

# Database Hygiene

How to get maximum ROI from your database

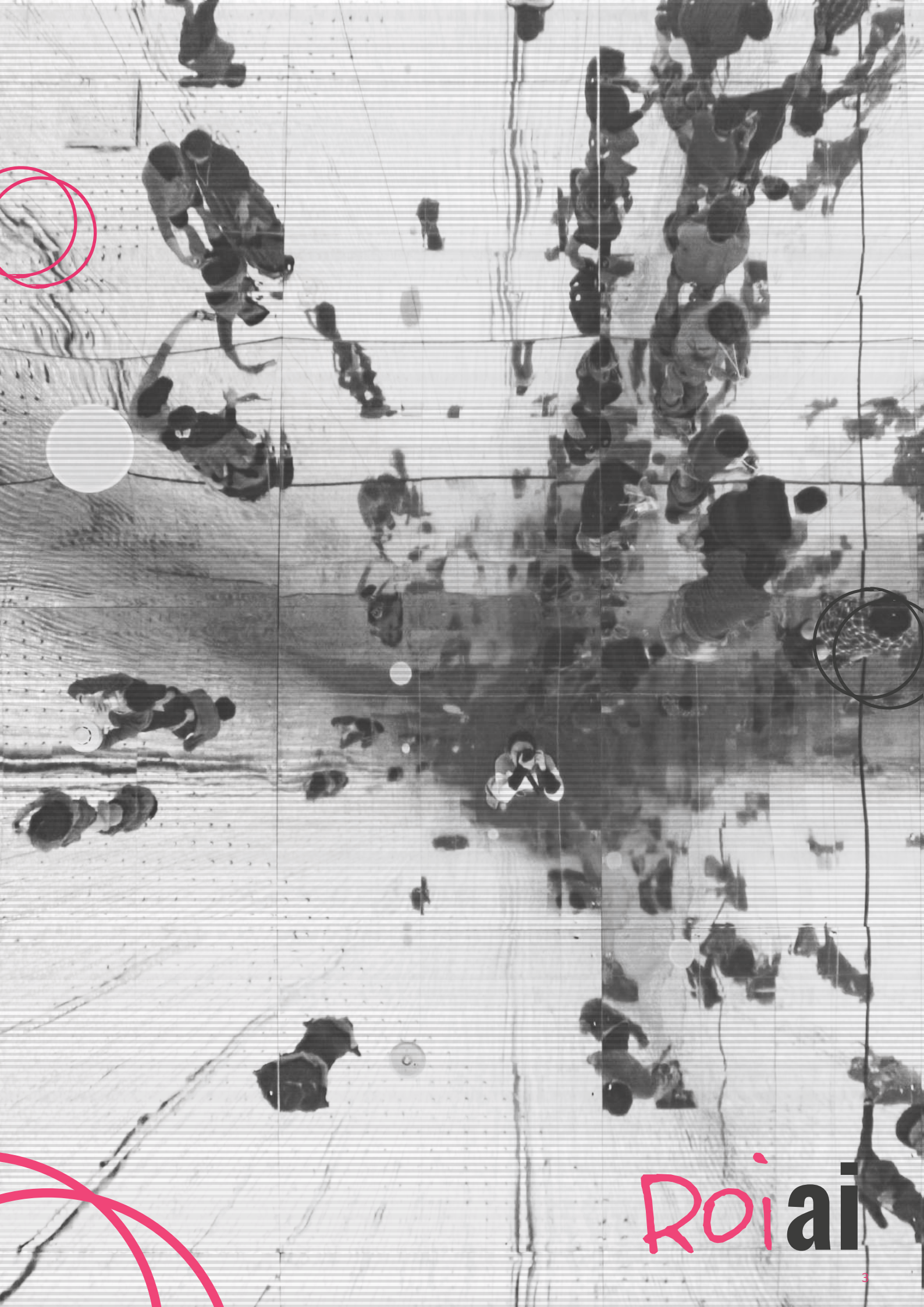


Insights on what the very best Recruitment Automaters are doing to generate maximum return on investment through automated Database Hygiene.

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# Introduction

This document, based on insights from top-performing recruitment agencies, provides a comprehensive guide for recruiters to maintain an up-to-date and efficient candidate database, ensuring high-quality data and compliance with privacy laws.

It discusses the significance of regular updates and proactive automations to keep active candidates prioritised, highlights best practices for planning and executing candidate update strategies, such as scheduling call-back sessions and using personalised, segmented communications to enhance candidate engagement. Plus, it underscores the importance of consistent contact marketing campaigns, offering tips for leveraging GenAI, targeting by sector, and incorporating multimedia content.



## Candidate Update Campaigns

### Keep your key candidate data up to date

Stop your database from becoming a graveyard. Taking simple, regular actions to ensure your database is always being updated is one of the highest yielding return on investment activities you can do.

As well as gathering standard information, such as their current job title and employer, these campaigns can also provide information that isn't publicly available such as their notice period, current and expected salary and even job search status.

## Candidate Status Change

### Keep active candidates at the top of your searches

The most proactive agencies have these automations running in the background because they help maintain an organised and focused database. By changing outdated profiles to Inactive and candidates with activity (communicating with your team, interacting with marketing content, or visiting your website) to Active it ensures that active candidates are findable first.

See Appendix for best practice JobAdder Candidate Statuses.

## Archive Invalid profiles

### Keep only good quality data

Leading agencies have their teams call through candidate profiles that have Invalid email addresses and, if they still can't be reached, move the profiles to Archive or schedule them for deletion.

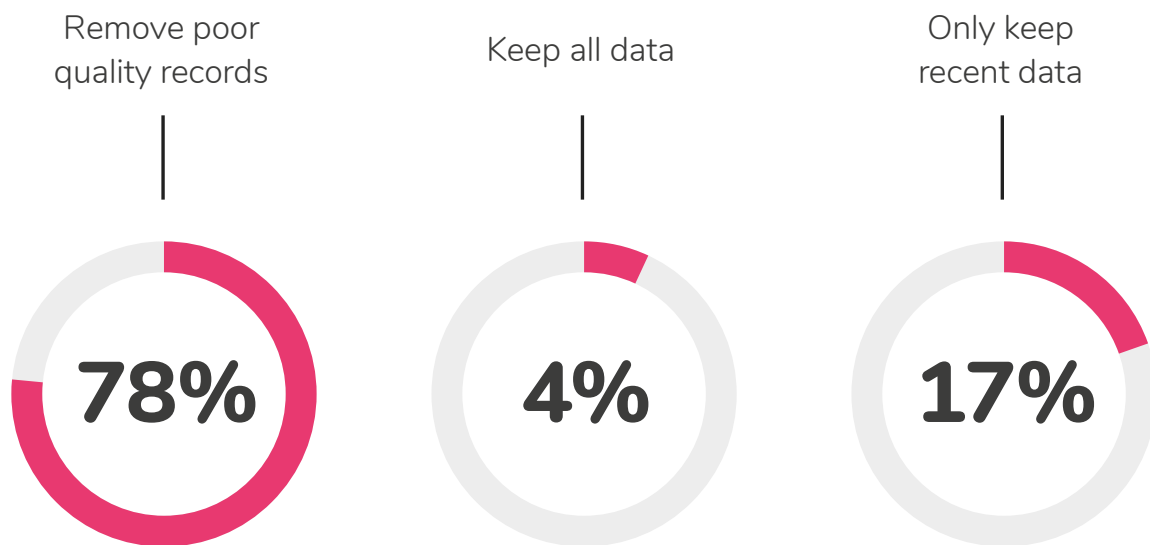
## Self Opt-Out & Unsubscribe

Empower candidates with Implementing a clear and straightforward method for people to unsubscribe from marketing and to request the deletion of their data are essential practices to align with privacy and data protection laws, and also, perhaps more importantly to ensure your data remains useful.

While some agencies might resist offering this option due to fears of losing valuable data, the best performing agencies recognise the importance of respecting user privacy and the benefits of having a clean, up-to-date database.

This is supported by a recent Roi-AI survey which found that only 4% of recruiters would prefer to keep all of their data, however, nearly 80% say their preference is to remove poor quality records.

### Where do you sit on the data spectrum?



By implementing a clear option for data deletion through a chatbot tool and incorporating it into your campaigns and emails, you not only comply with privacy laws but also enhance user trust and maintain a high-quality database. This proactive approach is an opportunity to set your business apart as a responsible and user-centric agency.

# Candidate Update Campaigns- Best Practices

## Planning

The difference in return between a well thought through and executed Candidate Update strategy and one that is simply set live without much thought or planning is huge. Below is an overview of what the very best recruitment agencies are doing to ensure that they get maximum return on investment.

## Candidate Call Back Sessions

Why are call back sessions so valuable, even in a job-short market? Simple, when a candidate updates their details, they are providing your recruiters with a heads up that they are interested in job opportunities and information about their current employment/role preferences – normally enough to decide whether they are worth a call (or not!). But never enough information to place them into a new role without speaking to them.

The challenge most agencies experience is getting the team motivated to call the good candidates off their own back.

The standout agencies pre-book their team for Candidate Call back sessions ahead of the campaigns going live. Then, during the sessions, they divide the responses and get calling.

## Reverse Marketing Business Development Days

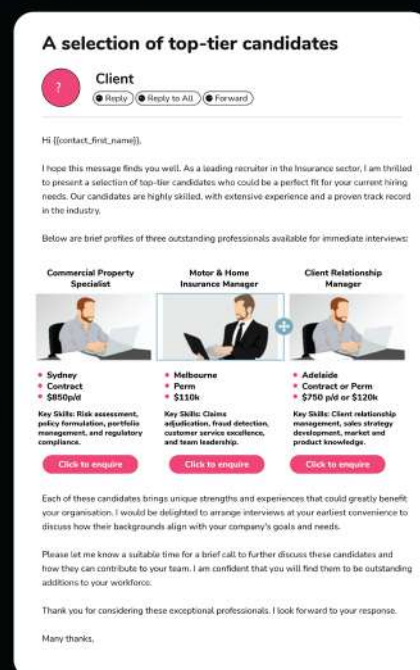
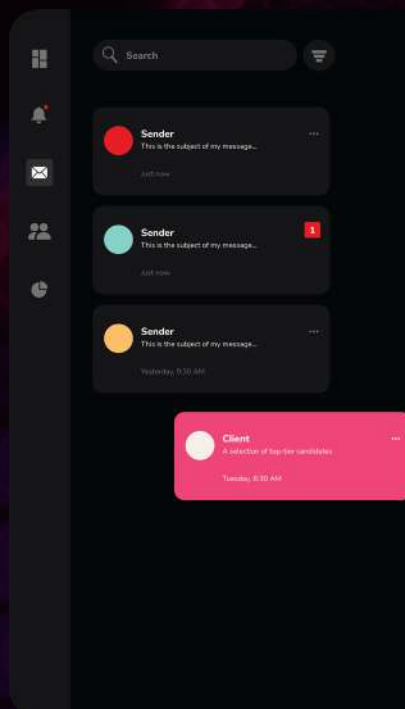
Right now, with less jobs available, business development days/competitions/incentives are critical for recruitment teams to continue being successful.

Being able to talk about the specific top talent that is available is a great conversation starter, so organise these sessions for a few days after your candidate callbacks.

## Contact Marketing Campaigns

Even the best recruiters cannot speak to everyone, so pair one-to-one phone communication with one-to-many email campaigns.

Have your team put together summaries of their top candidates and then market these out utilising automated nurture campaigns.



Example



## Execution - Maximising Candidate Response Rate

No recruiter involvement needed! Only the person setting up and running the Candidate Update campaigns should spend time here, but the same mantra applies, invest some time and effort up front and see your campaign ROI Fly!

In ROI-AI, there is a great email template designed to encourage people to update their details; however, with a bit of time and customisation, you can do even more to ensure you get excellent chat response rates.



### Create a sense of missing out

Make FOMO real, no one likes to miss out on, this is especially true when it comes to a better job and higher salary!

"In the current, job short marketing, not all jobs are advertised, so to ensure we contact you when there is a suitable opportunity it's important to keep your details up to date."



### Personalise

The more targeted you can be, the better. If you are reaching out to Senior Civil Engineers, consider including a market update video or at least being specific with your wording to make it clear you are talking only to Senior Civil Engineers in their region. Merge tags are helpful when doing this! Consider segmenting your database and running one campaign per sector or job family.



### Be Human

No one wants to hear from robots, personalise your message as much as possible and always sign off from a human rather than just the company name.

Explain you are following compliance rules rather than breaking them. People get frustrated when they are not given options. This can lead to nasty email responses, unsubscribes or worse, spam reports. To minimise this, provide options. They can update their details, unsubscribe from marketing, or even request that their details be removed entirely.

Some recruiters may be hesitant to include the latter, but is it better to keep an unengaged, angry candidate on your database or provide your recruiters with a database that is clean and free from irrelevant data?



### Include a link to live jobs

The more relevant Calls to Action the better, it could be that one extra application that makes all the difference!

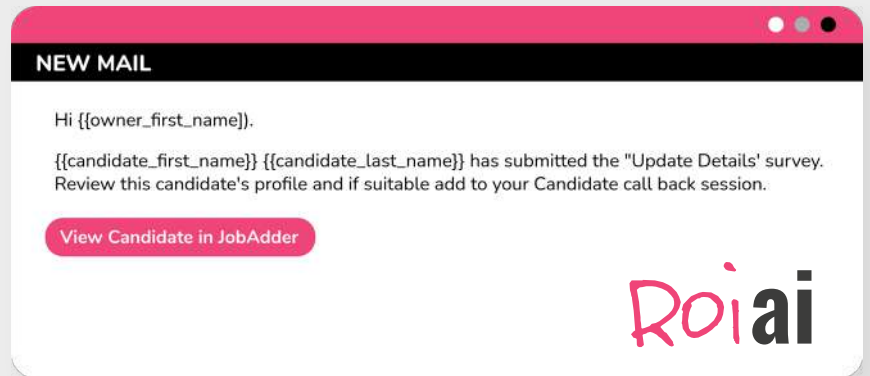


### Ask for referrals

Another CTA, why not!

## Real-Time Alerts

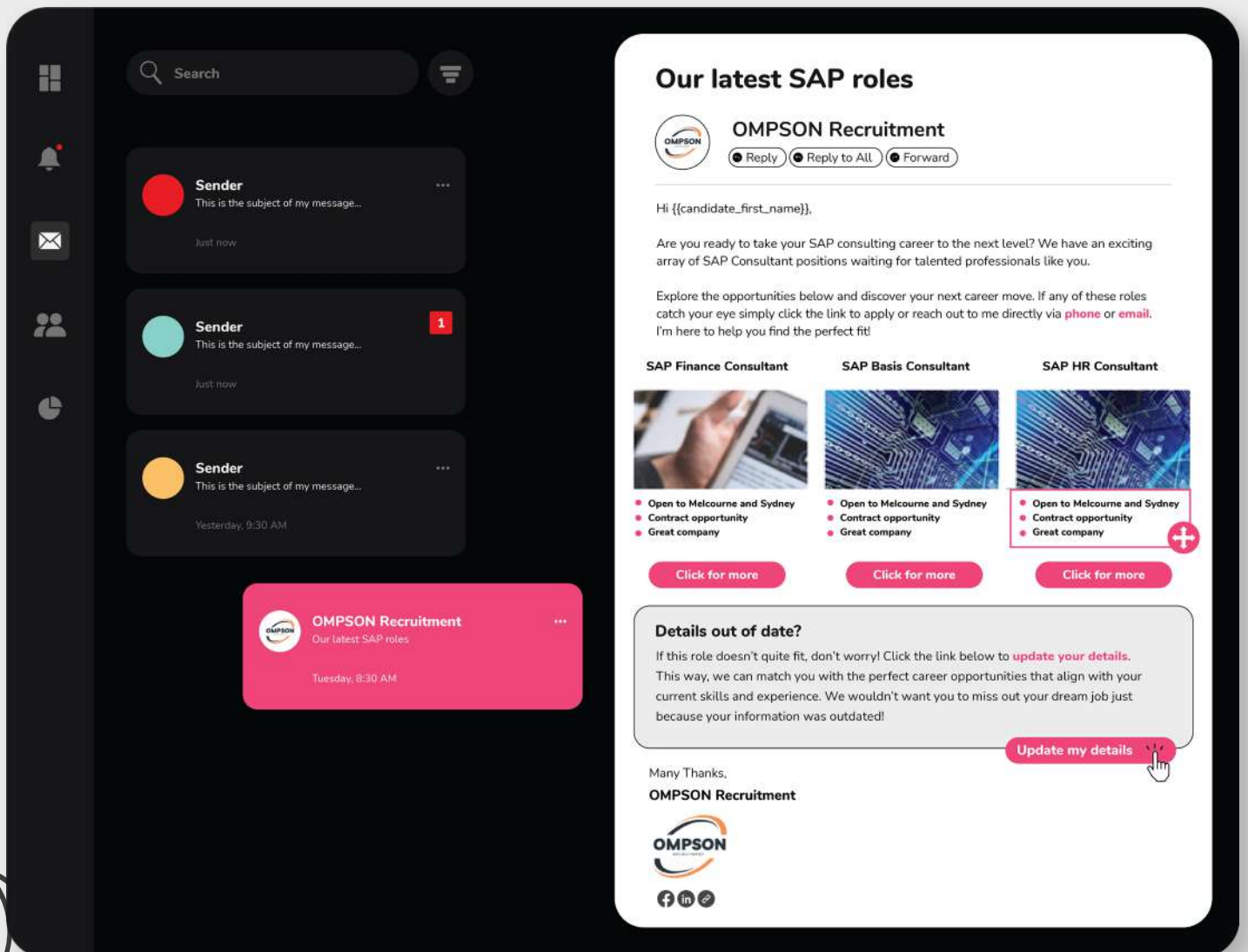
Get proactive and set up recruiter alerts so they are notified as soon as a candidate submits a chatbot response. If you're expecting high-volumes, get your team setup with a Saved Search in JobAdder.



## Segmentation

Avoid inundation by segmenting your audience into 10,000-20,000 batches by using JobAdder Folders or Roi-AI 'Created/Updated At' Triggers

## Include an Update Details CTA in all Candidate marketing





## Keep the chats short

Key info only (i.e. current position, current salary, notice period etc), your main aim is to see if the candidate is active, your recruiters can do the rest. For every extra question you lose a percentage from your possible overall response. Best practice - keep your chats shorter than a minute.

## Make your email content compelling

Explain how updating their details helps the candidate, i.e. WIIFM (What Is In It For Me).

## Use buttons and hyperlinks

Some email clients do not preview buttons, so also hyperlink text (see example below):

### Details out of date?

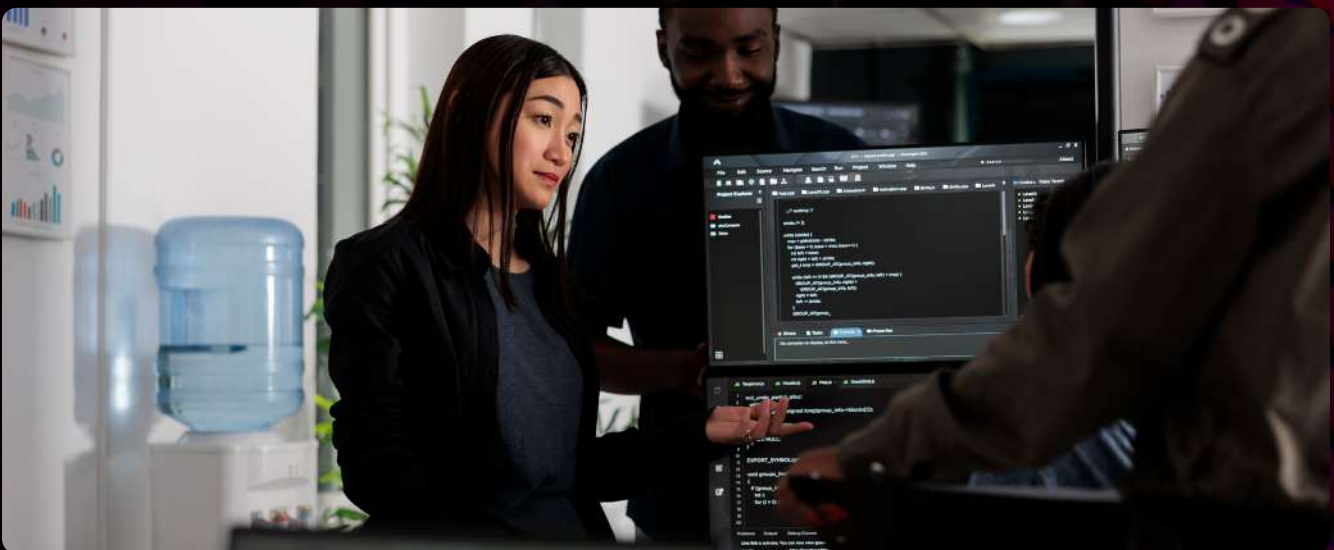
If this role doesn't quite fit, don't worry! Click the link below to **update your details**. This way, we can match you with the perfect career opportunities that align with your current skills and experience. We wouldn't want you to miss out your dream job just because your information was outdated!

[Update my details](#)

## Always on or regular campaigns

Recruiters with smaller databases (<20,000 candidates) will leave their 'Update Details' campaigns running in the background, reaching out to people at set intervals as they re-meet the trigger criteria.

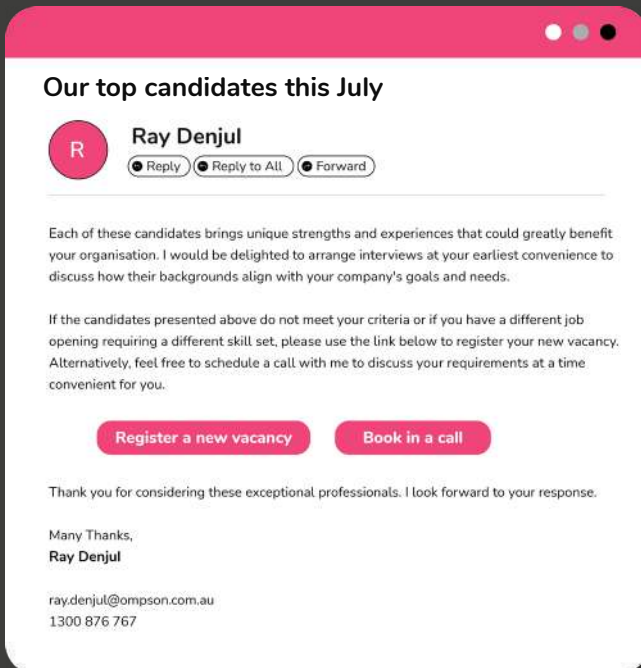
For those with larger databases, it is not advisable to do this due to the volume of responses likely to be received at once. In this situation, manually schedule repeat campaigns at set intervals throughout the year.



# Appendix

## Contact Marketing Tips

If you're embarking on Contact Marketing campaigns (we think you should!) here are our top 8 tips.



- ✓ Give your team a template, so all summaries are consistent
- ✓ Enable them to utilise GenAI to help with their writing
- ✓ Have an Ops or Admin person create the campaigns – your recruiter's time is better utilised on the phone!
- ✓ Be targeted – send campaigns out per sector
- ✓ Be consistent – the best recruiters do this monthly
- ✓ Use video – it takes more time, but the results are better
- ✓ Track Contact engagement and share this with the team as a leads list
- ✓ Include a Register a Vacancy CTA In all Contact marketing

## Recommended JobAdder Candidate Statuses

- ✓ Active
- ✓ Inactive
- ✓ Placed
- ✓ To be Deleted



Ready to start

your automation journey?



Contact JobAdder sales



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