

HOW TO MAKE THE MOST OF **YOUR** RECRUITMENT **BUDGET** occupop



Introduction



HOW TO MAKE THE MOST OF YOUR RECRUITMENT BUDGET

Before you dive into the recruiting process, start by planning where to allocate your budget in order to maximise your overall HR funds for the year. Not only will this help you stay on track throughout every stage of the recruitment process, but it will also enable you to create more accurate budgets for years to come.

Make the most out of your recruitment budget by:

-  Determining the recruitment factors and channels that work best for you
-  Prioritising your employee referral programme
-  Incorporating onboarding and training costs
-  Calculating cost-per-hire



Narrow Down the Factors That Work Best for You

Based on data from your previous recruitment processes, you can determine what factors have been the most useful for bringing in the highest quality candidates.



✓ **ADVERTISING:**
If you project that social media will be your most useful channel for finding candidates, based on data from previous hires, consider spending a larger portion of your advertising budget on ads for Facebook or Instagram. There's no need to allocate your budget to a recruitment channel that hasn't been providing your best hires.

✓ **SOFTWARE AND TECHNOLOGY:**
If administrative tasks are wearing your hiring team down, limiting the time and energy they spend on sourcing or interviewing candidates, it may be time to invest in a recruitment software. Many of these programmes can be accessed through the cloud and charge on a monthly or annual basis, but there are also certain tools, such as background check software, that have a single fee.

✓ **EMPLOYER BRANDING:**
If you weren't seeing the results from your careers page or social media accounts that you expected last year, you may want to consider allocating part of your budget to revamping your employer brand. This will ensure that you can compete for the best candidates in the talent pool, even if those candidates are passive job seekers.

Prioritise Your Employee Referral Programme

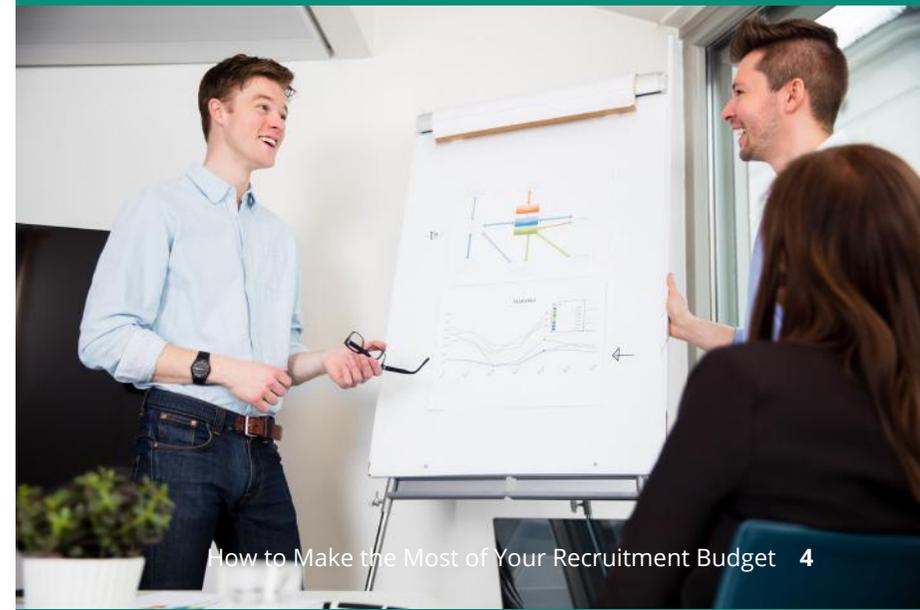
Employee referral schemes can save you hundreds—if not thousands—on your recruitment costs. This is because they have been proven to help you find quality candidates, faster. This also means they can help to reduce man-hours spent on recruiting (to calculate your total man-hours, combine the salary of your hiring manager or combined salaries of your hiring team with the cost of any external help that you hire).

According to a study by JobVite, **it takes an average of 29 days to hire a referred candidate**, as opposed to 55 days through a career site.

In order to factor referral schemes into your budget, **multiply the cost of any incentives and bonuses in the programme by the number of hires you expect to receive.**



You can also download an **employee referral software** for a monthly or annual cost in order to enhance your company's programme. **HireUp**, for example, streamlines your referral programme on one centralised platform that your employees can access anytime, anywhere and on any device.



Don't Forget Onboarding and Training Costs

According to the Society for Human Resources Management, **69% of employees are more likely to stay with a company for three years if they experience a great onboarding process.**

This means that you should be thinking about your onboarding programme—and its costs—before you start recruiting candidates to ensure that the hire you choose will last at your company.



When determining your onboarding budget, consider the following:

-  The man-hours of both the manager and the new hire during training and orientation
-  The instruction materials and equipment used for training
-  The cost of a mentor's time
-  The loss of productivity until the new hire gets settled into the role

While you may want to stop your spending once you've extended an offer to a candidate, allocating a portion of your budget to effective onboarding and training will save you money in the long run.



Calculate Cost-Per-Hire

According to Glassdoor, **cost per hire is the most important metric for talent analytics**. This is because it helps you make strategic recruiting decisions that can save your company money and aid you in hiring better candidates in the future.



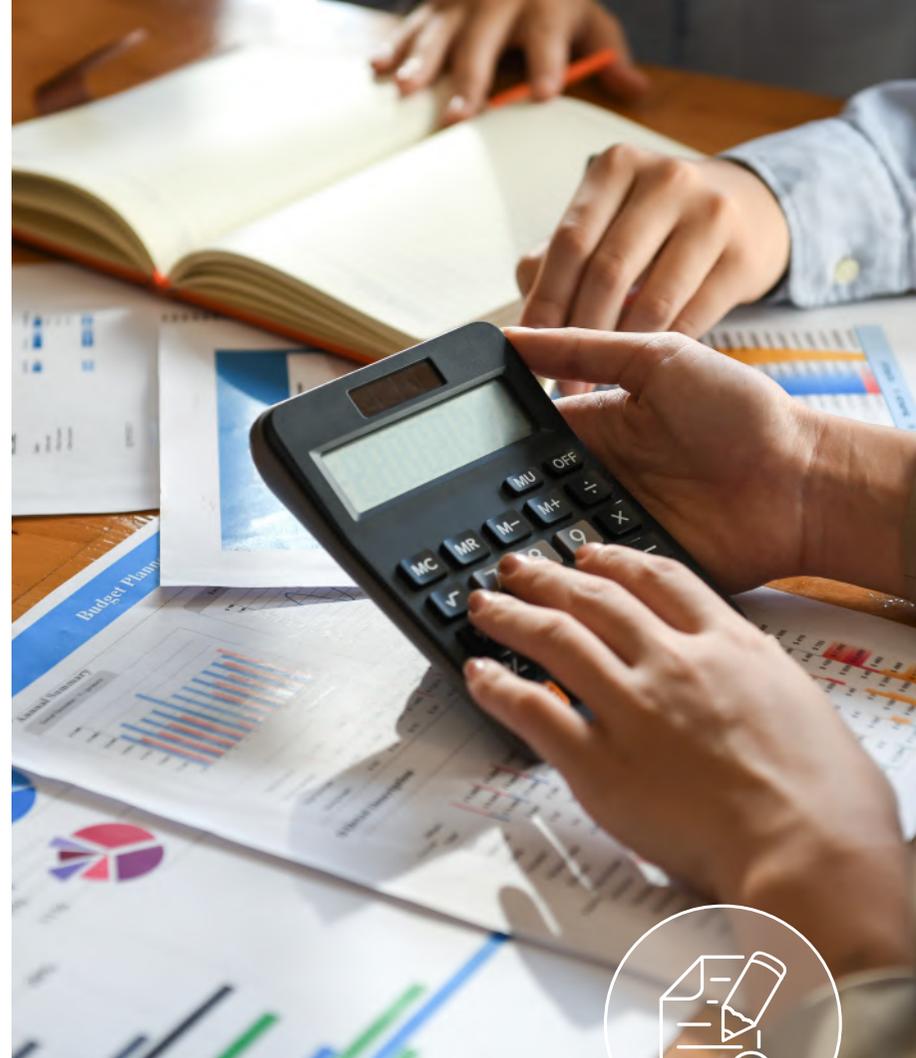
TO CALCULATE COST-PER-HIRE:

ALL OF YOUR INTERNAL
RECRUITMENT COSTS



ALL OF YOUR EXTERNAL
RECRUITMENT COSTS

TOTAL NUMBER OF HIRES YOU
MADE IN ONE TIME PERIOD



Your **internal recruitment costs** include:

- ✓ the salaries of your hiring team
- ✓ the cost of time for the department manager and other co-workers that contributed
- ✓ your employee referral programme

Your **external recruitment costs** include:

- ✓ your advertisements
- ✓ any software that you use
- ✓ any external help from recruitment agencies or freelance workers

Conclusion

Now that you know how to maximise your recruitment budget, check out some of the ways that **Occupop** can save you money during the hiring process.

We are a recruitment software company that wants to make your hiring process faster, easier and stress-free. With the help of A.I. technology, **Occupop** can greatly reduce your recruitment admin, time and costs as well as improving the entire process. We'll post your job descriptions across 16+ recruitment channels, score and filter your CVs, and help your business to effectively maximise the potential of your recruitment budget.

That means that you can allocate more of your time, energy and budget on what really matters: choosing the right candidate. Book a Demo with our product experts and start hiring smarter today!

[BOOK DEMO](#)



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