Human Capital Marketing Essentials: Buyer Personas, Lead Funnels and Content Plans
Hello!
I am Maren Hogan
If you want to speak with me after, just walk up here!
@marenhogan
No one grows up and wants to be in HR right?
Substitute the word PROSPECT or CLIENT for the word CANDIDATE or EMPLOYEE
“The aim of marketing recruiting is to know and understand the customer candidate so well the product or service role fits him and sells itself.”

- Peter F. Drucker
Just as marketing is about attraction and upsales, so too, is recruiting.

In order to hire like a boss, you need to recruit like a marketer.
Marketing Tactics and Terms to Know:

- Buyer Persona/Candidate Persona
- Campaign
- Content Funnel
- Editorial Calendar
- Lead Funnel
- SEO
- Content Marketing
- Digital Ads - Retargeting, Social
Buyer Personas/
Candidate Personas:

Marketers love guessing, so long as they’re right.
With evergreen requirements & a very distinct company culture, difficult to fill requirements help you make decisions.

- Benefits
- Job Ads
- Events
- Digital Media
- Content
Personas

1. Who this person is
2. What they do all day
3. What issues keep them up at night

Grew up in rural area

Used to the idea of farming and small town life

Education

“Get back to the farm”
Casting Call

Picture your new hire as if they were in a movie.
Once you have created a sketch of your persona, go through LinkedIn profiles to what their colleagues do, read, how long they have been in a certain position and groups they’re in.
Write the Script

Figure out what makes them tick, use the info gleaned from people like them to gauge whether they listen to Spotify or Pandora, value work-life balance over money or are due for a move in the next 6 months.
Step 1
Create Job Family Personas
Make the Candidate the Star of the Ad

- Age Range
- Education
- Skill Level
- Career Goals
- Personality Type Most Successful in the Role

I'm famous!
What motivates your candidate?
What are they looking for in an employer?
What are their hobbies and interests?
What kind of work/life balance benefits them the best?
What challenges stem from their upbringing?
What are their long term professional and personal goals?
What objections may they have to working in your industry or company?
What life-stage are they currently in? What milestones have they met or what milestones do they expect in their future?
- Survey Monkey
- QZZR
- Facebook
- LinkedIn
- Professional Hubs
- Quora
- Reddit
- ...ASK!
What Does All Of the Information Tell You?

THAT IS BRAND NEW INFORMATION!
Candidate Persona Title

- **Personal**
  - Lifestage
  - Background/Upbringing - Morals
  - Background/Upbringing - Challenges
  - Work/Life Balance Needs
  - Personal Goals

- **Professional**
  - Workforce Expectations
  - Workplace Expectations
  - Professional Goals
Make The Candidate the Foundation Of Your Decision
Grew up in rural area

Is getting his business degree, but doesn’t know what to do after school

Doesn’t mind relocating

Has the desire to make money fast
PROTEIN CO
EX-MILITARY/VETERAN PERSONA

- Doesn’t want a desk job
- Craves fast paced environments
- Used to working in crisis situations
- Adapts well to working odd hours and/or changing work schedules
Hardworking and disciplined

Knowledge of heavy equipment and safety skills for operating heavy equipment

Desire to relocate and move out of rural area

Conservative values, passionate about beliefs, set in their ways
Experience in a corporate or lab environment

Seeks structure and stability before other work rewards

Enjoys teamwork and is not individualistic in nature

Is attracted not by compensation as much as by benefits and family “feel”.
Education is very important to them and status drives them

Seeks status and is likely an introvert by nature

Highly focussed on a specific goal and wants to contribute to a larger body of work

Experienced working in other “innovation labs” in Boston
Post-doctoral

Might want to continue education in the form of conferences and classes

Experienced career scientist

Crave prestige as a motivator and the ability to have flexible work hours

SAN DIEGO PHARMA
Financial administration and oversight of funds and reports to CFO

Well-versed in the B2B environment, specifically around finance

Oversees operations related to the funds

FINANCE EXEC

BACKGROUND/JOB

45-55 to years old
Highly analytical
Manages time well
Evaluated on management skills and communication
Terrified of falling behind
Strong sense of URGENCY

Her barrier: TRUST

FINANCE EXEC

TRAITS/STRESSORS
Candidate Persona Examples

- Managers who have the desire to own their own business, but haven’t followed through because of the risk or lack of resources would be targeted for an unstructured company a new business or even a structured corporate organization that needs to enter a new market or provide a new service or product.
Provide Recruiters With Candidate Personas
LinkedIn...I KNOW!
If you want to attract female candidates, add professional women’s organizations and schools to your keyword search like “American Business Women’s Association.” To find minority candidates you could add, “LGBT in higher ed,” or, “Blacks in higher ed,” and so on.

Build relationships with diverse candidates by joining diverse groups on LinkedIn. After a relationship is established, you can start to post relevant jobs to the groups that most closely match the target demographic.
Research from Our Multi-generational Job Search Study Shows

- 57% of Gen Y job seekers value meaningful work and job security.
- Gen Y job seekers value workplace flexibility (30%) and higher salary (41%) more than Gen X and Baby Boomers.
- Almost half (48%) of Gen Y has considered going back to school instead of continuing their job search.
- 31% of Gen Y job seekers have considered starting their own business instead of continuing their job search.
The Job Advertisement Should Advertise

- Current or optional flex scheduling
- Competitive compensation ranges and mention any pay-for-performance programs, employee referral programs, or any other monetary reward programs your company offers
- Opportunities for managing individual or team projects to appeal to their entrepreneurial side
- Any internal learning and development programs or college tuition reimbursement benefits
- Any part of the company’s mission that speaks to Gen Y’s value of producing meaningful work
Lead Funnel
At Red Branch Media, not only do we build lead funnels to understand what kinds of content the prospect needs to see, but how warm that lead is, what kind of questions are popping in their minds at the time they are in that stage and how many form fields they will likely be willing to fill.

- Funnel Location
- Temperature
- Candidate Personas

**We have free templates**
How to sell your job to pactive candidates.

Bed Bath & Beyond coupons ...
The **job specific** stuff is:
- The team
- The manager
- The department
- The activities
- The responsibilities
- The comp

The **high level** stuff is:
- The career site
- Culture content
- Your facilities
- Company benefits
But you know what people always miss here?
IMPACT

If you fail to sell the impact, **YOU LOSE**.

For example, you might be looking for a 45-year-old technical engineer with ten years of experience.
Understand **who** they are: **Candidate personas**
Understand when they want to hear it: Editorial calendar

My children have turned on me, I have lost control of them.
Understand **what** will resonate: **Content funnel**
You MUST start with the need.

Ask yourself **these Qs** about your ads:

- Do they tell a story?
- Do they contain biased language?
- Are they filled with jargon or titles unique to your company?
- How many paragraphs before you speak to the candidate?
- How long since they’ve been updated?
Understand how to nurture them: Lead funnel/Templates
Nothing is more powerful or intoxicating than a company telling you **THEY NEED WHAT YOU GOT!**
Identify the need you have today.

- Talk to other people in the dept
- conduct exit interviews with folks who’ve had the conversation before
- ask the supervisor of the position what is needed on the team and in the department
- assess your educational and experience requirements
Attraction

What brings people there, keeps people there.

Feedback
Responsibility
Authority
Meaning
Privacy
Connection
Control
Flexibility

2
The thing I want to touch on here is **respect**.

Respect people’s **preferred** method of communication.

It **SHOCKS** me how few marketers and recruiters fail to understand this basic tenet of communication.
Communication

50% Did you know that more than half of surveyed job seekers are comfortable with the idea of interacting with machine-learning chatbots?

59% Are you aware that 59% of employees say a company’s social media presence was part of the reason they chose their workplace?

80% 80% of employers say social recruiting helps them find passive candidates.
Communication starts well before the first email is sent or phone number is dialed.

Here’s looking at your profile way too late at night, kid.
Nurturing

Strategically engaging the job seeker well after they’ve left your site

Nurturing is key to keeping candidates within the process.
Content 3
Numero Uno?
They all run on content.
CONTENT INCLUDES

- Resource List
- Ratings
- Hidden Thought
- Research Focused
- Series
- Product Spotlight
- Mini Case Study
- Industry Spotlight

- Now and Then
- Shopping List
- Opinion
- Reasons
- Infographic
- Podcast Post
- Video Post
- Stats Piece/Brief

- Quote Based
- GIF Post
- Quora
- Reddit
- Trend Pieces
COLOR BLOCK 3

3 CONTENT INCLUDES

- Newsjacking
- Pop Culture Tie In
- How To (at least 3 steps)
- 10x (long as HEEEELL)
- Example (at least 3)
- Fight Club
- Q+A (can be faked)
- Why
- Comparison/versus
- Roundup
- Metaphor
- Personal Story
- Predictions
- Fails!
- Guides
- Worksheets
- Templates
- Checklists
- Podcast
- Comics
- Cartoons
## CONTENT INCLUDES

- Tear sheets
- Listicles
- Diaries
- Infographics
- One Graphic
- Diagram
- Meme
- Posters
- Cartoons
- Screenshots
- GIFs
- Illustrations
- Handwritten things
- Polls
- Surveys
- Quizzes
- Webinars
- Presentations
- Photo Galleries
- FAQs
- Recaps (events/twitter chat)
- Placed articles
- Press releases
- Video
Align Your Buyer Personas With the Sales Stages

We don’t sell jeans. We sell denim.
CONTENT MARKETING
SALE STAGES

Awareness

Consideration

Decision
Awareness of the company and open role

Consideration to apply for the role

Decision to move forward with the interview process
3 stages can be aligned with your candidate personas:

<table>
<thead>
<tr>
<th>CANDIDATE PERSONA</th>
<th>AWARENESS</th>
<th>CONSIDERATION</th>
<th>DECISION</th>
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<tbody>
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<td>Persona 1</td>
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<td>Persona 3</td>
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AWARENESS

USE:

- GIF/list posts (think Buzzfeed style)
- Short videos (funny and informational)
- Quora/answering questions
- Reddit/posting in relevant groups
- Memes
- Comics
- Quizzes
CONSIDERATION

USE:
- Infographics showing your makeup (diversity, depts they may not know about)
- Blog articles about great work or fun projects
- Quote Posts
- Employee Testimonials/Showcases
- Q & As
- Personal Employee Stories
- FAQs
- Behind the scenes peek (employees, the HR department, company parties)
DECISION

USE:
- How To (at least 3 steps)
- Comparison/versus (Why we’re better than the other guys)
- Guides (How to be a successful FILL IN THE BLANK)
- Worksheets
- Templates
- Checklists
- Diagrams
- Reviews

1. Bring variety to the space.

Variety in an office is the best way to engage and satisfy a wide range of worker. Often the more focused or introspective employees require the ability to disengage from chatter and high traffic areas in order to do their best work, while extraverts will feel disconnected and unmotivated if they aren’t near their teammates.

If the office is your template, create levels in more ways than one. Introduce sit-stand desks so employees can spend the day changing their bodies’ position for better posture and focus. Also bring in levels of solitude by having areas where teams can meet and brainstorm or break away from noise and work alone.

Bringing levels and variety to your office to make your range of employees feel engaged and inspired.

If the office has guidelines, use communal areas to your advantage. Invite teams to hold morning meetings in the lounge or on the patio. Schedule a 5-minute gab session once or twice a week, where everyone stands up and walks over their walls. Even opening up the new empty cubicle as the place to steal sweet treats to make for informal conversations and remind everyone who sits only a wall away.
Create Content that Not Only Attracts
but is still relevant for those earlier in the funnel
**Retention**
Keep em’ in the process

**Renewal**
Beat your competition to the off and onboarding

**Sales Enablement**
Give your managers the tools they need to seal the deal
EXAMPLES

A 13-WEEK PACKING CHECKLIST FOR TRAVELING MEDICAL PROS

Leading home and setting up shop somewhere new means something different for every person. Don’t let all the prep get in the way of understanding what needs to be packed to continue enjoying the comforts of home. Use this categorized checklist as a guide to understand what you should wear during your travels, what you should pack and what you can buy when you land.

If you’re the type of person who sees every possible situation through your head and packs an item for each of those possible outcomes, you’re an overpacker by nature. If you’re the type of person who thinks, ‘I’ll get it if we get to C’, you’re a checklistleader. You might be better to assume you can ‘pick it up at the store when we get there’.

If you’re the type of person who packs the night before (a huge no-no even if you’re the planet), this checklist is for you.

WHAT TO WEAR

No matter the season or state, a jacket and pants you always change you want to bring along for one of those cold “Molly’s Law” situations. Also, take a lot of scarfs. These are items you should consider wearing during your travels or stuffing in your carry-on to fill up extra space in your bags.

- Rain jacket
- Jeans/Sweatpants
- Weather boots
- Hat
- Sunglasses
- Scarf
- Watch
- Empty To-Go coffee mug

TAKE THE NEXT STEP TO A BRIGHTER FUTURE

About The Program

This 10-week summer internship challenges you through hands-on learning experiences in our business. You will work on meaningful projects that make a mark on our business, while providing personal education growth and valuable workplace experience. Our internships allow you to earn a paycheck, class credits, and give you an introduction to a potential career for your future. If you want to be a leader within JBS, start here.

Do You Qualify?

- In pursuit of your Bachelor’s or Master’s degree?
- Strong educational standing?
- Strong critical thinker that can solve real problems?
- Thrive in high-pressure and fast-paced environments?
- Exceptional communicator?

This World-Class Internship Gives You

1. Mentoring from an experienced leader
2. First hand industry exposure
3. Networking opportunities with senior management

Visit www.JBSSA.com/careers to make your mark.

Personal Development Workbook

Looksharp - Building your future.
NOW WE’RE ALMOST READY...
ALIGNMENT IN INDUSTRY

If you are recruiting in a specific field or industry, it may make sense for you to grab the editorial calendars of those professional associations.
COMPETITIVE INTEL & RESEARCH

First, there is nothing your competitor is doing that you cannot do better.
They work their butts off shining a light on their candidates and recruiting them with videos, contests, social media.
This is what they want to read, watch, and consume.
Your editorial calendar for hiring is **NOTHING** without events underpinning it.
OKAY, GOT ALL THAT?

Now let’s talk structure.
THE FUNNEL BUILD

Grab your own funnel here (make sure to save as a copy)
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Titles with 8 words had the highest click-through rates and performed 21% better than average.
Using a color or hyphen to indicate a subtitle improves headlines by 9%
Attach an image to increase clicks by 27%
Use numbers in your headline to increase the click through rate.
Blog Ideas Generator

Want More Blog Ideas? Let Us Think of Ideas for You

Enter A Noun To Get Started  Add
### Editorial Time

Grab your own [editorial calendar here](#) *(make sure to save as a copy)*

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3  EDITORIAL TIME

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[Red Branch Media Editorial Calendar](#)

Use the following chart to track the status of each article and align your content with the SEO strategy.

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**www.redbranchmedia.com**

[Contact Information](#)

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**Red Branch Media**

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4383 Nicholas Street • Suite #203 • Omaha, NE 68131
SOME TIPS
COPY

INSPIRE

Require your content team to provide “inspires” on whatever subject matter or type of content they’re creating.

Top 10 Tips on Surviving Nightshift

I’ve been asked by a lot of people how to manage night shift and its little friend, sleep disturbance, so I thought I’d write down a few of the tips that I have gathered over the years. Would love to hear your coping strategies and tips in the comments section...

Going onto nightshift:
1. Try to do something physical the day before the day before. Physical activity is good for your general wellbeing anyway, and it will set you up for a decent “pre-nightshift” sleep. I would go swimming, running, boxing or have a mega housework blitz. Then get a decent amount of sleep prior to starting nights.

   - Method 1: Step up really late (at least 1am - 2am) the night before (soiling). Sleeping makes it different timeszones or a TV marathon can help then sleep for the majority of the day before your first nightshift.
   - Method 2: Go to bed as usual the night before, sleep in until late morning, have a big feed for lunch then go back to sleep for an afternoon/ evening nap.

On nights:
2. Drink water and not food (bring Real food, not just junk and a big water bottle so you can re-hydrate when you are writing notes). Drinking enough water is my absolute number one piece of advice. It’s hard to be high functioning when you are asymptotically dehydrated. (Same goes for a 8oz of 1.8%)

3

BLOG

6 TRICKS FOR JUMPING FROM DAY-SHIFT...

If you are making the transfer from the night shift to the sought after day shift it’s time to...

READ MORE
CTAS

These are the most important aspect of your content and should be at top of mind no matter what stage or persona you’re working in!
REPURPOSE IT!

Now once you get on a roll of creating lots of content, you can go back and repurpose it all to create even better more engaging content.
WAIT, WHAT?! This entire presentation was created from content myself or my team had already made!
Tools

- SEO Tools
- Candidate Persona Tools
- Nurturing Tools
- Marketing Automation Tools
We built these templates for you:
redbranchmedia.com/rbm-template-vault/

- Content Funnel for Every Buying Stage
- The TOFU/ MOFU/ BOFU Matrix
- Content Funnel Templates
- Email Campaign Calendars
- Digital Ad Manager
- Twitter Chat Manager
- … and more!
That’s a Wrap!

To get in touch send me an email at: maren@redbranchmedia.com

To get the resources we discussed visit: redbranchmedia.com/rbm-template-vault/

To read our blog on this subject follow this link: redbranchmedia.com/blog/what-marketing-and-recruitment-have-in-common/