

THE PLAYBOOK

# Recruitment Revenue Machine: Maximizing Your Bullhorn Tech Stack for Growth

Maximize the power of Bullhorn's partner integrations to streamline your workflows, eliminate inefficiencies, and drive sustained revenue growth.



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RE:STACK



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# Introduction

## IS YOUR TECH STACK HOLDING YOU BACK?

For many recruitment businesses, fragmented tools lead to inefficiencies, lost revenue, and missed growth opportunities.

## BUT IT DOESN'T HAVE TO BE THIS WAY.

Introducing **The Recruitment Revenue Machine: Maximizing Your Bullhorn Tech Stack for Growth**—an integrated approach designed to unlock the full potential of Bullhorn and its key partners: **SourceWhale, SourceFlow, and Woo**. By leveraging these partners, you can build a seamless end-to-end recruitment solution that drives measurable growth for your business.

In this guide, you'll learn how to build a tech stack that eliminates inefficiencies, automates manual tasks and ensures every aspect of your business development, marketing, and recruitment processes are accelerated. Companies that use automation are **2.4 times\*** more likely to experience revenue growth, highlighting the significant impact technology can have on your bottom line.

\*Bullhorn's Global Recruitment Insights and Data (GRID) 2024 Industry Trends Report

## SECTION 1

# The Bullhorn Partner Ecosystem

Bullhorn's partner marketplace offers a range of tools that cover every stage of the recruitment lifecycle, but **true impact comes from the seamless integration** of these tools. When your systems talk to each other, you unlock efficiencies that lead to better decision-making and business growth.

Let's take a closer look at how **SourceWhale**, **SourceFlow** and **Woo** each play a role in your **Bullhorn-powered workflow**:



By integrating tools directly from the Bullhorn Marketplace, you ensure compatibility, save time and enhance productivity - all while keeping your tech stack optimized for growth. These partners work together to create a seamless recruitment process, with data flowing effortlessly through Bullhorn, so you can focus on capitalizing on every opportunity."



Holly Langley

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Put your recruitment website at the heart of your marketing strategy. Capture candidate and prospect data from your site and stream it into Bullhorn.



Imagine you're a recruitment agency struggling to turn website visitors into actionable leads. SourceFlow integrates your recruitment website with Bullhorn, capturing every candidate or client inquiry. For example, a candidate browsing job listings fills out an interest form, and within moments, their data flows into Bullhorn. Bullhorn Automation triggers a tailored job alert for them, and your team is notified of this warm lead, enabling you to respond quickly. This turns your website into a lead generation engine, nurturing relationships and distributing opportunities automatically.



Matt Comber | CEO @ SourceFlow



Automates outreach across email, LinkedIn, SMS, and phone; logs data and activity within Bullhorn.



Manually trying to stay on top of outreach is an administrative nightmare; money is often left on the table. With SourceWhale, you can schedule personalized outreach across multiple channels, ensuring timely follow-ups with 100% of prospects leading to more meetings booked. We'll even tell you which lead is hot, so you can pick up the phone and call them when they're most engaged. Oh, and this is all tracked back into Bullhorn! So you can stay on top of every interaction and make it count."



Dougie Loan | CRO @ SourceWhale



Tracks business contacts and candidates in your ATS, populating updates into Bullhorn and bringing it to their attention.



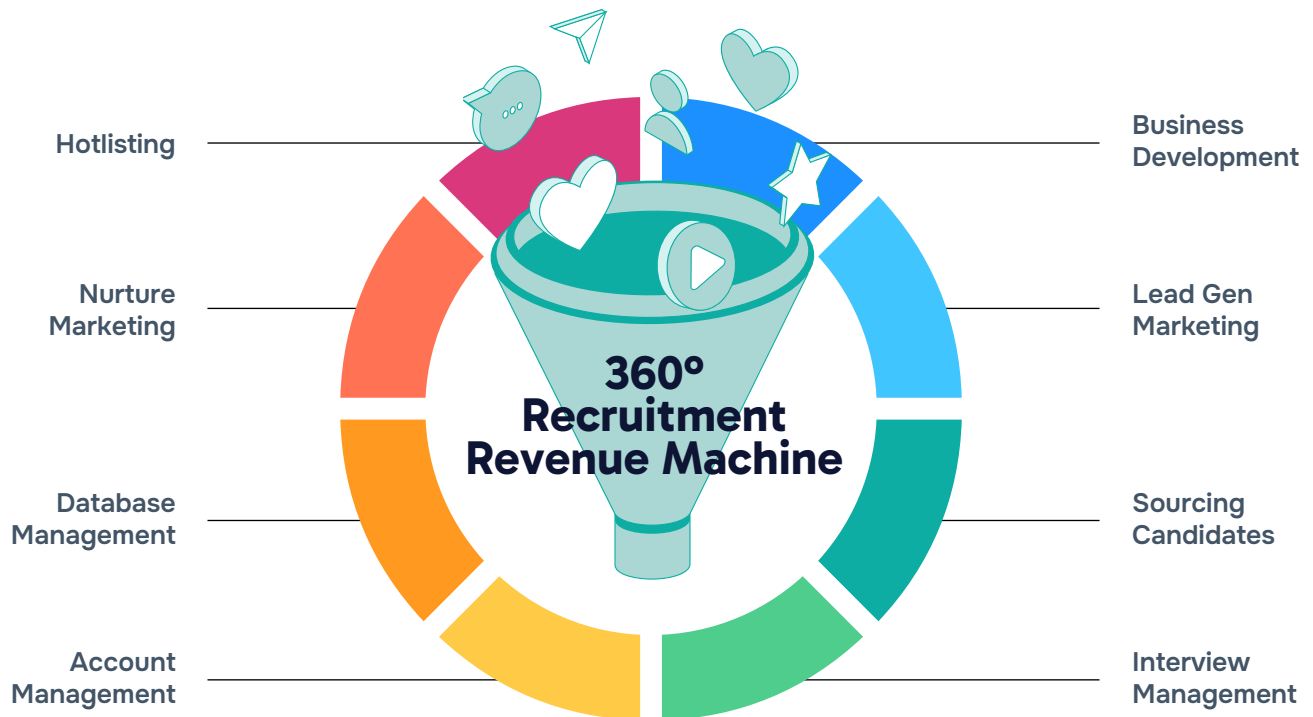
Ever lost touch with a past client, only to realize later they were a prime opportunity? Woo prevents this by constantly tracking job movements and promotions. Picture receiving an alert that your former client has just been promoted to a decision-making role. Woo's seamless updates in Bullhorn give you the insight to reach out at the perfect moment, reigniting the relationship and securing a new opportunity. It's like having a sixth sense for easy wins, driving revenue from contacts you might have overlooked.



Gabe Mendelsohn | Partnerships Manager @ Woo

# The Power of Integration

Your CRM should be the backbone of your tech stack, but many businesses miss out on their full potential due to poorly integrated tools. To maximize efficiency and revenue, it's crucial to select tools that integrate with Bullhorn and cover each stage of the 360 recruitment funnel to create a unified, high-performing machine.



The most successful agencies have a fully integrated stack covering the entire recruitment process. This prevents missed opportunities, maximizes pipeline efficiency and ensures no money is left on the table.”



Holly Langley

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In the next section, we'll explore how Bullhorn's partner integrations work together to optimize every stage of the recruitment process. With Bullhorn at its core, this fully integrated approach creates a recruitment revenue machine that drives continuous results.

# The Recruitment Revenue Machine

By integrating Bullhorn with SourceWhale, SourceFlow, and Woo, you're building a revenue-generating recruitment machine. Each tool compliments the other and is designed to power a different part of the recruiter's workflow, ensuring your pipeline stays full and your team stays focused on the tasks that matter most.



## 8 COGS OF THE RECRUITMENT REVENUE MACHINE

COG	PURPOSE	PARTNER CAPABILITIES
Business Development	Create opportunities through sales outreach.	Automate BD outreach sequences via email, phone, SMS and LinkedIn with SourceWhale.
Lead Gen Marketing	Inbound digital campaigns that deliver leads.	Improve segmentation for outreach with Woo and boost conversions with SourceFlow. All data flows into Bullhorn through seamless integrations.
Sourcing Candidates	Find and engage great candidates quickly and cheaply.	Woo constantly updates the contact information in your Bullhorn ATS supercharging your candidate search. Then run multichannel sourcing sequences with SourceWhale.
Interview Management	Ensure the process is organized and positive for all.	Bullhorn helps you to build relationships with clients and candidates by giving you control over the interview process.
Account Management	Expand relationships with current clients and candidates.	Bullhorn has a range of features that improve the way consultants own and develop long-term accounts.
Database Management	Update and cleanse your data to maximize your impact.	Woo ensures candidates and client data, whether successful or not, is up-to-date so your outreach is always relevant. SourceWhale and SourceFlow log all activity to Bullhorn.
Nurture Marketing	Stay in the minds of prospects and candidates that aren't active.	SourceWhale and SourceFlow re-engage contacts that show engagement through email opens, clicks, and site visits.
Hotlisting	Identify firms likely to be hiring and top candidates.	Woo tracks when hiring managers change roles and candidates earn promotions. Build BD campaigns with these insights.

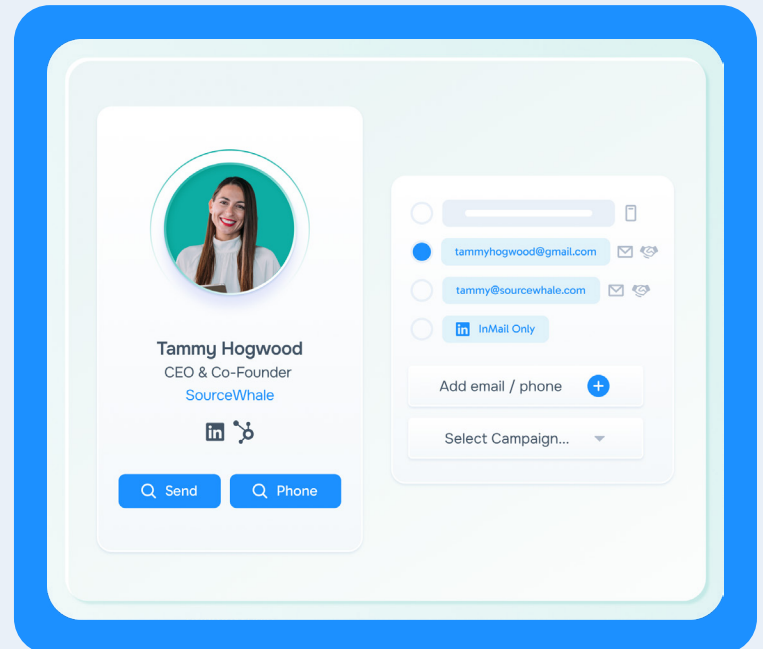
# Automate your outreach and never miss an opportunity.

SourceWhale makes multichannel communication easy by automating outreach across email, LinkedIn, SMS, and the phone. With data automatically syncing to Bullhorn, you get a complete view of your interactions, allowing you to engage prospects with personalized, timely messages—at scale.

## Example

Manually entering data wastes hours of recruiter time and increases the risk of human error.

SourceWhale automates this process, saving your team up to 6 hours each week while ensuring all data is logged accurately in Bullhorn - building complete profiles ready for nurture.



With the SourceWhale integration, Bullhorn workflows are streamlined, and admin tasks are automated, saving loads of time. You can search contacts across LinkedIn, job boards, and your Bullhorn database, with all activity automatically logged. But what really takes it to the next level is the Chrome extension, which enables you to edit contacts, track message receipts, log activity, and make calls—all without leaving Bullhorn!



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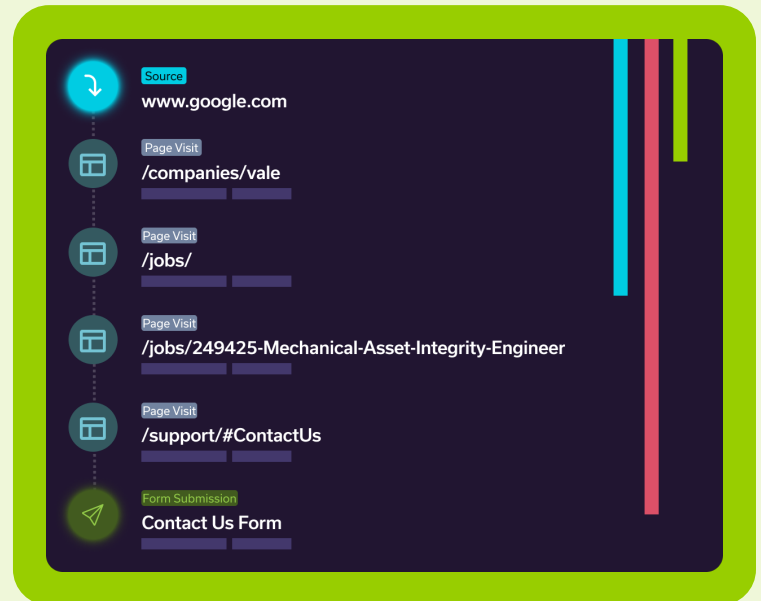


# Maximize your website's potential.

SourceFlow captures candidate and prospect data directly on your recruitment website, streaming it into Bullhorn and enabling seamless lead nurturing. Through Bullhorn Automation, you can trigger job alerts and distribute opportunities efficiently, ensuring no lead goes cold.

## Example

Your website is more than a billboard about your company's services and jobs. It should be the central hub of all your digital marketing campaigns and provide you with insights for measuring and improving digital revenue generation.



Don't just build your website and then forget about it! By using SourceFlow, you can ensure that your recruitment website and career portals are always ranking highly on search engines, attracting more candidates and clients. Your website is often your shop window, make it great! If you add regular informative and valuable content on there, you send this to your prospects, helping you become the recruitment partner of choice.



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# Revive past leads to close new deals

Woo continuously tracks business contacts and candidates, updating Bullhorn with job changes and new opportunities. This ensures that your team is always working with fresh, relevant data, allowing you to re-engage past clients and candidates for easy revenue wins.

## Example

Use real-time data from Woo about a job change to trigger an Automation. If a candidate has been promoted or has left the business send a notification to the relevant consultant, as there could be a backfill opportunity with the client.



AI and automation will only be as good as the data behind it. If you don't have the basic candidate and contact information this will hold you back from completing accurate and successful business development processes. Dedicate the resources to ensure that your information is as up-to-date as possible both now and in the future.



Holly Langley  
STACK



# Customer Success Stories

Results from clients using Bullhorn, SourceWhale, SourceFlow and Woo demonstrate the power of an integrated tech stack. These success stories prove that the **Bullhorn Partner Tech Stack** drives real, measurable success by maximizing your CRM's potential:



Our engagement time **increased by 683.2%** after implementing SourceFlow as our website solution.



**Erin Smyth**  
Content Marketing Manager  
Maxwell Bond



Woo has transformed our ATS into our primary candidate source. Recruiters shifted from spending **80%** of their time on job boards to **60%** in our ATS using Woo.



**Amanda Dobson**  
VP of Recruiting  
Employment Enterprise



SourceWhale has helped revolutionize the way we approach business development as a group. It's much more joined-up and streamlined in comparison to what we were doing before. It has consolidated our tech stack as everything that you put into SourceWhale automatically updates to Bullhorn so it cuts down on admin and duplication of work. Since we've been live with SourceWhale, our outreach to clients has **increased by 500%** because it's so easy to use, and we actually saw more revenue generated - and the team is great!



**Jason Ellis**  
Managing Director  
RHR



Google organic clicks **increased by 14%** after switching to SourceFlow and our keyword rankings improved significantly.



**Janan Gok**  
Head of Marketing  
Xcede Group



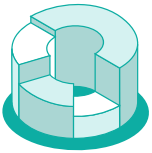
Using Woo, **80-85%** of our placements now come from candidates in our CRM.



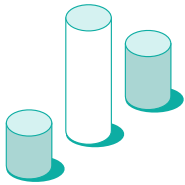
**Shayne Simpson**  
Managing Director  
Ascent Group

# KPIs and Metrics for Success

As a decision-maker, understanding the ROI of your tech stack is key. High-performing agencies report monthly, comparing results with previous periods to spot trends and opportunities. Here are the essential metrics to monitor the effectiveness of an integrated recruitment solution:



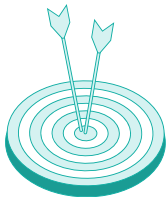
**Engagement rates:** Measure active engagement across your database so you can identify which lead is hot (or not) to convert outreach to meetings booked.



**Automation efficiency:** Track time saved, response rates and reduction in manual tasks.



**Source of leads:** Understand which tools are driving the most leads and placements. You can then use this to identify **effective lead-generation strategies** and monitor **cost-per-lead** or **cost-per-candidate**.



**Job board spend management:** Track how many prospects found on job boards are already in your CRM/ ATS. This helps your team avoid cold outreach when there's existing history, enabling more personalized engagement.



Integrating tools that feed directly into Bullhorn allows you to manage all your data in one place - a single source of truth sets your business up for success. If something isn't working, take time to review the process for improvements, or ask your team for feedback; recruiters often have valuable insights on the tools they use daily. You can also reach out to your account manager or CSM for suggestions on improving usage, results, and benchmarking against competitors.



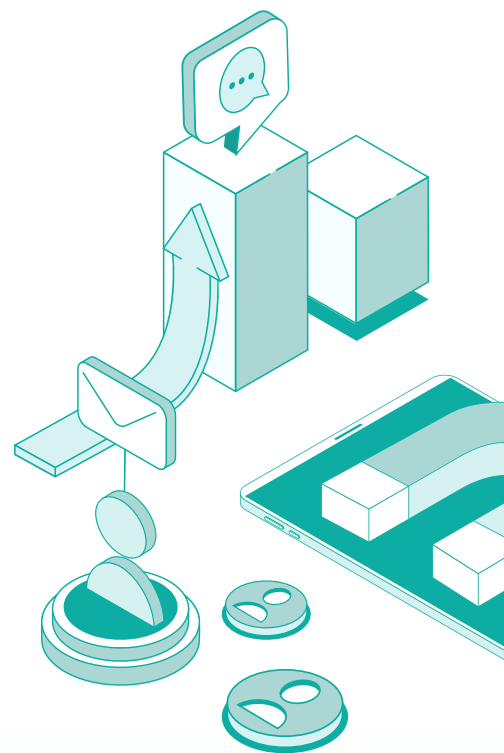
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START OPTIMIZING TODAY

# Unlock Bullhorn's Partner Integrations for Maximum Revenue Potential

By integrating Bullhorn with SourceWhale, SourceFlow, and Woo, you're not just optimizing your tech stack—you're creating a recruitment revenue machine that boosts lead generation, keeps your pipelines full, and enhances operational efficiency, ensuring that no revenue opportunity goes untapped.



Find Out More

SourceWhale →

SOURCEFLOW →

WOO →

## Interested in a complete solution?

Contact Holly today to see how these integrations can fit seamlessly into your Bullhorn environment, driving efficiency and increasing your bottom line.

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