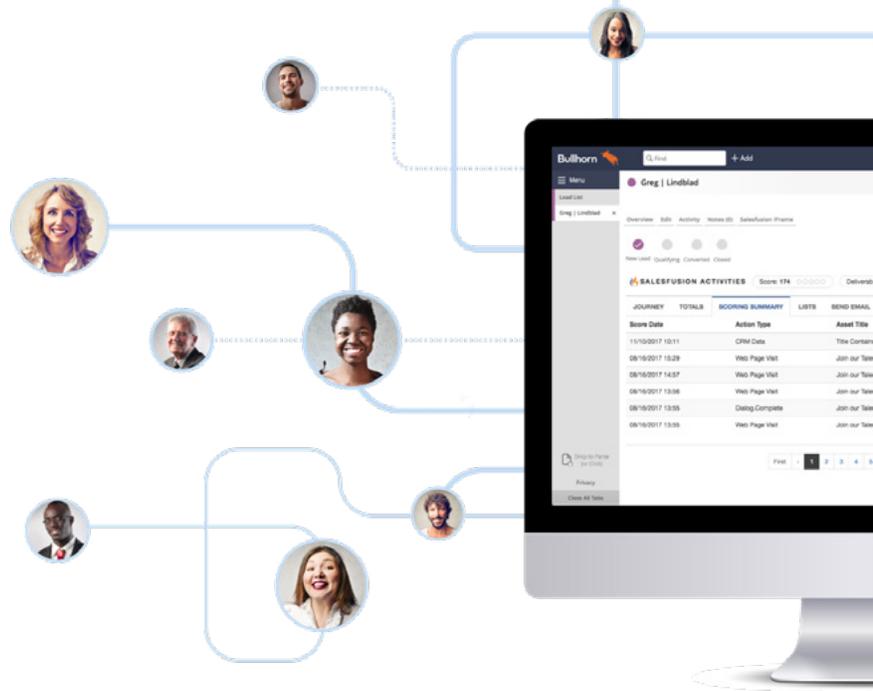# Know When to Connect

Improved Visibility Allows You to Stop Searching and Start Hiring

Seamlessly Integrated with Your CRM & ATS

Bullhorn®

jobscience

talent rover™

Right Message, Right Time

Time is against you; the most qualified job seekers are being hired within 10 days. By leveraging Salesfusion within Bullhorn, you can track candidates' engagement to learn more about them. Use templates and drag-and-drop email builders to send personalized messages quickly and at scale.

Top of Mind Brand Awareness

Nurture candidates and clients by automatically triggering messages based on specific dates, engagement or job preferences to stay top of mind so future openings are easier to fill using your existing network.

Powerful Visibility

The Salesfusion iFrame provides you with visibility into candidate interactions with your messages and websites and alerts you to strike when the iron's hot, allowing you to filter through passive job seekers and find only the most qualified candidates.

Marketing for Recruitment

Recruiters and staffing firms who work to further develop their employment brand and enhance their marketing strategies will gain a competitive edge in placing candidates faster and retaining clients longer. Leverage marketing automation for ongoing nurture and deeper insight into job seekers behavior.

The reality is that recruiters work with both contacts and candidates, requiring them to deliver an enhanced experience and build personal relationships in a scalable way. To facilitate these specific needs, it is essential to integrate marketing automation with Bullhorn CRM to leverage the power of recruiting alongside a personalized marketing approach. Here is what you can expect:
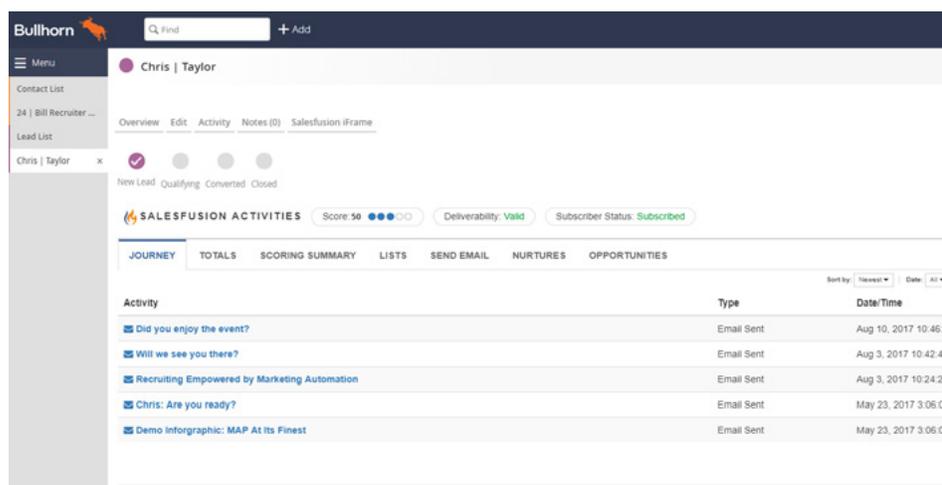
Benefits of Bullhorn Integration

- Create a two-way sync of key elements with Salesfusion and Bullhorn, including leads, contacts, candidates, opportunities and accounts
- Provide Sales with visibility to marketing activities and templates to send trackable emails to leads and contacts
- Send automated alerts using custom tearsheets in Bullhorn so Sales can follow up based on a contact's activity
- Blend Marketing and Sales actions with intelligent and automated nurtures to increase funnel conversion rates
- Prioritize and manage follow up with one or many lead scoring models
- Track a lead through the complete sales cycle from creation to close with reporting and dashboards

The Integration Process

The integration process is a 3-step process that our team assists you with during onboarding.

- Configuring your Connector - obtain API Key, sync credentials, dates and preferences and set CRM Alerts
- Configuring your Buyer's Journey - configure the iFrame and create a custom tab
- Understanding CRM Mappings - know which fields to map to