

Downloadable PDF

INBOUND RECRUITING MASTER

Become #InboundRecruiter

TONI
GIMENO



INTRODUCTION TO THE COURSE

The way people live and work has changed. Nowadays, to get the talent that fits your company, it's no longer enough to post offers or cold contact people on LinkedIn.

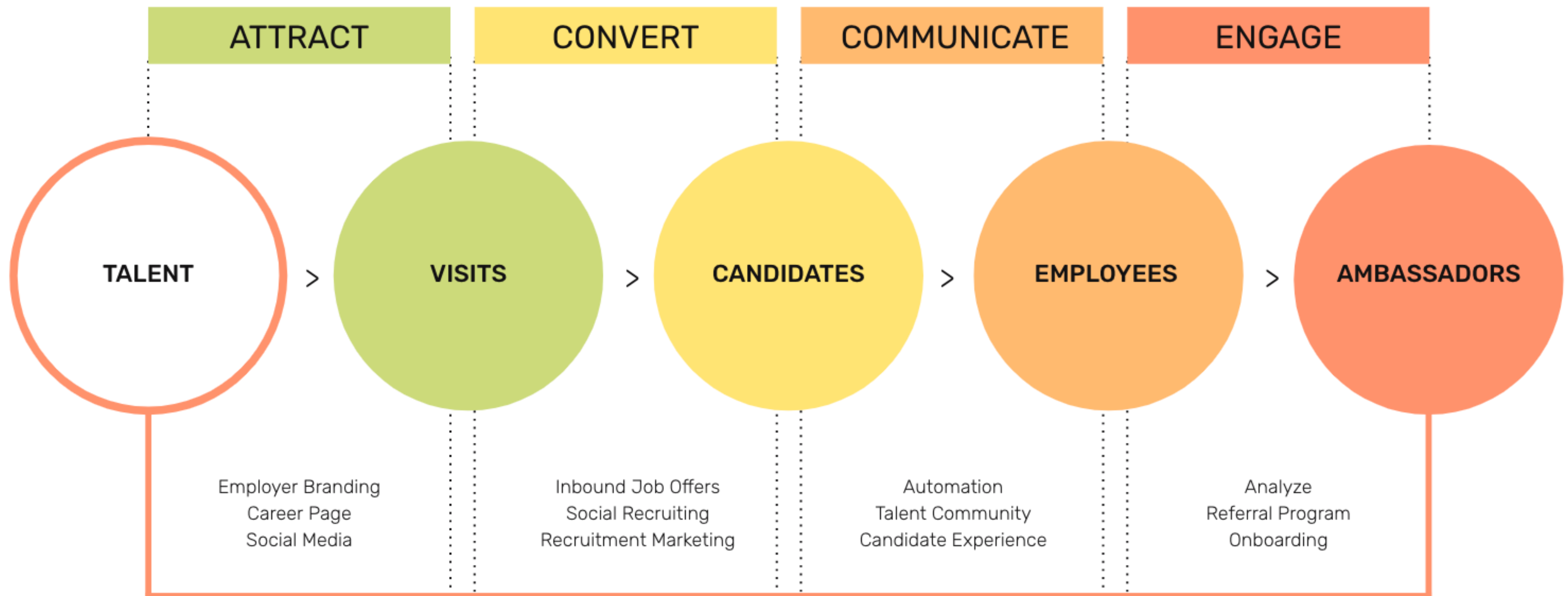
The time has come to transform your recruiting methodology. With this training workshop, you'll learn to:

- Know more about the people you want to hire
- How to communicate why to work at Payfit
- Create more effective and attractive job offers for your candidates
- Attract more candidates on different channels and social networks
- Improve your skills as a recruiter on LinkedIn
- Improve the candidates' experiences throughout the process
- Get referred candidates from your own employees

In this project, we'll apply strategies that have led to top results, such as multiplying the number of applications by x16.



INBOUND RECRUITING METHODOLOGY

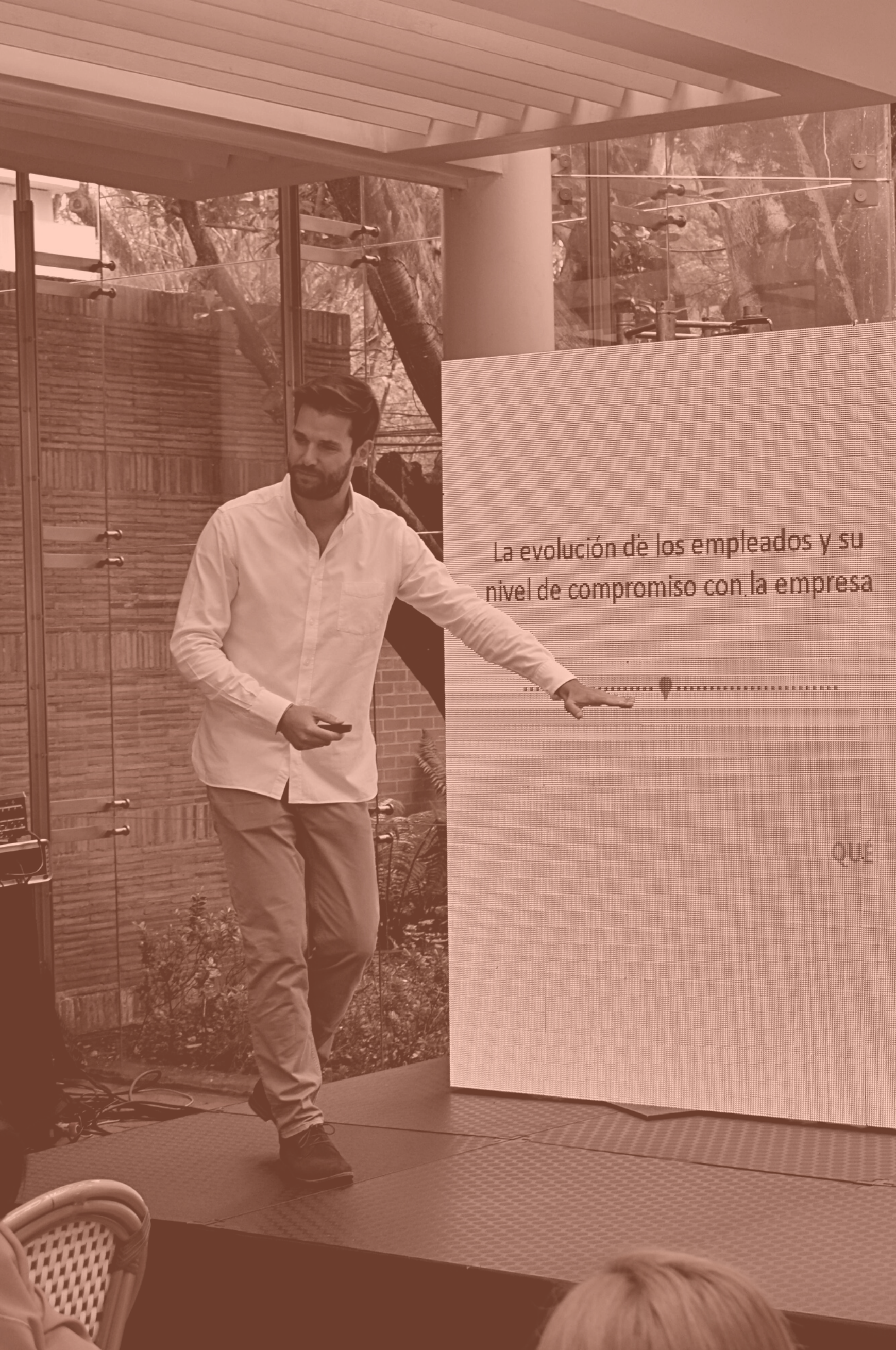


DETAIL OF THE TRAINING MODULES

All modules are made up of a conceptual part and a practical part.

It is a very practical course with a great orientation to results, although at the same time the fundamentals and key elements of the methodology are taken care of.

The objective is that any professional can finish the course with a knowledge that allows them to immediately apply all the strategies, not only at the end of the course, but during the course, with the exercises and they will be able to consult all the doubts that have arisen.



Write me at hola@tonigimeno.com or contact me by Whatsapp at +34 636111001 (SPAIN)

DEFINITION MODULE

Intro to the Inbound Recruiting Methodology

- What is Inbound Recruiting?
- How to get committed people at your company
- How your purpose helps you to get the best talent
- How to know who your ideal candidates are, what they value and their needs

Candidate persona

- Candidate Persona: what it is and why you should create one
- How to create a candidate persona and carry out the interviews
- Creation of the final candidate persona
- Definition of the different candidate personas to be made

Employee Value Proposition

- What is the Employee Value Proposition (EVP)
- Types of EVP
- How to create your EVP

Build your Employer Branding

- What is Employer Branding
- Materials to build your Employer Branding

What is Inbound Recruiting?

- From traditional recruitment to Inbound Recruiting
- The Inbound Recruiting methodology
- Phases of our Inbound Recruiting strategy



ATTRACTION MODULE

Career Page

- Step by step of how to create a perfect career page
- The essential elements and characteristics of a good career page
- Define how to create each part of the career page
- How to communicate your Employer Branding on your career page

Employer Branding on Social Media

- Basic and specific actions to build your Employer Branding on Social Media
- Content strategies and publications on each social network
- Tricks to make your actions stand out
- How to attract talent on social networks from the company profile
- Best examples of Employer Branding on social networks from other companies
- How to improve your company profiles on each social network
- Tips to get more visibility and followers to your profiles
- How to create a content calendar for your company
- How to get more engagement from your employees and more dissemination.
- How to attract talent on social networks from the company profile
- How to make your job offers stand out and get more views

Employer Branding in other online channels & YouTube

- How to work your Employer Branding in different online sites
- How to attract talent and communicate our employer branding on YouTube
- Analysis and strategies on Glassdoor
- Strategy on Indeed and other portals



CONVERSION MODULE

Inbound Job Offers

- How to create job offers that are more attractive to your candidate persona step by step, so you make them wish to be part of your company
- Essential elements to better convince your candidates
- How to adapt the language of the offer to the language of your candidate
- Best practices to ensure we convert the maximum number of candidates and get qualified candidates.
- How to make video job offers

Homework: Adapt a current offer that each Recruiter is working on to the Inbound format with the information of the individual candidate exercise.

Homework: Record a video job offer for that position.

Your professional recruiter brand on LinkedIn

- How to create a flawless LinkedIn Recruiter profile step-by-step
- Increase the credibility and communicate Mitek EB on the recruiter's profile
- Differentiate yourself from other recruiters and generate more credibility

[Practical exercise] Optimizing your personal LinkedIn profile to attract more talent and communicate your employer brand

Social Recruiting

- How to make your job offers more visible on social networks
- Tricks & tips to make your publications stand out
- Understand the LinkedIn algorithm to have more engagement
- Hacks to get viral posts
- Strategy to increase your network of candidates

[Practical exercise] of creating and posting a job offer on social networks

Job Advertising & Recruitment Marketing

- Recruitment campaigns on Facebook Ads and Instagram Ads
- Recruitment campaigns with Google Adwords
- Retargeting campaigns for your ideal profiles
- Conversion pages for job offers
- Tools to create them

Outbound Recruiting

- Understand who exactly you are attracting
- How to connect with people on a more personal level on LinkedIn
- How to build highly effective emails and inmails to get them to respond to you
- Inmail examples to get more responses and generate interest



HIRE MODULE

Your online recruiting process

- Qué es un Talent Relationship Management o ATS y cómo te ayuda
- Cómo elegir un buen ATS
- Cómo gestionar los procesos de selección de una forma coordinada
- Cómo automatizar tu primera criba
- Cómo automatizar tus entrevistas
- Hacks para ahorrar tiempo en tus procesos de selección
- Cómo hacer video-entrevistas
- Herramientas de video-entrevistas

Candidate Experience

- What is the candidate experience and how to improve it
- The Power of Candidate Experience on your brand reputation
- How to define your candidate journey and all contact points
- How to communicate with all your candidates successfully
- How to create effective messages for each phase of your recruitment process
- Real examples of companies: do's and don'ts

Manage and hire – Your talent community

- Why is it important to have a Talent Community?
- How to recruit from your own candidate database
- Example of communications within your Talent Community

[Practical exercise] of creating a campaign



ENGAGE MODULE

Measure, analyze and improve

- How to analyze the success of your recruitment actions
- How to find the really important metrics
- KPIs or indicators to use and how to improve them
- Inbound Recruiting ROI
- Tools to measure your KPIs

[Practical exercise] Decide your KPIs and see how to measure them

Onboarding

- Objectives of a good onboarding
- The 5 types of onboarding
- Keys to success when preparing an onboarding
- Co-create good onboarding

Referral and a Brand Ambassadors Programs

- Benefits of having a referral program and how to improve the current one
- What are brand ambassadors?
- How to develop a social media ambassador & Referral program
- Examples and success stories

[Practical exercise] of improving the referral program for your company



TRAINER

TONI GIMENO

***Creator of Inbound Recruiting Methodology,
entrepreneur and Inbound Lover***

Hi! My name is Toni Gimeno and I am the creator of the Inbound Recruiting methodology, which helps companies attract candidates who connect with the purpose and culture of their company, in a more effective and faster way.

As a consultant, I've done Inbound Recruiting projects with companies such as Adecco, Amazon, CloudBlue, CaixaBank, Consultia IT, ChevyPlan, Freshly Cosmetics, Spring Professional, Majorel (Arvato), Primark, Tiendeo, Salsa, StreamLoots and Yuki.

As a trainer and speaker, I have shared how to be more effective at attracting talent with more than 9,000 HR professionals.

I was one of the founders of Talent Clue, HR software, helping 500+ companies such as McDonald's, Accenture, Volkswagen, Würth, Telepizza, Securitas Direct, Iberdrola and Decathlon to be more effective in attracting talent, improving their Employer Branding and implementing software to automate all their processes.



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COURSE BENEFITS



100% PRACTICAL

100% effective and proven strategies and tactics. In this course you will learn everything I do in my projects and clients.



EMPLOYER BRANDING

How to build your Employer Branding to successfully convert more for less. In addition, new fans and more interactions.



ATTRACT

Attract qualified candidates who fit with your company. You will discover the most effective campaigns to attract candidates.



CONVERT

More responses and conversions in your direct contacts. You will learn how to give the best experience to the candidate.



INVESTMENT

INDIVIDUAL

899€

~~Valued at €2990~~

10 sessions full of content

- Success stories explained step by step
- Downloadable templates and resources
- Access to updates and new materials
- Invitation to the private group of Inbound Recruiting
- Certification as Inbound Recruiter

All sessions will be live, to discuss doubts and progress with Toni Gimeno directly.

IN-COMPANY

Request budget for your team

PERSONALIZED TRAINING WITH YOUR TEAM

Personalized training sessions for your entire team. (Max. 12 people)

- They will be sessions on separate days, with the schedule and days that work best for you.
- The training is carried out and objectives to be implemented or to be carried out for the next session are set.
- The sessions are designed to train the team and do co-creation during the session, so that they can apply it to their day to day.



TESTIMONIALS

“



I am very happy with the results obtained after applying the small changes proposed in the training, and I say small because as an independent everything is free and low cost.

Toni knew how to advise me and give me options that fit my situation.

I HAVE REDUCED THE HIRING TIME BY 5 DAYS, given the number of candidates who apply.

Also, go from closing 1 position every 45 days, to closing 3.

Lisette Dassie | HR Consultant & IT Recruiter

“



I thought that after 15 years working at Talent Attraction I couldn't learn much more, but I was wrong.

The training has made me change my perspective. In addition, it is a training with very practical content that you can put into operation from the first day.

I recommend it without any doubt, it is practical and light, before you know it the course will be over and your way of attracting talent will have changed forever.

Martha Guilarte | HR Business Partner at Schindler Iberia | Business Executive Coach and Teams



TESTIMONIALS

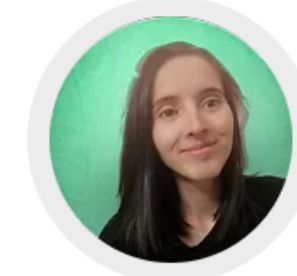


If you have participated in any of the various webinars that Toni organizes, I encourage you to take the leap and participate in her course.

You will find very well prepared sessions, very current information and real examples that will help you understand how to attract and retain talent in your company.

I do not want to miss the opportunity to value Toni's closeness at all times and his tireless willingness to lend a hand and advise us.

Ander Markina | Customer Relationship in Bizkaia Talent



Having Toni as a teacher has been a WOW experience as a student 🚀

In addition to being an expert in Inbound Recruiting & Employer Branding, you can tell that he is passionate about what he does and always has a smile. He conveys the sense of urgency to humanize HR processes.

It opens the doors to a new world full of opportunities, inviting us to leave our comfort zone and driving us to action. All the content we address is super practical, results are achieved from the first session.

It gives us countless examples and good practices. Highlight the relevance of communication and use marketing techniques. It focuses on PEOPLE... ALWAYS putting the candidate & employee at the center.

I feel super happy to have found you and without a doubt, I will follow you very closely 😊

Saioa Uriaguereca | Talent Acquisition Specialist | Candidate & Employee Experience | Employer Branding | Inbound Recruiting | People & Culture.



TESTIMONIALS



I have studied the Master with Toni and I have loved it!

I recommend training to any HR professional, not only because it can provide you with a greater volume of candidates or greater visibility for your organization, but also because it is a way to humanize selection processes and make them closer and more transparent.

What I liked the most was the practical dimension of the training, from the first session you can apply what you have learned in your day-to-day life and contrast it with the rest of your classmates.

Also, Toni is super nice and his classes are very enjoyable 😊

Carolina Roque | Head of People Management at Dicampus



Having participated in the Inbound Recruiting master's degree with Toni has made me fall in love with recruitment again.

I recommend it 100% both for those who are just starting out and for those who, like me, have been in the area for longer and want to re-energize ourselves.

The master's degree will provide you with a clear methodology and many examples and practical resources to manage the entire recruitment cycle from attraction to loyalty.

You will clearly see how to position your company's brand among the top ones, with authentic communication that is faithful to your organizational culture.

Desiree Artiguas | Talent Acquisition | Employer Branding | Wellbeing at work

YOU CAN SEE ALL THE TESTIMONIALS ON THE WEB: WWW.TONIGIMENO.COM



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READY TO BECOME AN INBOUND RECRUITER?

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