

Differences between Inbound Recruiting and Outbound Recruiting

An Inbound Recruiting strategy proactively helps candidates to apply for vacancies, while in Outbound Recruiting it is the recruiter who launches into the search for passive candidates.

Outbound Recruiting

Attract. The company identifies and contacts candidates.

Convince. The candidates consider the company's offer and respond.

Convert. The company and the candidates exchange information.

Analyse. The company analyses the feedback from the candidates regarding the job offer.

Inbound Recruiting

Attract. The candidates find the company's online advert for a job opening.

Connect. Candidates click on the job opportunity and access its content.

Convert. The candidates apply for the opening and the company selects the best one.

Analyse. The company measures which methods of attracting talent work best.

