



7 ways to save money on recruitment



Saving money on recruitment

Finding the right people to fill vacancies is a big expense for small to medium businesses. Once you take into account advertising, the time it takes to interview candidates and agency fees, you have a bill of at least a couple of thousand pounds – in fact, [Oxford Economics](#) estimates that the average business spends more than £5,400 per hire on logistical costs alone, not taking into account the money lost in productivity as your new hire comes up to speed.

Social media has revolutionised recruitment – it's easier than ever before to do the work yourself and save money. But where to start and where to focus? And is it still worthwhile turning to the experts for some of the process?

At Adzuna, our core business is matching the right people to the right jobs, so we've put together this guide to help your business do so in the most budget-friendly way.

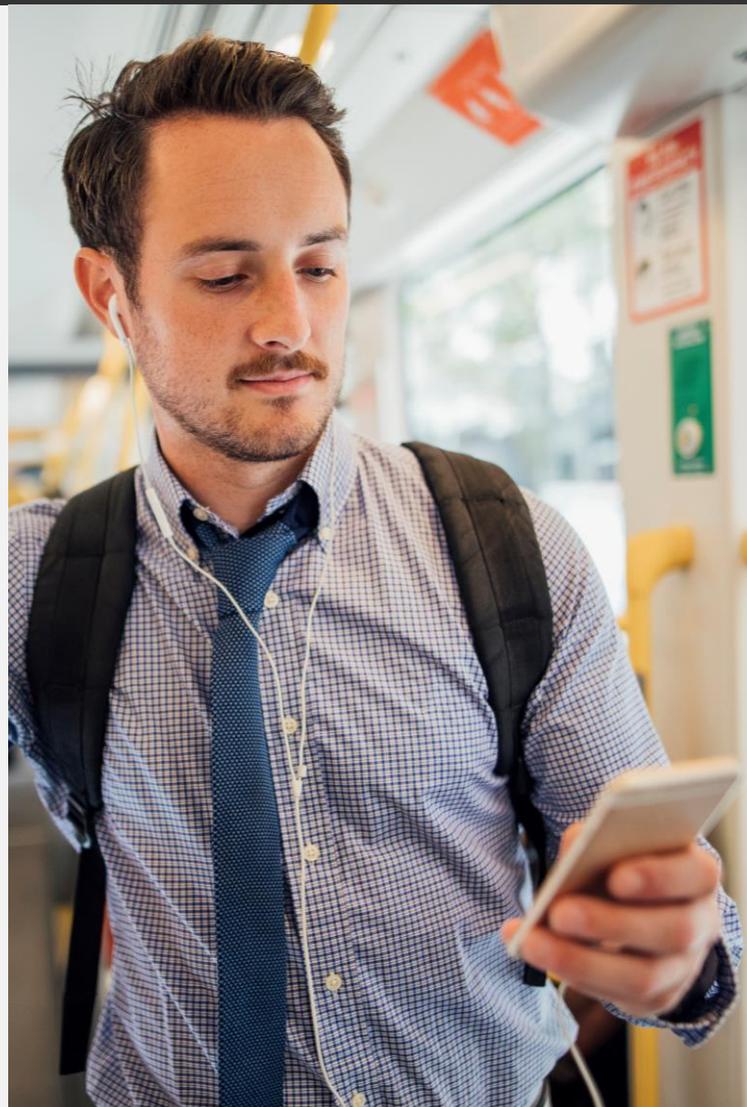
1

Maximise social media

The explosion of social media means that we all have access to a range of potential candidates for any position at the click of a button – absolutely free.

Think beyond listing the position on LinkedIn, although this is a good place to start. Methods to try:

- Use your business Facebook and Instagram to promote your employer brand and advertise jobs
- Consider non-traditional channels such as Reddit
- Take a tailored approach by posting in specialised Facebook groups – there are thousands aimed at specific industries and roles



2

Build your brand

Be consistently active on social media, not just when you have a vacancy or something important to announce. Post regularly on LinkedIn groups as well as your own webpage and social media platforms, keeping your followers up to date with your company's news, views and events.

This insight into your company culture will help build relationships with potential candidates, so it will be easier and faster to attract interest when you do have a vacancy.

3

Take advantage of free sites

Use websites that allow you to post a vacancy for free, so you can reach a wider, more diverse audience than you would through your own channels.

For example, our own site (www.adzuna.co.uk) has a free job posting service, and we're connected to many of the major multiposters, helping you get adverts in front of relevant traffic.



4

Clear, concise, targeted ads

Digital media may have changed the game, but the basics remain the same. Make sure the job title is clear, you state the location of the role and you use the right keywords (the latter is even more crucial than ever thanks to SEO).

For more handy points, read Adzuna's ['8 tips to get the most out of your job adverts'](#).

5

Use the right tools

Investing in the right technology will save money and time – as well as headaches.

An effective ATS (Applicant Tracking System) is crucial – it will reduce duplication of work and will enable you to enter all your candidate information and hiring campaigns into one system, so you're continually adding to your talent pool for future hires. By keeping your pool warm with regular communications, you can avoid spending any money in future campaigns.

6

Introduce an Employee Referral Programme

Yes, you will have to spend money to save money, but providing a bonus to employees who introduce successful new recruits is a worthwhile investment in the medium to long-term.

In-house referrals are typically one of the best ways to not only find staff who are a good fit with your company but also to boost retention.



7

Consider a Flat Fee Recruiter

To reduce the stress as well as the cost, many companies are turning to fixed fee services. You don't have to pay for job postings, and you won't get stung with any hidden costs, so you know exactly what you are getting for your money.

If you're looking to save money on recruitment agencies, Adzuna's [Shortlist service](#), optimises your job advert and posts it across the most relevant among hundreds of partner sites, including the top UK job boards, saving you 75% of agency costs.

Saving Your Business Money

Ensuring you find the right person for your vacancy, with as little fuss as possible, shouldn't be hugely expensive. We suggest trialling a combination of some of these tips to see what works best for you – just as each business is individual in its culture and goals, so too should be your recruitment strategy.