

Common recruitment challenges and how to fix them



No one is seeing your job ads

Reconsider your paid media strategy. Continuing to spend more on fruitless sponsored listings will not yield the best ROI. Optimizing your media spend takes strategic planning. Don't spend more, spend wisely.



Candidates are seeing your ads, but applications are low

Your career website could be sabotaging your entire recruitment strategy. It's the crucial first impression you make to potential candidates, and if that impression is a blunder, oftentimes you've lost that candidate forever. Ensure a great first impression with a strong, user-friendly career website.



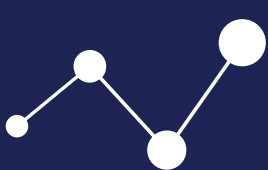
Unhappy with the quality of your candidates and hires

Media optimization is key. When a job description doesn't accurately represent the job duties or qualifications required, applications can flood in from the wrong people. Choice of platform is important here as well. For example, when hiring for tech, you won't want to use Indeed.



New hire turnover rate is too high

An accurate employer brand that effectively communicates who you are as an organization is essential. When an aspirational image of the company is projected, rather than an accurate depiction of the current environment, new employees will feel duped, leading to new hire turnover. Uncover your true employer brand to attract the right people for your culture.



Metrics don't give you a clear view of what is and isn't working

Metrics unclear? Let [Wicresoft's experts](#) work seamlessly as an extension of your team to interpret your metrics and design a specialized recruiting strategy. We can translate your metrics into results through targeted media optimization, an improved career website, and accurate employer branding while working to reduce your budget.