eGrabber & The Search Authority

Present

Implementing contact campaigns to Engage Candidates on LinkedIn®
Speakers Profile

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Tweet your questions /comments with #eGrabberWebinar
Using LeadGrabber Pro for Sourcing

Demo by Dean Da Costa
### How Append email & Phone works?
- **LeadGrabber Pro Pricing**

### Sources
- **Membership Directories**
- **Social Networks**
- **Financial Documents**
- **White Papers**
- **Company Website**
- **Forums, Discussions, Chats**
- **Proprietary Database**

### Methods to Find Email & Phone
- **Search Engines**
- **Blogs**
- **News & Press**
- **Patents**

### Table Example
<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Company</th>
<th>Email</th>
<th>Email Status</th>
<th>Email Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jay</td>
<td>Gaines</td>
<td>SiriusDecisions</td>
<td><a href="mailto:jcgaines@siriusdecisions.com">jcgaines@siriusdecisions.com</a></td>
<td>Found</td>
<td><strong>4 of 5</strong></td>
</tr>
<tr>
<td>Brooks</td>
<td>Caddell</td>
<td>Networkers Tel...</td>
<td><a href="mailto:brooke.caddell@networkerstelco.com">brooke.caddell@networkerstelco.com</a></td>
<td>Projected</td>
<td><strong>2 of 5</strong></td>
</tr>
<tr>
<td>Shridhar</td>
<td>Ramanathan</td>
<td>Aventi Group LLC</td>
<td><a href="mailto:sramanathan@aventi.com">sramanathan@aventi.com</a></td>
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<td><strong>2 of 5</strong></td>
</tr>
<tr>
<td>Brian</td>
<td>Carroll</td>
<td>MECLABS</td>
<td><a href="mailto:brian.carroll@meclabs.com">brian.carroll@meclabs.com</a></td>
<td>Found</td>
<td><strong>5 of 5</strong></td>
</tr>
<tr>
<td>Bill</td>
<td>Forster</td>
<td>Maine Pointe LLC</td>
<td><a href="mailto:william.forster@mainepte.com">william.forster@mainepte.com</a></td>
<td>Found</td>
<td><strong>5 of 5</strong></td>
</tr>
</tbody>
</table>

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</tr>
<tr>
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<td>Ceddell</td>
<td>Networks Teleco</td>
<td><a href="mailto:brooke.ceddell@networkstelco.com">brooke.ceddell@networkstelco.com</a></td>
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<td>Avanti Group ULC</td>
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Find all Information on Public Internet

If Found on the Internet

95%+

Hit Rate

Intelligent Statistical Projection

3x
more accurate than guessing

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We’ve patented this Email Append Process!

### Methods and systems for determining email addresses

US 8495151 B2

**ABSTRACT**

Disclosed herein is a method and system for a user to find an email address using the Internet. The user inputs the information that he wants to be verified or completed. A seeking unit determines the missing fields in the input information. The seeking unit may determine the missing information in the email address from various sources on the Internet, using a set of rules. The rules may be specified by the user or present in the database. The obtained search results are ranked by a ranking unit, based on the relevance of the scores. The seeking unit may also display the found email information along with the ranks to the user. The user has the option to sort the email information. The user may then select the most accurate email information, according to him, which is then used to populate the field in the information.
Finding Hiring Managers

How Append email & Phone works?

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Finding Hiring Managers

- How Append email & Phone works?
- LeadGrabber Pro Pricing

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$3,495 / Year / PC
- Includes installation. One hour customized training
- Download software into your PC. uses your internet
- Anyone having access to PC can use
- (Like Community Printer)

Purchase Online: https://www.egrabber.com/ldg
Schedule a Personalized Demo?

Type in Gotowebinar Chat box: Write an email to rich@egrabber.com

Date/Time To Schedule a Demo:

[Image of chat window: May 15th @ 10 AM PDT, To: rich@egrabber.com, Subject: AR Demo, Message: Regards, Andrews]

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Campaigns to make Contact

The beginning
Utilizing this methodology I get a 40% return rate. 65% on LinkedIn. A recruiter who was getting 10%, utilized this methodology and jumped to 50%.

Definition of a campaign is: planned actions: a planned and organized series of actions intended to achieve a specific goal. For staffing it is the actions you take to contact the leads found utilizing Sourcing methods, referrals, and people who apply. Over the next 3 blogs, including this one, we will discuss types of contacting campaigns, timing of campaigns, and tips to help you campaigns.

Now Types of campaigns.

Types of Contacting Campaigns:

a. Written-Email, SMS, certain Social media etc.

b. Verbal-Landline, Cell, etc.

c. Visual- Events, Video, face to face, etc

d. Combined-several of the above.
Target of Contacting Campaigns

a. Active Candidates-they are actively looking, applying, etc-examples: job board resume posting within 6 months, applications, referrals, job fairs, active networking, etc.

b. Passive Candidates-Open to opportunities but not actively looking-examples: Job board posting 6-12 months, Linkedin open to job opportunities, etc.

c. Potential Candidates-pretty much everyone that does not fit in either of the other categories. Long story short even if they are not looking, hard to find or hiding, they are a potential candidate. Now the question is can you find them, afford them, and convince them to come to work for you.
Contacting Campaigns

Contact approaches

There are numerous approaches used for contacting a candidate, however the question is which one do you use and when. Below we discuss the main 3, realizing that any others are just different versions of these 3, however keep in mind be creative no matter which one you use.

1). Standard we have a job, this is best used for active candidates, however you still need to ensure you explain to them what is in it for them.

2). The soft approach were you talk about wanting to talk to them about their career and what they want, and how you might have something better. This works best with passive candidates.

3). The “expert flattery” approach, were you play to their ego saying how you found their profile/bio and see they are an expert in their field, and how it is a field that you recruit for, and you would like to learn more about it and who better than the best like them. This works best with potential candidates. This is best used for business emails.

Note: Ensure to give the candidate multiple ways to respond
So we discussed types of contacting campaign approaches, now we will discuss the plan and more.

**The approach/plan**

1. Email – first contact should be email. Day 1
2. Call – second contact should be over the phone with a follow up on SMS or other Social media methods. Day 2
3. Day 3 is a take a break day
4. Then you repeat the process up to a total of 3 times.
Cond...

**Messaging**

1. What you can do for us- that standard we have a job you look like a fit for
2. What we can do for you-major sell about the position, the company, benefits all slated around what the company can do for the person
3. You’re an expert in the field and I would love to talk to you to learn, lets talk-designed to get them to talk with you, the goal, them being interested, referrals, connections. This method, combined with approach/plan above and if done right has yielded 65% return
4. Inviting to an event
Goals

1. Interest from the perspective candidate, in position, talking or event
2. Referrals from the perspective candidate, position or event
3. Social media connecting/following of the perspective candidate (connecting on LinkedIn)
Contacting Campaigns
Tips

• Avoid Spam catches, these are things that get the attention of the spam filters such as; all caps, words like free, discount, remove, unsubscribe and more. http://www.wilsonweb.com/wmt8/spamfilter_phrases.htm
• Check you emails spam score before sending it, sites below will help. http://www.thecassiopeia.com/Portal/SpamTest.html http://emailspamtest.com/
• Give the person you are contacting multiple options to reply.
• Be personable, smart, compelling and different.
• Many individual users are turning to challenge systems like Spam Arrest and Earthlink to help with their spam, be sure to reply.
• Keep it small and or quick. Longer messages written or verbal loose candidates interest and can get caught in spam filters.
• Be CAN-SPAM compliant: for details on this see link below: http://business.ftc.gov/documents/bus61-can-spam-act-compliance-guide-business

*** Above all, always reply to a candidate who replies to you***
My Contact Information for notes etc

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http://www.linkedin.com/in/deandacosta
http://thesearchauthority.weebly.com/
searchauthority@comcast.net
206-214-5337 Mobile
253-520-3305 Office
“Helping people connect with their destiny”

Top 25 Must Read Blogs for Recruiters #12
http://hr.sparkhire.com/human-resources-news/spark-hires-top-25-must-read-blogs-for-recruiters/

2012 HRE #1 most influential Recruiter
http://www.hrexaminer.com/lists/online-influence-recruiting-2012-v5

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Offer: Fully Functional 7 Day Trial

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We’d love to hear from you
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Customer Success Manager - eGrabber Inc
rich@egrabber.com
Phone #: 408-516-4566
Q & A Session

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