



**Candidate Rewards**

powered by Total Rewards Software

# Winning Top Talent

How Total Rewards Marketing Improves Talent Acquisition

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# Hiring by the Numbers

## 43%

of HR professionals cited “competition from other employers” as the top reason they’re struggling to hire the right employees.<sup>1</sup>

## \$4129

Is the average cost to hire a person.<sup>3</sup>

## 1 Million

The difference between job openings and available talent.<sup>2</sup>

## 42 days

Is the average time to fill a position.<sup>4</sup>

<sup>1</sup> Society for Human Resource Management (SHRM) (via zoomshift.com)

<sup>2</sup> US Department of Labor

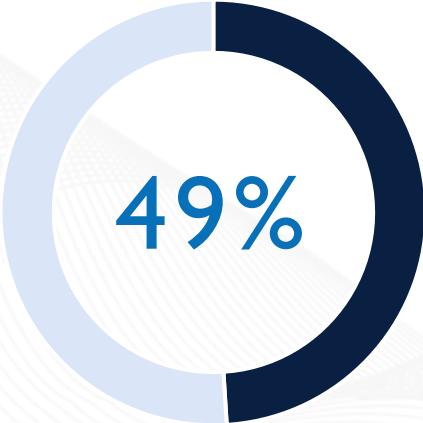
<sup>3</sup> The Cost of Hiring a New Employee (investopedia.com)

<sup>4</sup> Ropella-Cost\_of\_Vacant\_Postions.pdf

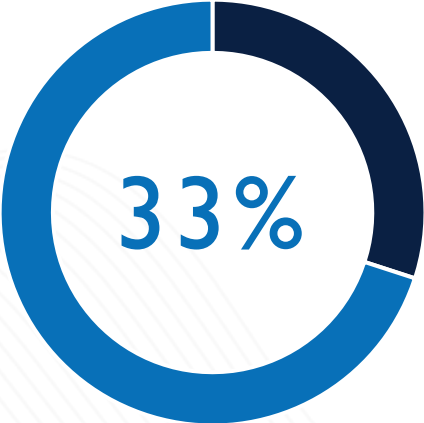
# Today's Candidates Are **Savvy**

Many factors influence the decision to accept a position, and **most traditional offers don't cut it**. Pay is important, but other key factors exist.<sup>1</sup>

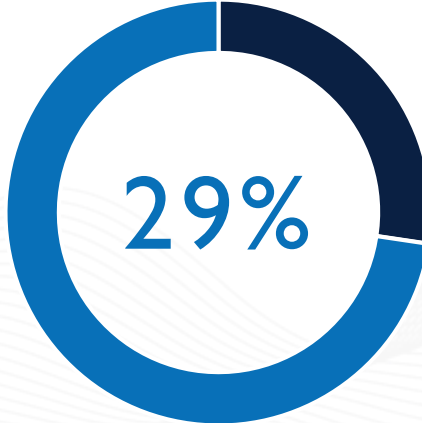
Compensation



Professional Development



Better Work/Life Balance



<sup>1</sup> Source: LinkedIn via [Financesonline.com](https://www.financesonline.com)

# Offer an Experience, Not a Job

Go beyond information to give your candidates the offer experience they're looking for.



Many candidates do not understand their total rewards.



To meet today's job seekers, offer letters **must digitally transform.**



By leveraging total rewards marketing, employers can **convert more offers.**

54%

of candidates say a positive experience is the result of **great communication from the employer or recruiter.**

*Jobvite-JSN-2021-03-29.pdf*

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of companies recognize the need for more **transparency** in their total compensation.

*TotalRewards Software*

*| Source: LinkedInvia [Financesonline.com](https://www.linkedin.com/company/financesonline.com)*



# You **Can't Afford** to Fall Behind

**Converting** Candidates Is Key

CandidateRewards transforms offer letters from dull PDFs and emails into engaging experiences that:

- Speed responses and **time to hire**
- Communicate the **full value** of your offer
- Provide recruiter intelligence to tailor offers to **top candidates**
- Create a **positive initial impression** with employees
- Increase employer brand and corporate image to **help attract and retain** top talent

