to measure the worth of your activities and help to plan your future strategy.



WHERE TO CAPTURE DATA

CASE STUDY ATTRACTING LAW STUDENTS

One of our legal clients tracked and analysed their attraction activities and discovered that they interacted with almost four times as many students at presentations delivered by members of the firm, compared to the number of interactions they had with students at law fairs.

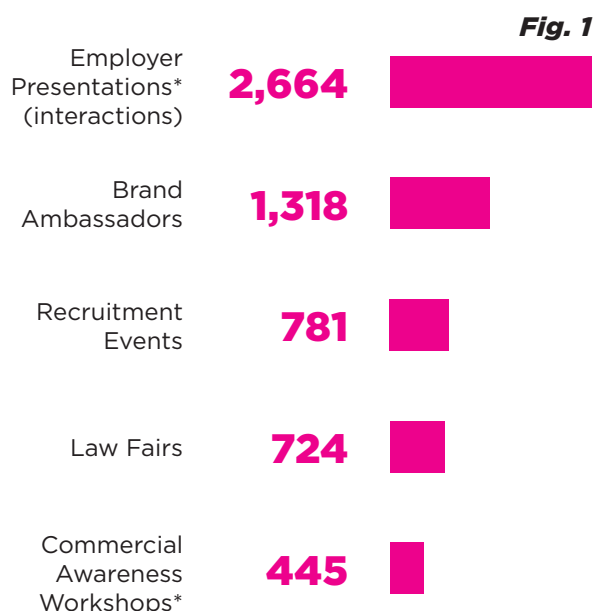


Fig. 1 shows the amount of data collected through each attraction activity

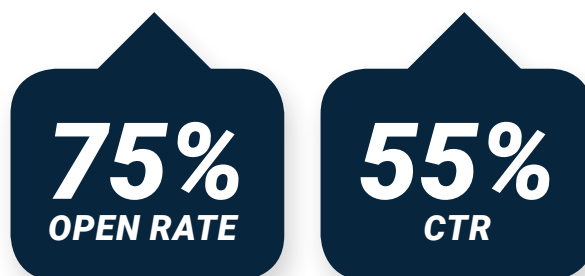
**These incorporate online pre-registration*

CASE STUDY ATTRACTING SCHOOL LEAVERS

Our banking client's objective was to build an Early Talent Pipeline of engaged school leavers. To do this, they promoted an apprentice-specific "Register Your Interest" form on their careers website.

In less than a month, 920 students signed up. The client later sent an email to those who had registered to let them know that applications to their apprenticeship schemes were open.

This email received a huge open rate of 75%, with a click-through rate (CTR) of 55% due its relevance with the audience.

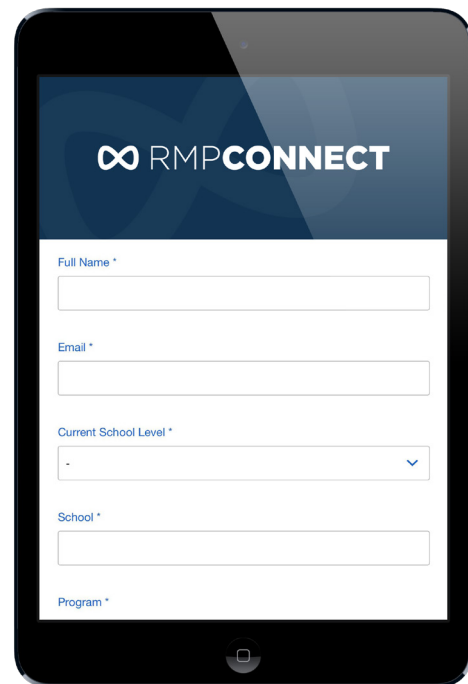


HOW TO CAPTURE THE RIGHT DATA

It's important to review the data you capture to ensure you're collecting everything you need for your targeting purposes, as well as being mindful of GDPR.

Cutting out any fields you don't need will reduce the amount of students dropping off when filling out their details on one of your forms. Therefore, we recommend no more than 10 easy-to-answer fields on each form and pre-filling fields where possible. Drop-down fields are great for this.

For example, if you're going to a law fair at Sheffield University, you should pre-fill the 'University' field so it automatically registers every student to that university. You can always ask for more data at a later stage when a student is more engaged.



KEY QUESTIONS TO ASK YOURSELF:

- ***What data do I need from the talent I am engaging with?***
- ***What demographics would it be useful for me to have oversight of and report on?***
- ***How will I use the questions to send targeted communications in the future?***
- ***Are there incentives or a competition I can run to increase sign-ups?***
- ***Can I pre-fill any fields when on campus or at an event to make data collection quicker?***

COMMUNICATE WITH YOUR EARLY TALENT PIPELINE

Now that you've captured your data, it's critical you create a communications plan to engage and nurture your Early Talent Pipeline with your brand and the opportunities you offer.

We've created a 'Nurture Ladder' to show how you can move students further down your pipeline in the most effective way.



1) IMMEDIATE ENGAGEMENT



2) DATA SEGMENTATION



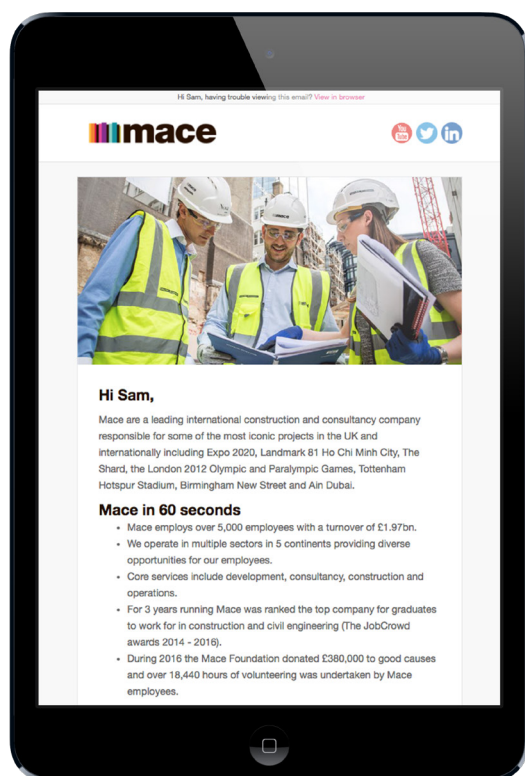
3) ONGOING COMMUNICATION



*Remind
Educate
Coach*

IMMEDIATE ENGAGEMENT

The first step on the 'Nurture Ladder' is to immediately start a digital conversation with the students you've collected data from, so that they continue to engage with your brand and relevant job opportunities further down the pipeline. The first interaction post-signup usually consists of an automated email containing information they would find valuable.



CASE STUDY

EMAIL AUTOMATION

Our client wanted to reduce the costs of printing graduate brochures that they took to careers fairs.

They trialled a digital strategy, whereby every student who registered with them at a fair (and was interested in finding out more about their opportunities) was sent an automated email immediately after registering, containing their graduate brochure.

The results were incredible, achieving open rates of 50% and click-through rates of 13%.

Another one of our clients saw open rates of 60% and click-through rates of 20% when they sent an automated email seconds after students filled in their online form (proving that the early bird really does catch the worm.)

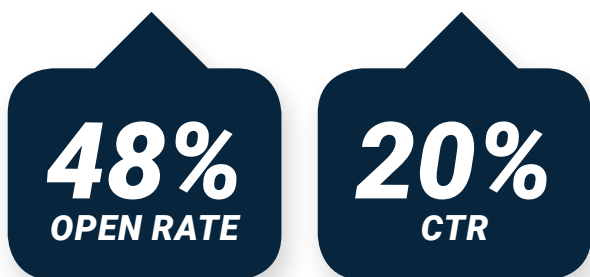


TARGETED COMMUNICATIONS

For maximum impact, you should segment your database and send targeted communications to specific groups of students. This will ensure the relevant message gets in front of the right audience, substantially increasing your open and click-through rates.

CASE STUDY TARGETING FEMALE STEM STUDENTS

A client's objective was to attract more female STEM students. To do this, they hosted a female-only STEM event. To ensure they invited the right audience, they segmented their Early Talent Pipeline. They identified a target group of 1,200 female STEM students that they could market the event to. As this audience were already engaged, the email saw an open rate of 48% and a click-through rate of 20%, with 35% signing up to attend the event.



ONGOING COMMUNICATION

Now that you have started to engage and segment your Early Talent Pipeline, it's important that this conversation becomes a part of an ongoing communications plan moving students down the funnel and increasing the chances of converting them into high quality applicants.

The best engagement campaigns include content around three key areas. These are:

1. REMINDER EMAILS

- Reminder to come to an event or attend a webinar
- Don't forget to apply for a role
- Deadlines approaching

2. EDUCATIONAL EMAILS

- Newsletters
- Interviews with current employees
- Commercial awareness
- Day in the life of a grad/apprentice
- Blogs on culture & CSR initiatives

3. COACHING EMAILS

- How to write a good application
- How to succeed at assessment centres

An ongoing communications plan will nurture your talent pool to your key values. This will result in a higher conversion of students applying for your roles, made possible by adopting this data-led approach. The ISE has reported that in 2018, 14% of job offers were declined and 7% reneged, so having an engaged Early Talent Pipeline will enable you to re-engage with high quality candidates to help fill your roles, without having to start from scratch to attract the best talent.

CASE STUDY COMMUNICATIONS PLAN

One of our UK banking clients implemented a monthly newsletter to keep their Early Talent Pipeline engaged.

They include content such as a spotlight on their executives, a 'day in the life of a graduate', blogs on their CSR initiatives and links for students to test their knowledge in interactive quizzes. The average open rate has been 60%, with a strong click-through rate of 7%.



ANALYSING YOUR DATA POST-HIRE

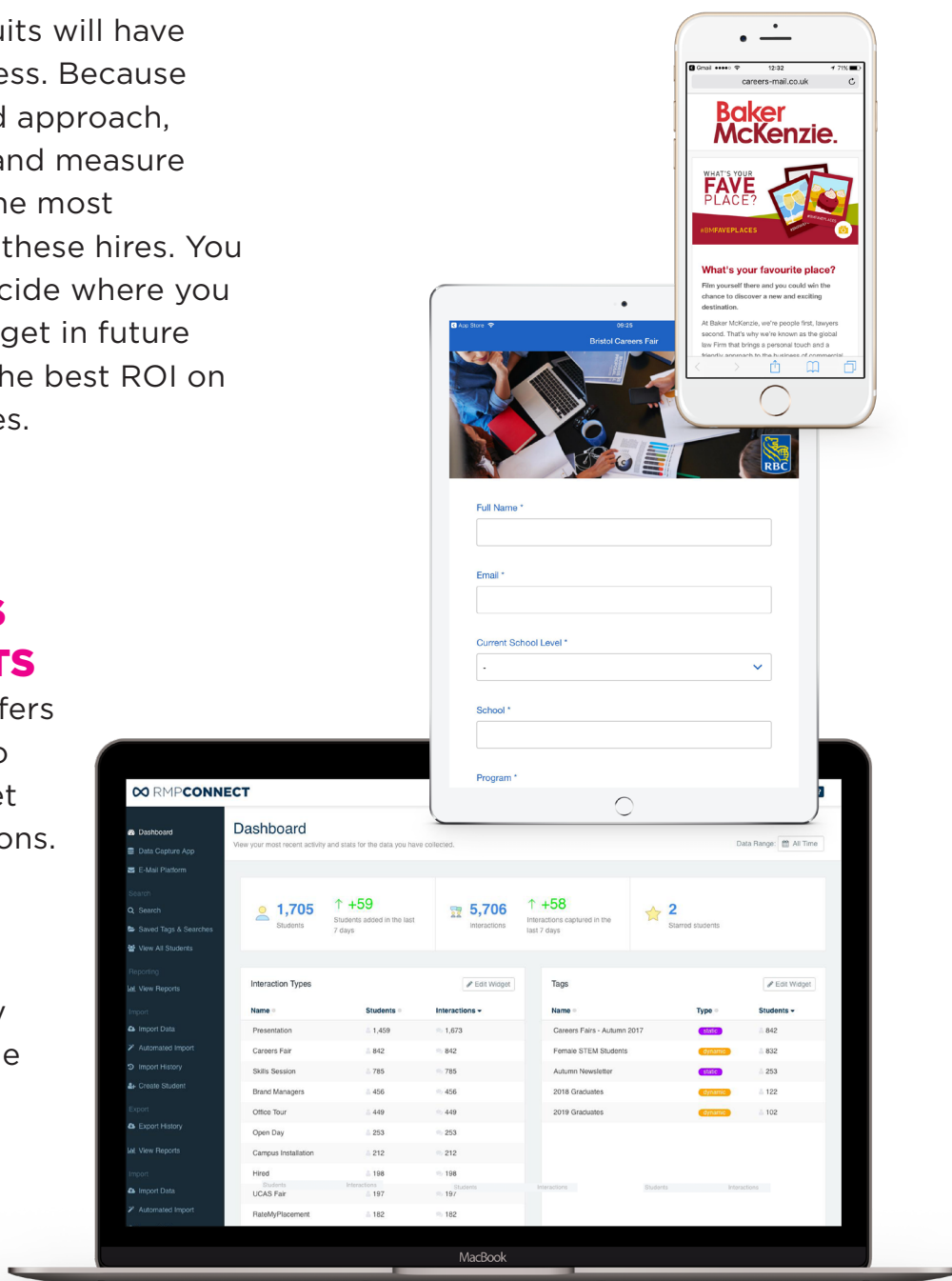
By now, your new recruits will have settled into your business. Because you adopted a data-led approach, you'll be able to track and measure which activities were the most effective in generating these hires. You can use this data to decide where you should spend your budget in future to ensure you receive the best ROI on your attraction activities.

CASE STUDIES SHOWING RESULTS

A law firm made job offers to 25% of students who they had previously met at employer presentations.

A public services firm made job offers to 21% of candidates who they had signed up via online forms on their careers website.

A transport company saw 38% of grads that RYI went on to apply and 15% of apprentices.



CONCLUSION

Employers are now faced with attracting a new generation of talent. Born in the late 90's, Generation Z have grown up in a world of technology and have come to expect a personalised experience in every aspect of their lives. It's imperative employers understand this audience and how best to engage with them on campus and through digital means.

No longer can employers rely on traditional attraction activities to fill their roles and hire the best talent. A data-led approach is the way forward, as it allows you to measure the effectiveness of your attraction campaigns and therefore improve your ROI.

Segmentation of your talent pool enables you to send personalised communications to specific groups of students, something that Generation Z demand. This has been proven to increase engagement rates, reduce renege offers and ultimately help you hire the best talent for your organisation; talent that's loyal and understands your brand and values.

To find out if we can help you, get in touch with your account manager or email:
enquiries@rmpenterprise.co.uk

RMP Connect's innovative software enables recruiters to build an Early Talent Pipeline and measure the effectiveness of their attraction and engagement activities.



RMPENTERPRISE

We offer digital and face-to-face solutions to ensure employers attract the best early talent.

Over the past ten years, we have helped employers engage with millions of 14-24 year olds across a range of products and services.

★ RATEMY**PLACEMENT**

RateMyPlacement is the UK's leading jobs board and resource hub for university students searching for undergraduate work experience, including placements, internships and insight days.

3 million visitors a year
50,000 student-written reviews
100,000+ student database

★ ON-CAMPUS**PROMOTIONS**

On-Campus Promotions helps employers promote their opportunities using a multi-channel approach, including Brand Ambassadors, Campus Events and digital campaigns to engage the best talent from target universities.

Over 900 Brand Ambassadors
45 Campus and Digital campaigns

★ RATEMY**APPRENTICESHIP**

Aimed at 14-18 year olds, RateMyApprenticeship.co.uk is the UK's fastest growing website for young people considering apprenticeship and school leaver opportunities.

100,000 visitors each month
15,000 reviews from apprentices
70,000+ student database

∞ RMP**CONNECT**

RMP Connect's innovative software enables early talent recruiters to engage and convert interested students into hires and measure the effectiveness of their attraction activities.

Create targeted communications
Make data-driven decisions
Improve ROI

www.rmpenterprise.co.uk