

Recruitment

SMS guide for the recruitment industry

mediaburst





Did you know?

3 out of 4 job seekers...

... expect to be able to apply for a job directly from their mobile.

9 out of 10 recruiters...

... report contacting candidates by SMS and many found a simple text message was the most effective way of communicating with both candidates and clients.

... have claimed text messaging helped their business grow.

... received a response within 3 minutes when using SMS as their communication tool.

This guide will help increase the number of successful candidates you place and strengthen your relationships with candidates and clients by using text messaging.

Why use SMS in business?



91%

Smartphone users that always keep their phone within arm's reach.

150

Number of times the average person checks their phone per day.

68%

People who would like to receive offers to their mobile.

84%

Small businesses who have invested in a mobile presence have seen immediate, long term benefits and new customers.

57%

Consumers would be interested in a brand's SMS loyalty program.

98%

Text messages read, compared to 22% of emails.

There are officially more mobile devices than people in the world.

SMS coupons are redeemed **8%** more than email coupons.

19% URL click through rate through SMS compared with **4.2%** through email.

Text messages are read on average within **5 seconds**.

SMS produces engagement rates **6 to 8 times higher** than email.

9 ways you can use SMS within the recruitment industry



1

Use Keywords

Keywords can be used to build your SMS database or to increase customer interaction.

43% of job seekers have used their mobile device to engage in job-seeking activity. Take advantage of this and set up **free UK keywords** on our platform to allow job seekers to enquire about job postings immediately. Use keywords to let job seekers easily request an application form or further information by sending a simple text message.

Interested in this job posting? Send a text message to 84433 quoting the keyword JOB followed by your email address and we'll send you an application form!

Keywords can also be used to build your client database.

Looking for staff? Text FIND to 84433 and we'll give you a call to discuss the possibilities!

2

Send notifications

98% of text messages are read (in comparison to 22% of emails) and most text messages are read in under 5 seconds!

SMS is a great communication tool, especially when timing is of the essence.

Collect candidates' mobile numbers when they sign up to your service and text them with any new or appropriate job postings to guarantee they see them before the competition.

You can also use SMS to bump up that 22% email open rate by sending a quick SMS prompt.

We've sent you an email containing your new contract. Could you please check and sign it and send it back to me ASAP! 😊 Thanks



TIP: Include a link which goes to the full job posting. Textburst lets you track your links so you can see who's interested. You can then follow up on all contacts who have clicked on the link to focus on the hottest leads.

3

Be discreet

Approximately half of people seeking a new job are currently employed and 13% of people look for jobs while at work!

SMS is a great way to communicate with candidates while they're at work as they can reply without making their colleagues aware. Ditch the phone calls and send a quick text update or send a message asking them to call you when it's convenient for them.

4

Call backs and follow ups

Often, one of the hardest parts of recruitment is catching your candidates at a convenient time. Let them choose between arranging a call or chatting via SMS.

Hey George, how did the interview go this afternoon? Let me know when you're available for a follow up call. Thanks.

5

Reminders

SMS reminders have been proven to reduce Did Not Attend rates drastically.

Recruiters can really benefit from sending reminders throughout the entire application process.

Send interview reminders to candidates

Brief your candidates on the role, who they're meeting, when and where. This not only helps cut down Did Not Attends which helps create a trusting relationship with your clients; it also helps your candidates feel more in control and prepared, and that you're looking out for them.

Hi Paul, good luck in your interview with Dawn at Mediaburst today at 2.15pm. The office is located at Studio 18, 18 Hilton Street, Manchester. I'll give you a call around 5pm to see how it went. Thanks

Send interview reminders to clients

As we all know, business is busy. Separate yourself from other recruiters by sending your clients a text message before the interview, giving them an overview of what to expect.

Hi Dawn, here's a quick reminder that you have an interview this afternoon at 2.15pm with Paul Jones. If you don't have his CV to hand, you can view it here [link]. Hope all goes well, speak later

Notify candidates when a job they're interested in is about to close for applications

Unfortunately, when looking for jobs, life often gets in the way which can mean deadlines for job openings can easily slip by unnoticed.

A quick SMS reminder can prompt candidates to send off their CV in time to be considered.

Hi Michelle, the deadline to apply for the job you saved is tomorrow. Have another look and apply as soon as you can if you're still interested. [link]

6

Updates

Keep candidates and clients informed and updated on developments in the application process. If a candidate is unsuccessful, keep them engaged in the process by following up with a new opportunity.

Due to the speed of text messaging, it's also a great way to send time sensitive updates such as changes to interview times or locations, or to send cancellations.

7

Temporary staff

SMS is the perfect way to fill temporary positions quickly, and with minimum effort.

Collect mobile numbers from candidates manually or by using a keyword. You can then create groups of contacts based on the type of work they're looking for.

When a job opens up, you can send a quick text message to all contacts interested in this type of work. To save even more time, create templates which can be edited and sent to your groups in seconds.

Waiting staff needed at the football ground on Sunday 10am-4pm. Reply YES if you can work



TIP: By offering a link or a number in the text, it makes it much easier for the customer to get in touch!

8

Build relationships

78% of people believe companies sending personalised communication are interested in building good relationships.

Textburst's merging tool lets you personalise even bulk sends in seconds. Upload your contacts into Textburst and merge in fields to personalise messages without having to send to individuals separately.

Hi #FNAME#, are you still looking for work in the #CUST# industry? If so, give us a call on 0161 359 3100. We have a few job opportunities to discuss with you! Hope to speak soon

Hi Tom, are you still looking for work in the insurance industry? If so, give us a call on 0161 359 3100. We have a few job opportunities to discuss with you! Hope to speak soon

Hi Lucy, are you still looking for work in the HR industry? If so, give us a call on 0161 359 3100. We have a few job opportunities to discuss with you! Hope to speak soon



Hear from your candidates and clients

Two-way communication is a must in recruitment. All of our products allow replies by using long numbers, free keywords on our shared shortcode, or you can send SMS surveys through our survey product, SurveyMill.

Long numbers

Purchase a long number for just £5, plus £5 per month to receive direct replies into your account. You can use this for all communication with both clients and candidates like you would a normal mobile number. Try using it to allow candidates to cancel or amend interview times, to ensure you reduce Did Not Attend rates, to offer feedback after an interview or to ask any questions.

Keywords

Create a free keyword on our shared shortcode, 84433. You can then use this in all sorts of ways such as: to let candidates sign up for job opening updates, to request a call back or to request a job application form.

Surveys

Surveys are a great way to gain valuable feedback and continually improve the way you work. As you know, word of mouth is a great marketing tool in the recruitment industry and therefore using feedback to improve the candidate and client experience is a must.

Did you know, 95% of people asked said they would reply to an SMS survey?

Use our product, www.surveymill.co.uk to send out SMS surveys to gain feedback from candidates and clients on what they'd find useful before and during the job seeking process.



Do's and Don'ts of SMS in Recruitment

Do you want to use SMS to increase customer satisfaction and improve the customer experience?

See our rules for successful SMS notifications within the recruitment industry.



Do



Do make sure your messages meet the data protection rules of your country and the country you're sending to. In the UK this is the [Information Commissioner's Office \(ICO\)](#).



Do track links so you can see which candidates are most interested in your updates or a certain job post.



Do make sure you time your messages well. Schedule messages to go out when you're available to take call backs.



Do make it easy for candidates to cancel interviews to avoid DNA's (Do Not Attends).



Do offer an OPT OUT option on the end of your text messages for when candidates have found a job or don't wish to hear from you any more.



Do use easy-to-type keywords so your customers can request information from you easily.



Do send occasional [text surveys](#) to find out how you can improve your service in future.



Don't



Don't send to people who haven't opted-in to your messages. Be careful buying data. Texting contacts who don't wish to receive your messages is potentially illegal, and is likely to be damaging for your brand.



Don't bombard customers with too many reminders and updates.



Don't text irrelevant job openings. Your finance job-seekers don't want to know about an opening for a primary school teaching post.



Don't send in the middle of the night or at times when there isn't someone available to take call backs.

What do our existing clients and partners have to say about Mediaburst?



Mediaburst has over 50,000 users. Here's what a few of them had to say about us.

The Clockwork solution has not only offered immediate cost savings, but provided an enhanced software interface with our in-house application. Clockwork's API library provides for rapid development and allows us to maximize our system capabilities for contacting our Operative base via SMS. The Clockwork solution is an integral part of our Front Office Solution and is used daily by our users to distribute information related to General Company Notifications, Vacancy Opportunities, Health and Safety Updates and Fleet Vehicle Updates.

Mike, System Manager

SMS has quickly become one of the most important methods for contacting candidates for the recruitment industry. We are proud to partner with Clockwork, giving us the ability to offer recruitment agencies an integrated SMS platform within our AdaptUX recruitment specific software. Mediaburst are fantastic to work with, responsive and collaborative. All the things we look for in a successful partnership.

Megan, Bond International Software (UK) Ltd

Textburst has enabled us to keep in touch with our customers in a quick and effective way. We have a better response to any campaign through texting our customers directly. Textburst is easy to use and the support team are very helpful. I can thoroughly recommend using Mediaburst to any small business!

Gill, Owner

How to get started with SMS

Mediaburst has three speciality tools you can use to fulfil your SMS needs.



TEXTBURST

Textburst is a simple web application which allows you to send SMS directly from the website. You can upload individual contacts or bulk upload from Excel so that you can send a message to 10 or 10,000 contacts at one time.

Once you've written your message and set your 'from' field you can decide to send now or schedule for later.

Have a look for yourself:
www.textburst.com

It's free to sign up so there's no commitment!



Clockwork is our API, which lets you integrate SMS into your current system or website.

You'll either need to be a developer or have access to one to use Clockwork because you'll need to use our code wrappers or one of our plugins to connect your server to ours.

If you'd like to know a bit more about Clockwork, have a look at our website:
www.clockworksms.com

Sign up for free!

The [Documentation](#) page will give you more information on our collection of code wrappers.



SurveyMill is our simple to use SMS survey application.

It allows you to create up to five questions. You can send surveys to individual contacts or you can upload groups of contacts from Excel when sending to a larger group of people.

SurveyMill also has an API so you can integrate it into your own apps, to send surveys automatically.

Once your survey has a few responses, the results page will start to take form. It'll show trends and patterns in your results with our clever graphs and diagrams.

If you'd like to sign up for a free account, check out the website:

www.surveymill.co.uk

Convinced? Have questions?

We understand you need a partner you can rely on. We send worldwide and our platform is secure, reliable and robust and we only send through the best routes. Our support and technical team are always on hand to help, so join thousands of other businesses and start sending SMS through us today.

Speak to our friendly support team for help with setting up your brand new account:

hello@mediaburst.co.uk | 0161 359 3100

We're here to help you get all the information you need.

If you're looking at sending volumes of 1,000+ UK messages per month, give our sales team a call to discuss rates:

hello@mediaburst.co.uk | 0161 359 3100

www.mediaburst.co.uk

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