



Why Your Business Needs an Attraction Strategy

The Hiring Reality

- Posting the same generic ads as everyone else?
- Unsure what your ideal candidates actually care about?
- Finding it hard to make your roles stand out in a competitive market?

In today's hiring environment, visibility alone isn't enough. SMEs that lack a clear, evidence-led attraction plan struggle to capture the attention of the people they need most.

Most SMEs rely on generic job boards without understanding who they want to attract, what those candidates care about, or how to position their roles effectively.

The Hidden Advantage

A well-built Attraction Strategy sharpens your messaging, strengthens your role positioning, and ensures every advert speaks directly to the people you want to hire.

When done right, it:

- ✓ Attracts more relevant, better-matched candidates
- ✓ Increases engagement and application quality
- ✓ Reduces wasted spend across channels and adverts

The Missed Opportunity

Most SMEs rely on job boards and generic advert templates, hoping the right people will appear. Without a clear strategy, strong candidates scroll past your roles, not because they're unsuitable, but because the message didn't land.

How We Help

At Recruitment Collective, we:

1. **Profile** – Identify target talent segments and their motivators
2. **Position** – Shape role narratives and message frameworks
3. **Plan** – Recommend the right channels, sequencing and KPIs
4. **Guide** – Provide a strategy that any partner can execute

Result: A clear, evidence-led plan that attracts stronger, more relevant candidates, without increasing spend.

Your Next Step

If your adverts don't inspire action, it's time to change how you're seen. Let's build an attraction strategy that turns every job post into a growth opportunity.

Recruitment Collective - Making SMEs employers of choice