



**Candidate Rewards**

powered by Total Rewards Software

# Winning Top Talent

**How Total Rewards Marketing  
Improves Talent Acquisition**

**Dan Tibbits** | Total Rewards Advisor



# 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

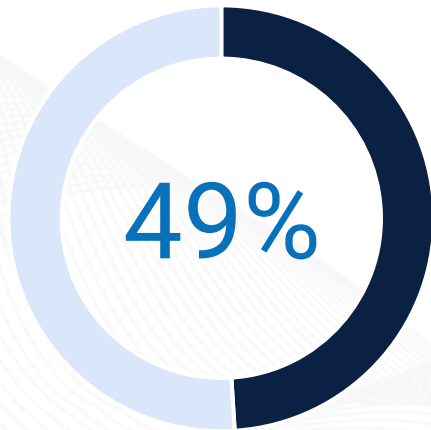
<sup>3</sup> The Cost of Hiring a New Employee (investopedia.com)

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

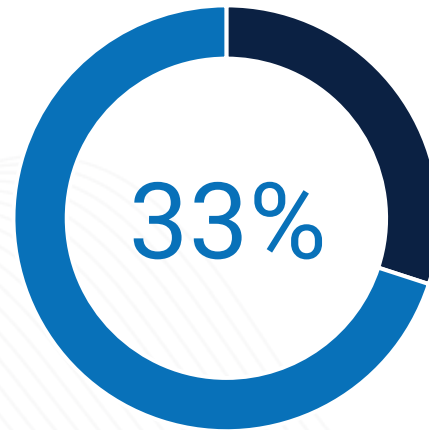
# Today's Candidates Are **Savvy**

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>

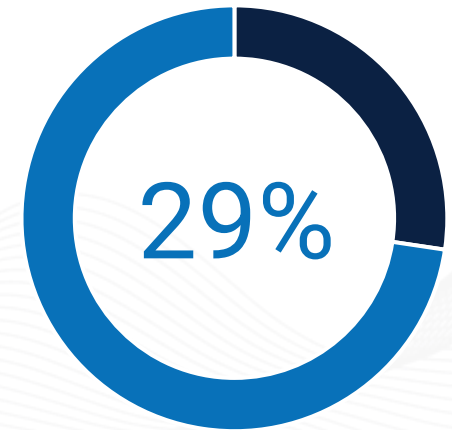
Compensation



Professional Development



Better Work/Life Balance



# Challenging the Status Quo



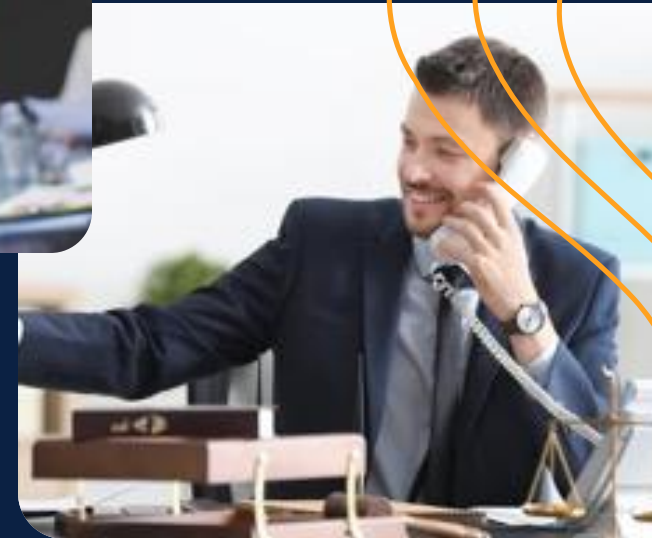
Top talent is in low supply and competition is at an all-time high.



Companies spend **countless hours** attracting candidates for open roles.



Vetting and interviewing candidates **needs to be more personal** and streamlined.



ATS systems and other tech breakthroughs have **made hiring tasks easier.**

# 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*

**2/3**

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

*TotalRewards Software*

*1 Source: LinkedIn via [Financesonline.com](https://www.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



**29%**

say company values and culture are their main concerns

**38%**

of candidates rank overall compensation as their top influence for accepting a job offer

**22%**

of candidates say little or no explanation of company values, vision or mission creates a negative experience

Let us show you the power of  
CandidateRewards with a  
**free trial.**

Get Your Free Trial or Request a Demo



Ready to find your toughest role with  
the best talent?