



Expand Talent Networks with Targeted Audience Planning

Candidate expectations for recruiting experiences are at an all-time high. They expect interactions to be helpful and efficient, and prefer text and email over phone calls. In the latest Recruiter Nation Report, 36% of recruiters said their top priority is having a more diverse talent pipeline, and 41% said it's getting more candidates for each open role. That's why the third worksheet in the **Recruiting Effectiveness Planning Kit** is designed to help recruiters create targeted candidate audiences to fill high-volume, technical, and even hard-to-fill roles.

What Is a Targeted Candidate Audience?

Talent acquisition is all about building relationships and connecting qualified candidates with the right role. Strategic recruiting teams build their talent networks through targeted audience engagement. These audiences help recruiters manage candidate relationships from the first interaction through onboarding and beyond.



Like candidate personas, audiences are targeted groups of candidates that fit into different role types. These groups receive different types of targeted messages throughout the hiring process as well as during inactive times to keep them engaged.

Here are some of the most popular types of targeted audiences used by recruiting teams today.

- ✔ **Key Talent Audience:** These groups are typically larger pools of candidates that have the skills and experience to fit a type of role. This can be for anyone from seasonal temporary workers to executive hires and include a wide variety of skills and experience to keep talent funnels wide.
- ✔ **Strategic Audience:** Talent acquisition professionals who are focused on improving DEI in their organizations are using more strategic audiences. These candidate groups are more specifically tied to a demographic and can be used to increase representation of underrepresented groups, like veterans, in the company.
- ✔ **Relationship Audience:** This group of candidates consists of past engaged talent like silver medalists, applicants, and even former employees. Recruiters keep this group of candidates engaged with relevant job postings, company updates, and surveys.


Identify Your Audiences and Segments

Before sending any recruitment marketing messages, you'll first need to identify the candidates and segments to target. Write down the groups of candidates with similar roles, motivations, pain points, and preferred methods of communication. These will become your targeted audiences as well as segments.

- **Audience:** The main groups of candidates that can be sent job openings, relevant industry updates, questionnaires, and other messages to keep them engaged. The audiences should reflect the different candidate personas created for recruiting.
- **Segment:** Smaller pools of candidates that fit into niche segments. These groups can be based on skills, experience, professional group membership, or even degrees completed. They're ideal for sending specific messages like invitations to apply and are a great place to source hard-to-fill roles.

Build Your Candidate Audiences

Once candidate audiences and segments have been identified, now is the time to build them out. Be sure to include important decision-makers like hiring managers, recruiters, and department leaders to get a full picture of their recruiting goals. This will give a more detailed look at any gaps in DEI in the company and find areas where recruiting can help improve.



Time Saving Tip: Use Candidate Relationship Management software that makes easy work of sorting and building contact lists. Automation and AI have taken away the tedious administrative tasks of communicating while allowing for recruiters to focus on the human aspects of recruiting.

Fill out this table to start mapping out targeted audience groups and their matching candidate personas.

Targeted Audience Group	Recruiting Goal(s)	Candidate Persona(s)	Segment(s)
Remote workers in the Healthcare industry	<ul style="list-style-type: none">Fill the 2 open remote billing positionsExpand male representation by 10% in remote roles	<ul style="list-style-type: none">Persona A	<ul style="list-style-type: none">Remote rolesHealthcare providersFacility staff

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Create and Send Engaging Content

Once candidate audiences and segments have been built out, it's time to develop and deliver engaging recruitment marketing content. Strategic recruiters are meeting candidates where they're at and are focusing on mobile-optimized messages like texting and chatbots. Others are returning to old favorite channels like career sites, job boards, and email to get the message out.

Measure and Scale Successes

Be sure to take the time to measure and analyze key engagement metrics to learn about what candidates respond to. This will inform future campaigns and help find a better quality of hire while expanding talent networks. **Some favorite candidate engagement metrics are:**

- Applicant conversion rate
- Source of hire
- Link click-through rate
- Candidate response rate



Keep Planning for Talent Acquisition Success

Continue planning to achieve recruitment goals with the next **Recruiting Effectiveness Planning Kit** worksheet.