



Cutting Costs: Job Boards and Free CRM Solutions

Ready to level up without burning through budget? This guide gives you the tools and insights to cut job board costs and harness free CRM solutions - all while boosting performance and team morale.

STEP 1: Audit Your Job Board ROI

- Start by understanding what's working and what's draining your wallet. Are you paying premium fees for low-return boards?

Action: Track fill rates and candidate quality per job board. Cancel the ones that don't convert.

STEP 2: Embrace Free-to-Post Platforms

- There are goldmines out there that don't cost a penny. Think: LinkedIn organic posts, Indeed (free listings), Glassdoor, and industry-specific forums.

Pro Tip: Optimise job titles and keywords to maximise reach — many free listings get buried due to poor formatting.

STEP 3: Leverage Free CRM Solutions

- Still working from spreadsheets or paying for bloated systems? Game-changer: there are robust, zero-cost CRMs tailored for recruiters.

Tools to Try: Look into options like Zoho Recruit (free tier), Recruitee trial plans, or Airtable custom builds. Smart automations without the overhead.

STEP 4: Boost Internal Referral Engines

Cut external ad spend by tapping your greatest resource — your network. Candidate referrals convert better, faster, and cheaper.

Incentivise It: Offer rewards (even small ones) to clients and candidates for successful referrals.

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STEP 5: Train Your Team to Source Smarter

- Reduce reliance on paid ads by levelling up sourcing techniques. Boolean search, LinkedIn X-ray, and database mining should be second nature to your consultants.

Quick Win: Run a weekly “sourcing clinic” to share hacks, tools, and creative outreach strategies.

STEP 6: Bundle Your Spend for Bigger Discounts

- If you’re still paying job boards individually, you’re missing a trick. Bundle and negotiate.

Leverage: Partner with other small agencies to negotiate group deals — especially with multi-posting platforms.

LEVEL-UP INSIGHT:

- Cutting costs isn’t about cutting corners — it’s about cutting the right corners.
- Spend less. Place faster. Win more.

