

## Quick tips to source and engage top-tier talent with a **candidate relationship management** solution

Often, it's not enough that you found the perfect candidate. The timing also has to make sense – for them and you. An effective nurture strategy keeps interested job seekers excited about the possibility of working with you.

The result is a pipeline of qualified and motivated talent ready to tap into at a moment's notice. Sourcing is cheap and easy when you've already done the hard work.

If you don't have a dedicated recruitment marketing person already, consider partnering with your marketing team to produce content designed to keep your brand forefront in your candidates' minds. Periodic newsletters and social media campaigns suit this purpose well.



### Here are a few examples of content to create and share:

- Recruiting newsletters that include spotlighted jobs, employee videos, company news, and event recaps
- Automatic email and text alerts for new job postings by category or region (e.g., sales roles in the greater Denver, CO area)
- Social media posts that link to professional development programs at your organization
- Information on new products, expansion, growth, or social/civic activity



## How a leading theme park operator uses a CRM to hire 47,000 seasonal workers

Cedar Fair operates some of North America's most iconic amusement parks. With 2,000 full-time employees, Cedar Fair staffs their parks with an additional 47,000 seasonal employees.

Cedar Fair's parks can't operate without a certain number of employees. It's paramount that new hires are prepared and show up for their first day – no easy task given the weeks, and sometimes months, between hiring and start dates.

To keep new and returning employees engaged, Cedar Fair uses a CRM to share everything from park updates to new hire to-do lists. Their team monitors email open rates and follows up with text if they notice an individual dropping off.



**97% application completion rate**



**40% text response rate**



**50% faster application time**

**Ready to get engage candidates with a CRM?**

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