CONTENT AS A RECRUITING TOOL

Employer Brand Activation One Story at a Time







Little Ditty 'Bout Brad and Adrianne

*Apologies to John Cougar Mellencamp This is the last one of these I do today

THIS IS ADRIANNE

She's an amazing Account Director.

- In her last two jobs, she's grown accounts by an average of 17%.
- Her client list looks like a Who's Who of the F500.
- She's helped land "whale" accounts.
- She's been asked to speak at two conferences this year.
- She's got more than 700 connections on LinkedIn and a dozen glowing recommendations.
- She's only 29 and if you hire her right now, she'll be your "Head of Accounts" in two years, growing the overall business by double digits.

TL;DR: You want to hire Adrianne.





But she'll never apply to your company.



THIS IS ADRIANNE

Because she knows her worth. She'll switch jobs on her terms.

- She's been building a "go to" list for the last 18 months (there's six companies there already and you aren't on it).
- When gets hold of an interesting new company, she Googles them. And then she reads the Glassdoor reviews.
- If you think your recruiters can get her, you're wrong. She gets an invitation at least every week from recruiters offering her the moon.
- To her, each unrequested invitation is spam. She glances at it, but she deletes it. All of it. Every time.

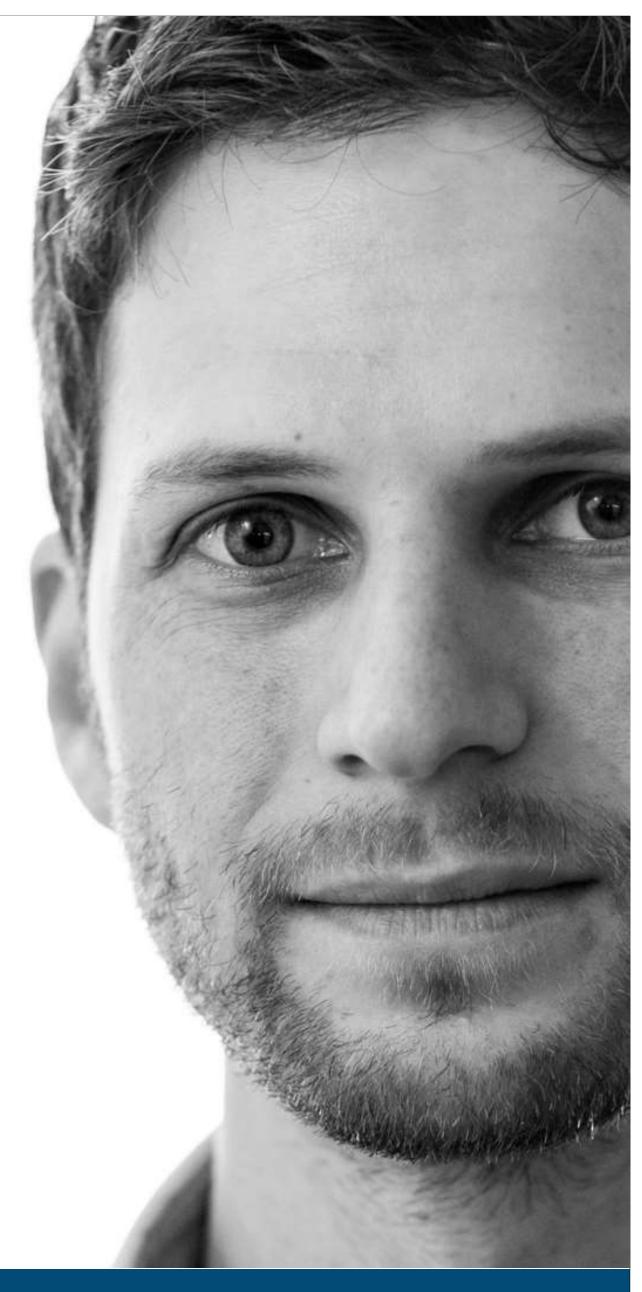




He's also an Account Director.

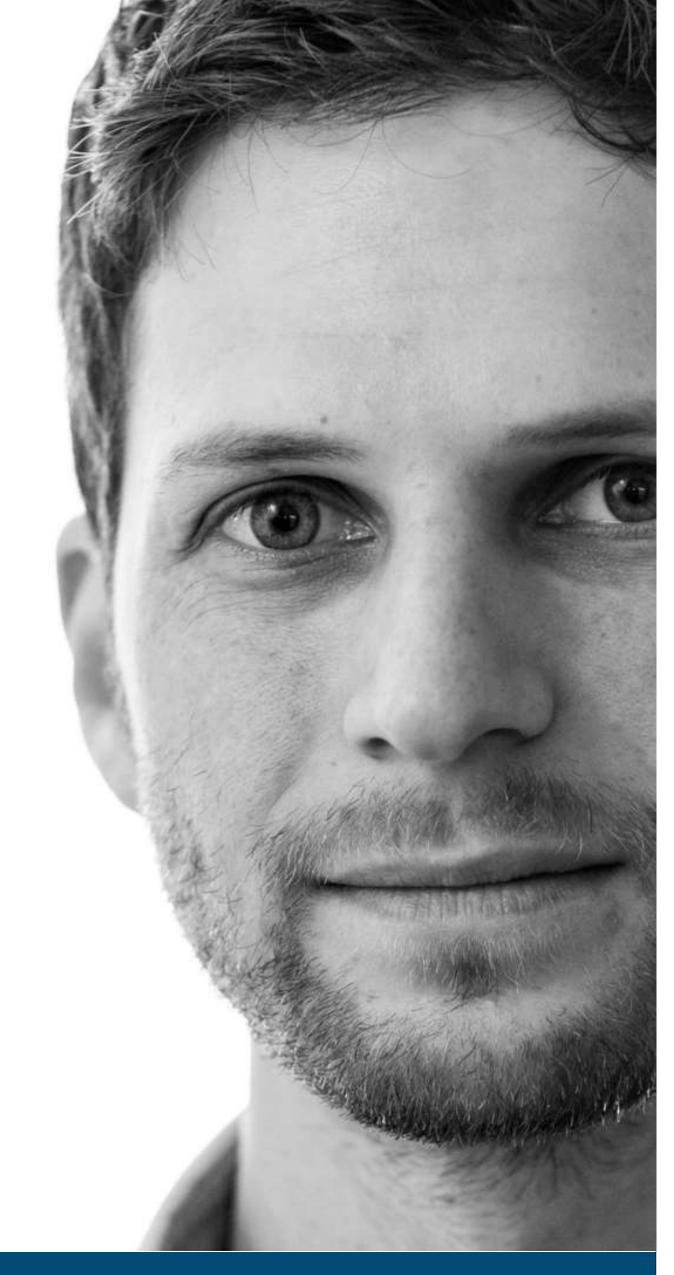
- He's done this job for four different companies in the last six years.
- He's a great interviewee. He tells great stories that make him sound like a rebel or a rogue who's skills weren't appreciated. Again and again.
- But he never has any numbers to quote.
- In a year or two, when this job gets tough, he'll jump.
- He's got contacts but his LinkedIn details are thin.
 And only two "nice" recommendations.

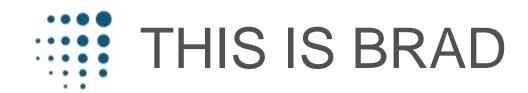
TL;DR: Brad is a deeply mediocre candidate.





But this is who applies to your jobs.

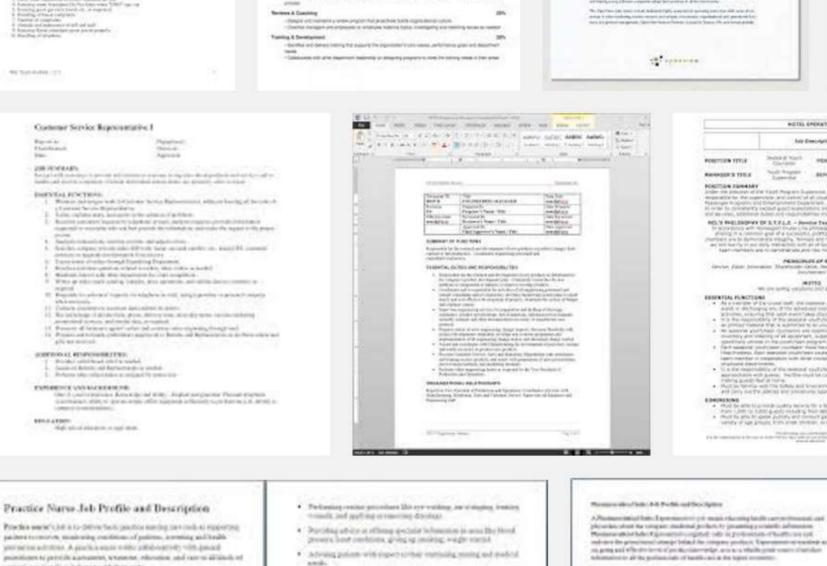




He lives on job boards.

- He loves to apply for your jobs.
- He just has to hit "apply" and he's done (thank you for making it so easy for him).
- He loves to respond to recruiters, because each new contact holds the hope of a better opportunity (for him, not you).
- He researches companies on his way to the interview.
- The only time he's on Glassdoor is to slam his old company for not giving him more responsibilities.
- Your application pool is lousy with Brads. Just lousy.





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Job Description

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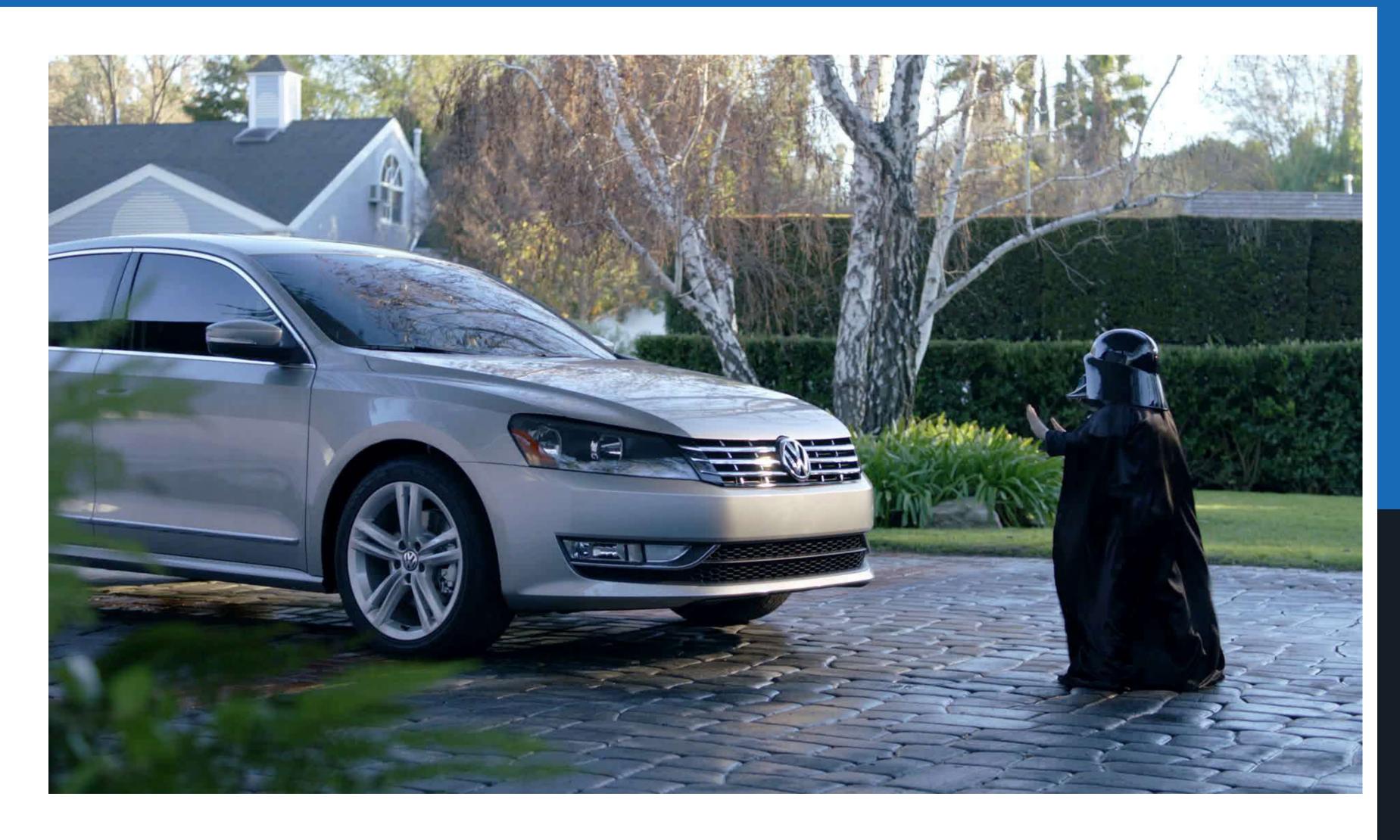
WHAT WOULD YOU BUY?



It's your choice.

170 Horsepower
25/38 MPG
Apple CarPlay
LED Headlights
Adaptive Cruise Control
Rearview Camera
Lane Departure Warning
Blind-spot Monitor
Parking Assist
MSRP Under \$23,000

OR...





IS THE JOB DESCRIPTION STILL VALUABLE?

Some people rely on job descriptions, but some people don't.

Rely exclusively on job descriptions for decisionmaking about application

Job descriptions play a significant role in dicing to apply

Almost never use job descriptions for decision-making about application

Reliance on job descriptions

But if they aren't relying on job descriptions, what are they relying on?

FILLING THE JOB DESCRIPTION GAP

Rely exclusively on job descriptions for decision-making about application

Job descriptions play a significant role in dicing to apply

Almost never use job descriptions for decision-making about application

Reliance on job descriptions

Reliance on content

When we say, "content" we mean stories you tell about yourself, the stories your staff are telling online, Glassdoor reviews, friends of friends who work there, Google searches, LinkedIn searches, Twitter searches, etc etc etc...

FILLING THE JOB DESCRIPTION GAP

Put another way...

Entry-level Job-hoppers **Brad** Some experience
Basic management
Skilled and selective

Leaders
Experts
Adrianne

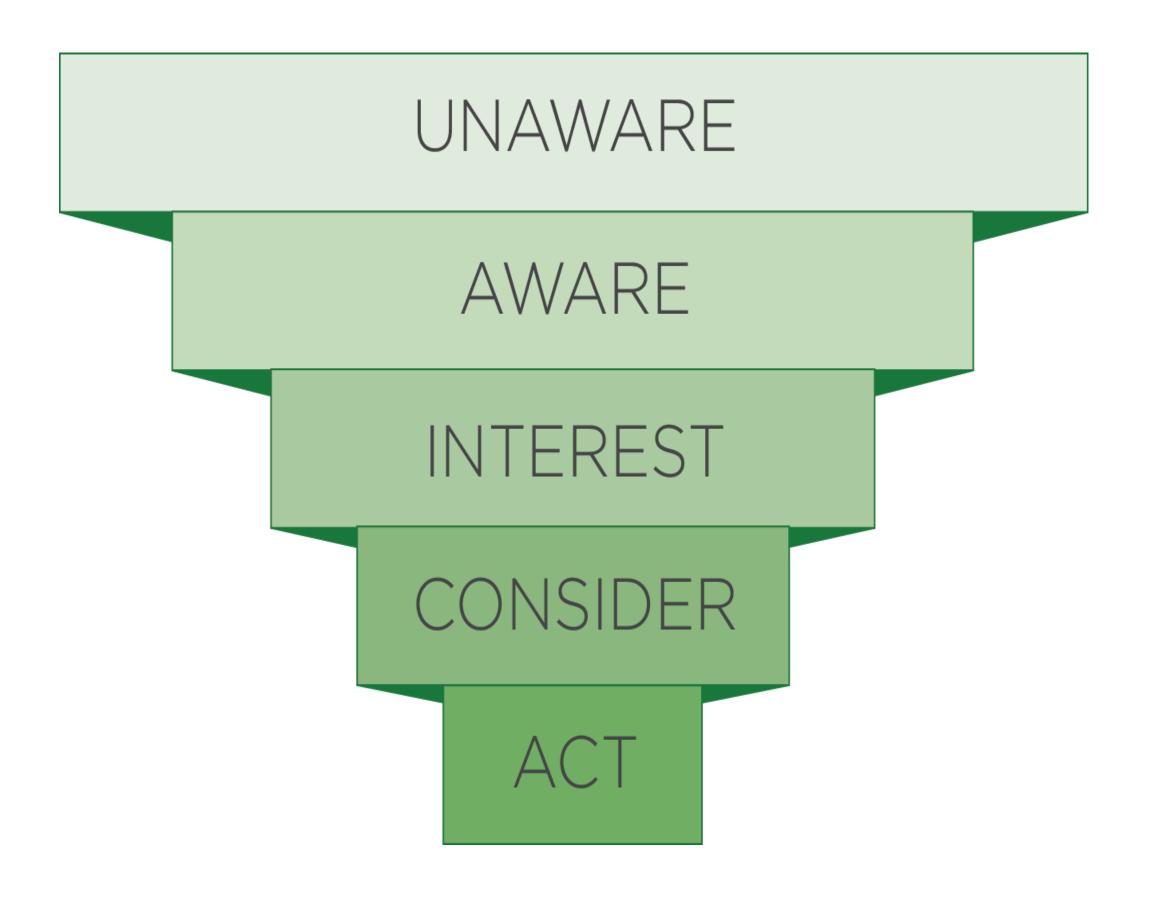
Reliance on job descriptions

Reliance on content

Not giving Adrianne something worth knowing or remembering about you is why she's a lost cause.



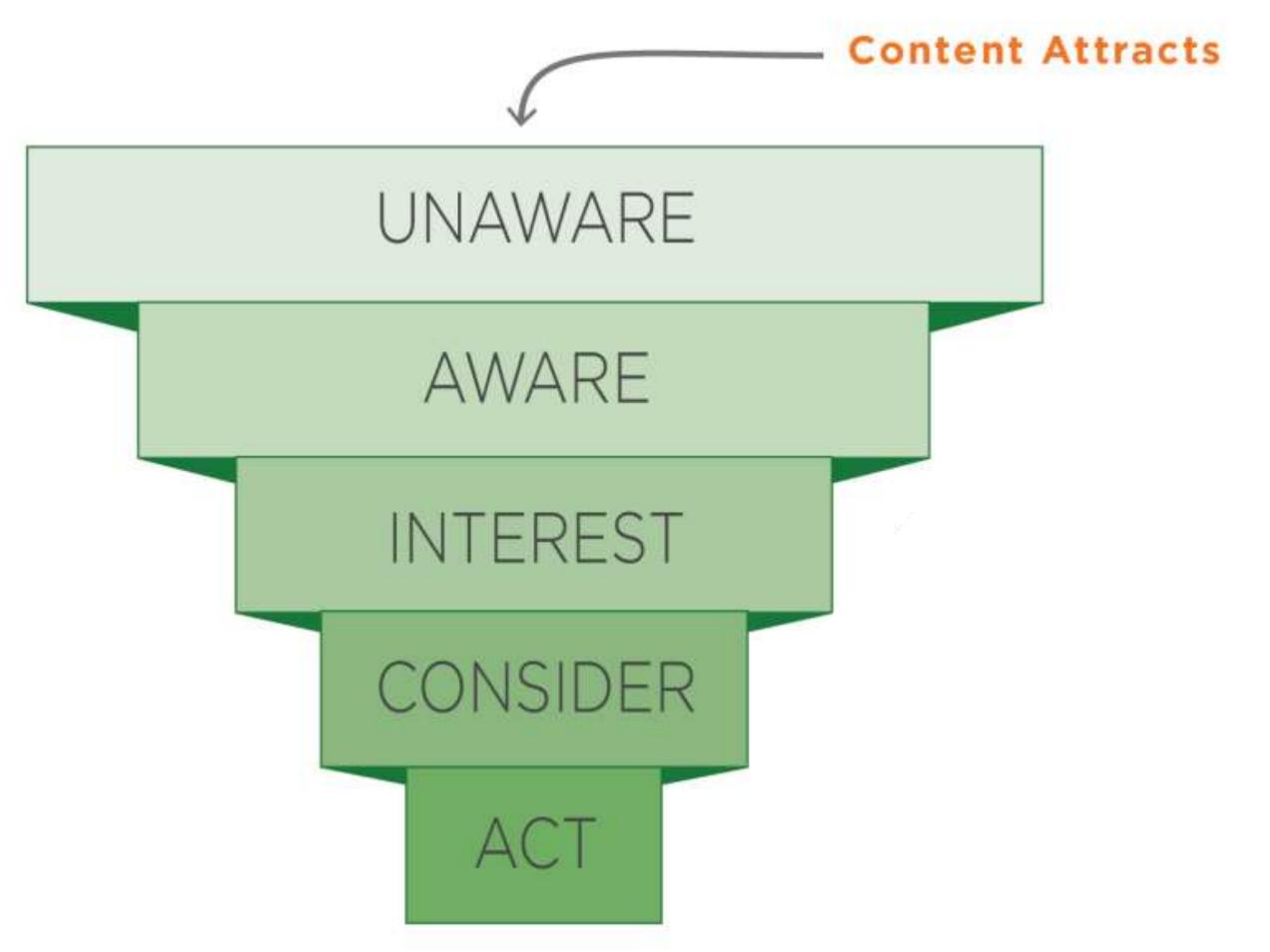
MEET YOUR FRIEND, THE CONSIDERATION FUNNEL





Passive candidates don't search for jobs.

Content attracts passive candidates by telling interesting stories. It also enhances ads and SEO across the board. So content can increase overall traffic by attracting potential candidates.





CONTENT CREATES VALUE TWO WAYS

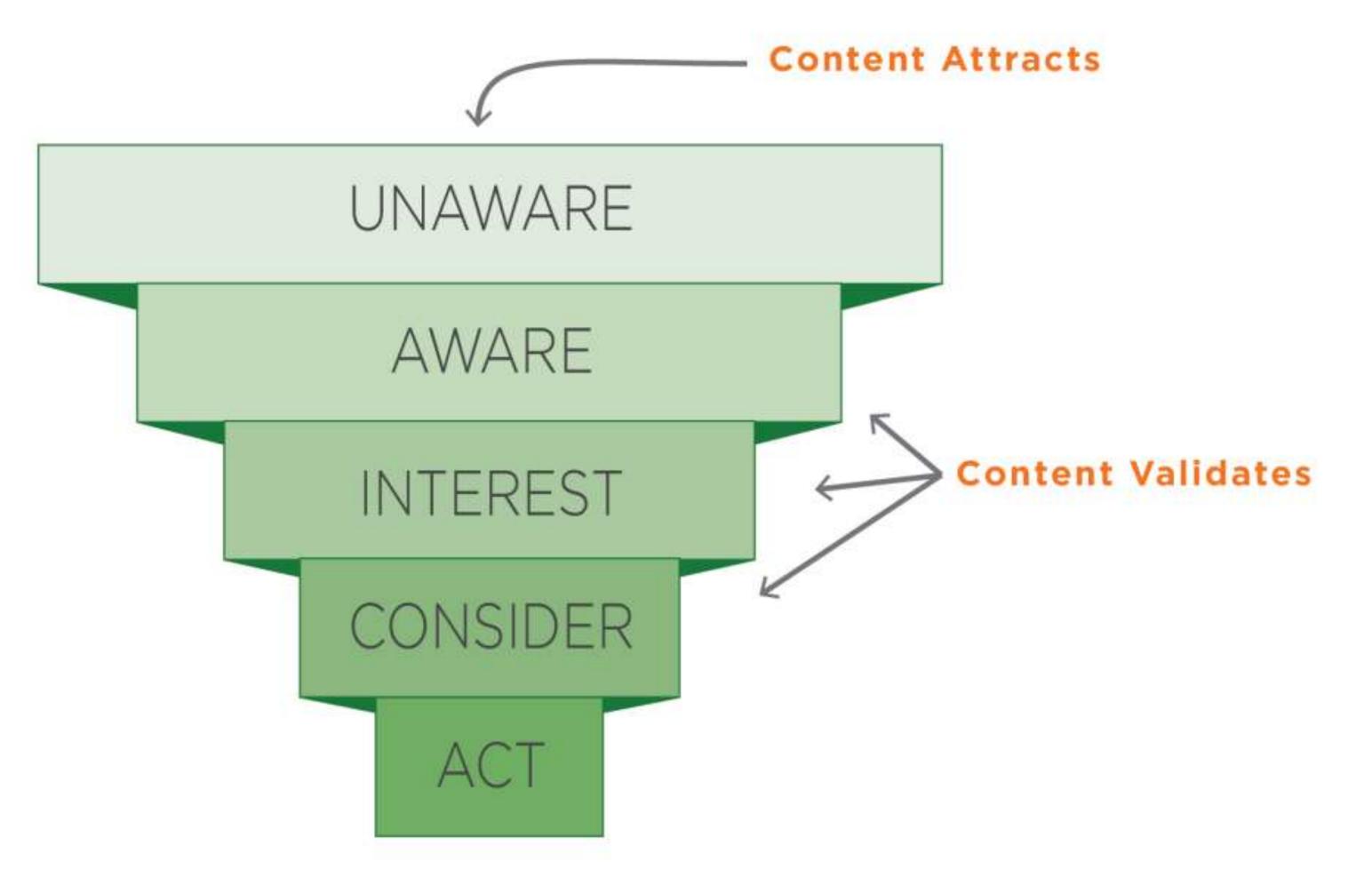
But content can influence job seekers

At the same time, the 70-90% of all traffic that comes from Indeed and other job boards are landing on job descriptions that don't say much. Content validates those

prospects' interest in

conversion rates.

jobs, increasing overall





Why invest in content?

Content spells out what the work experience and mission of the company far better than a job description without interrupting your candidate's flow.

This is just-in-time content, providing a more compelling reason to apply.



Why invest in content?

In short, content answers common prospect questions and provides a more meaningful and impactful "Why"

A RECRUITING CONTENT FRAMEWORK



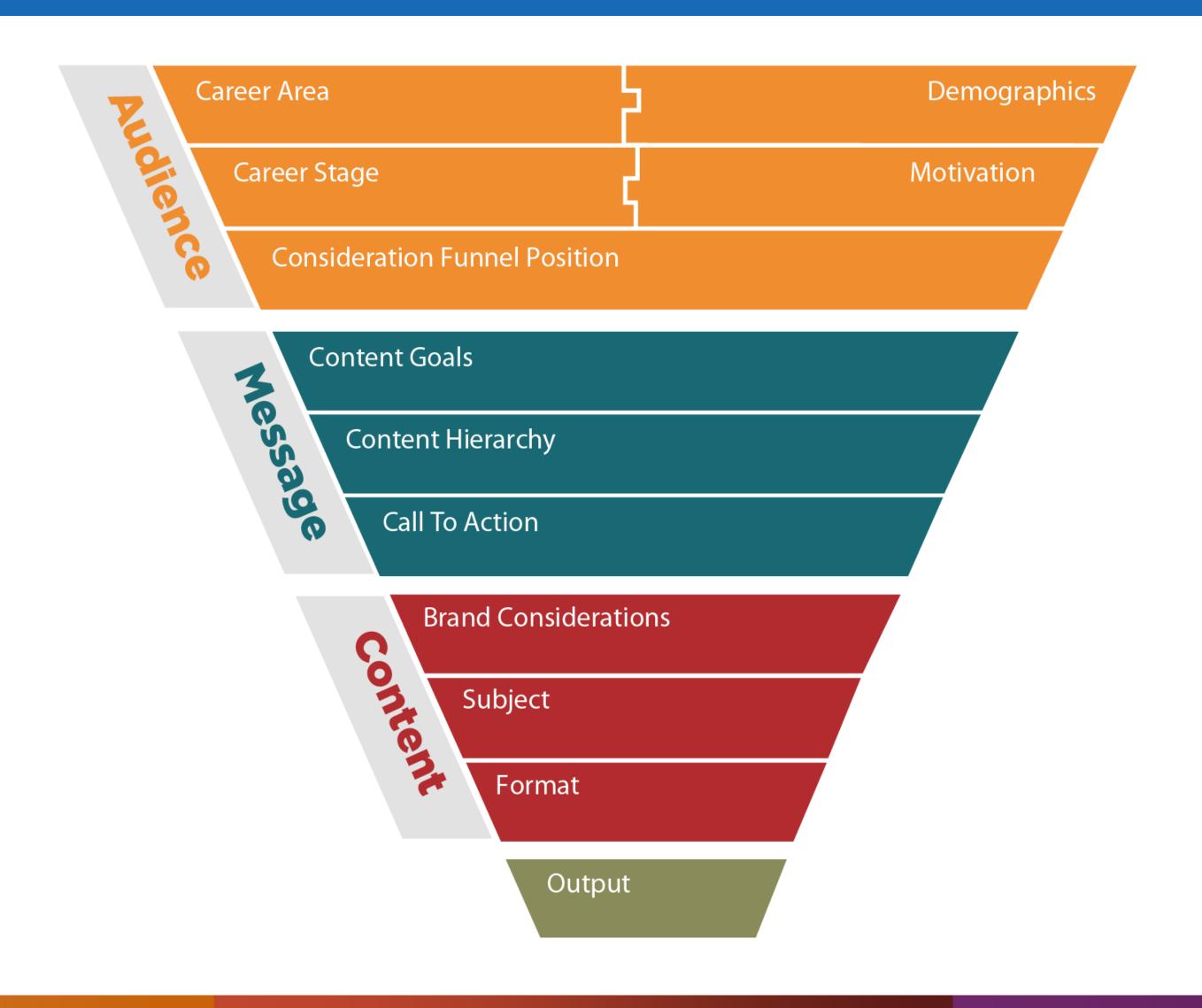
Audience

Message

Content

A RECRUITING CONTENT FRAMEWORK



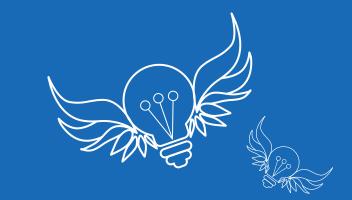


AUDIENCE & MESSAGE MATRIX



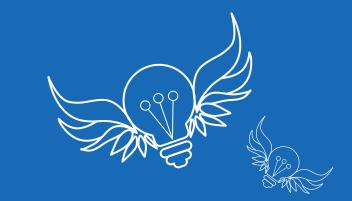
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Work Among Talented Individuals	X	X	X	X	X	X	X	X
Shape the Future	X	X	X	X	X	X	X	X
Progressive Environment	X	X	X	X	X	X	X	X
Individual Impact (empowered to grow)	X	X	X	X	X	X	X	X
More Than Just a Credit Check Company (Innovation)	X	X	X	X	X	X	X	X
Commitment to Help Others/Educate	X	X	X	X	X	X	X	X
Commitment to Data Integrity	X	X	X	X	X	X	X	X
Customer Focused	X	X	X	X	X	X	X	X

AUDIENCE & MESSAGE MATRIX



	Sales & Business Development	Analytics	IT	Product Development	Finance	Customer Services	Marketing & Communications	HR
Work Among Talented Individuals			X	X				
Shape the Future			X	X				
Supportive Environment								X
Individual Impact (empowered to grow)	X							
More Than Just a Credit Check Company (Innovation)			X	X				
Commitment to Help Others/Educate						X		
Commitment to Data Integrity		X	X	X				
Customer Focused						X		

AUDIENCE & MESSAGE MATRIX



	Sales & Business Development		IT	Product Development	Finance	Customer Services	Marketing & Communications	HR
Work Among Talented Individuals			X	X				
Shape the Future								
Supportive Environment								
Individual Impact (empowered to grow)	X							
More Than Just a Credit Check Company (Innovation)			X	X				
Commitment to Help Others/Educate								
Commitment to Data Integrity		X						
Customer Focused								

WORK AMONG TALENTED INDIVIDUALS



Audience

IT, Product Development

Message

Employees are open to feedback and learning from others. You can gain knowledge from the people around you. What you bring sets us apart.

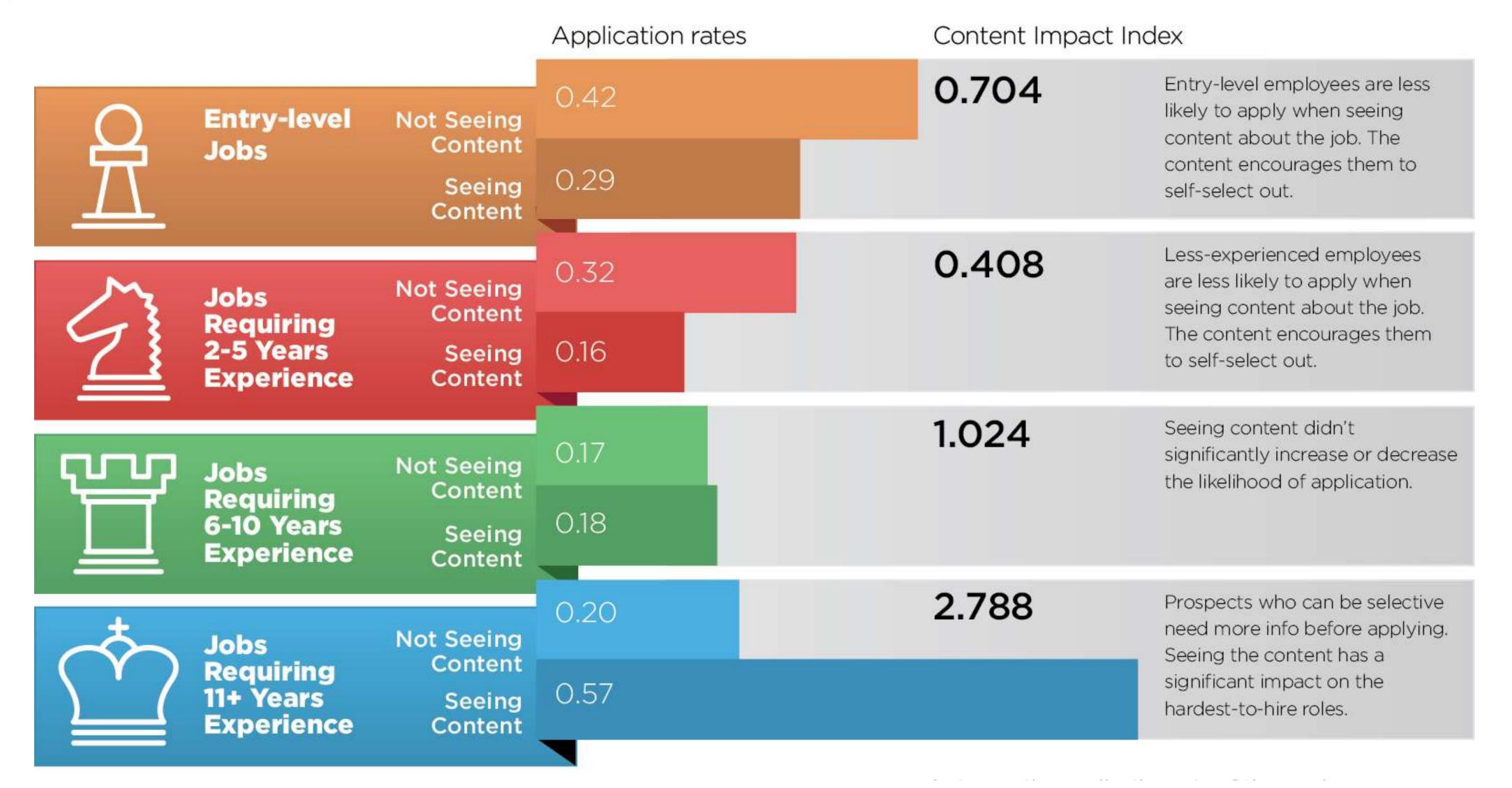
Content

Engagement page "Are you Experian Material?"

Employee Generated Content (EGC) – Employees define what it means to be part of a team (supported by branded testimonial graphics for social)

Repurposing existing videos such as, "The Employee Deal" video

THE IMPACT OF CONTENT





And the first step is...?

You want "actionable?" I can do that.

A BASIC CONTENT PLAN



The First Eight Pages You Need to Build

- How We Hire
 - Explain the process so that prospects have less uncertainty while waiting for an answer
- A Day In The Life of a [job title]
 - What is this job really like?
- Life in the [Location] Office
 - Ground-level understanding of the office. How's the coffee? Parking? Food? Light? Chair?
- What to Expect in the First 90 Days
 - Lowers uncertainty, and helps a candidate picture themselves in this new role
- The [Brand/location/job] In Their Own Words
 - Authenticity and loads of it
- Career Paths Inside [Brand]
 - Show that this isn't about a "job" but about a "career" at this company
- A Word from the Founder/Owner/President
 - Give a sense of the leadership driving the company. No, you can't let a marketer write this.
- Team Spotlight
 - Meet some of the people you'll be working with or alongside

THE EASIEST WAYS TO CREATE CONTENT



Some Tricks to Build Content Quickly

- Interview someone
 - Why do you work here? What to you spend time doing all day? Where will you be in a year?
- Interview someone with a video camera (you have a phone, right?)
 - Can you show me around your office, department, location?
- Ask someone to interview someone in their department
 - Get more in depth and show the technical expertise at work
- Ask ten people a simple question
 - What does your mom think you do for a living? How do you define [job area]?
- Photo essay (everyone has a phone, right?)
 - In three pictures, describe your job
- Interview the founder and don't ask them the usual questions
 - What do they eat for breakfast? What's the first and thing they do every day? What do hope everyone who works here knows?



Promote your stories

A tree that falls in the forest has no one to tell people about it

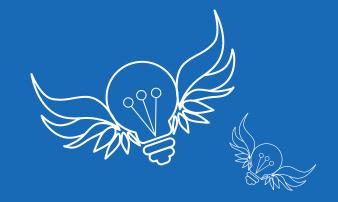




Reuse and recycle

No one tells a story just once





You Can't Tell People About Your Amazing Stories Enough

- Social Media
 - Twitter has a half-life of about 18 minutes.
 - Facebook has a 1-3% organic reach
 - People aren't on LinkedIn all day
 - So you need to post things multiple times before people see them

You Can Tell One Story Lots of Ways

- The same story written from a different perspective
- Take three old stories and weave them into something new



Don't forget your recruiters!

Arm them with great stories

Recruitment



What I think I do



What clients think I do



What my parents think I do



What candidates think I do

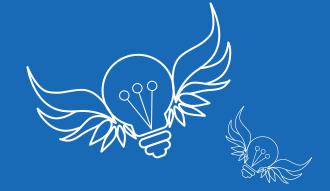


What my friends think I do



What I really do

THANKS FOR LISTENING!



Any questions?



James Ellis

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Say hello!
I'm
delightful!
My mom

says so!

