



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**.

1



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.



1

A close-up, slightly blurred image of a man's face with light brown, wavy hair, looking upwards and to the right. The image is dark and serves as the background for the text.

1

Forensic Evidence

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.

A scene from the TV show Friends showing the main cast hugging in a doorway. The characters are in a warm, celebratory embrace. The background shows a doorway and some furniture, typical of the show's setting.

1

Step 1

Create Job Family Personas

A woman with long brown hair is shown from the chest up, screaming with her mouth wide open. The background is slightly blurred, showing what appears to be a window with curtains. Overlaid on the image is a large white number '1' in the top right corner, a title 'Make the Candidate the Star of the Ad' on the left, a bulleted list of five criteria below the title, and the text 'I'm famous!' at the bottom center. A dotted white line frames the text elements.

1

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!

1



- 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!




1

**What Does All
Of the Information
Tell You?**

THAT IS BRAND NEW INFORMATION!

Candidate Persona Title

Buyer Persona Profile	Priority Initiative	Success Factors	Barriers	Decision Criteria	Buyer Journey
	Persona Name	Industry, Geographic or Other Segments			
	Role	Reports to			
	Education	Solutions, Sales Play or Campaign			
MY RESPONSIBILITIES <ul style="list-style-type: none"> Effective planning and implementation of marketing content Establishing and adjusting strategies to meet goals Engaging in business partner relationships with clients and/or cross-functional resources Project management, executing reporting and presenting results Delivering work product and staying current with industry standards and trends. 		HOW I AM EVALUATED <ul style="list-style-type: none"> Knowledge of marketing project workflow process and digital process lifecycle Attention to detail and accuracy Quality of written, presentation and verbal communication skills Knowledge of digital and social media analytics Budget management, metrics and reporting, especially demand generation Ability to work as a member of a persuasive and effective team 		INFORMATION RESOURCES I TRUST <ul style="list-style-type: none"> Business professionals (peers) Consultants Internet / websites Business social media Events / conferences Personal social media 	

• Personal

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

• Professional

- Workforce Expectations
- Workplace Expectations
- Professional Goals



1

Make The Candidate the Foundation Of Your Decision

EENY, MEENY, MINEY...

1

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

BUSINESS MAJOR

1

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



PROTEIN CO

EX-MILITARY/VETERAN PERSONA

1

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



PROTEIN CO
RURAL PERSONA

1

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”.



MIDWEST PHARMA

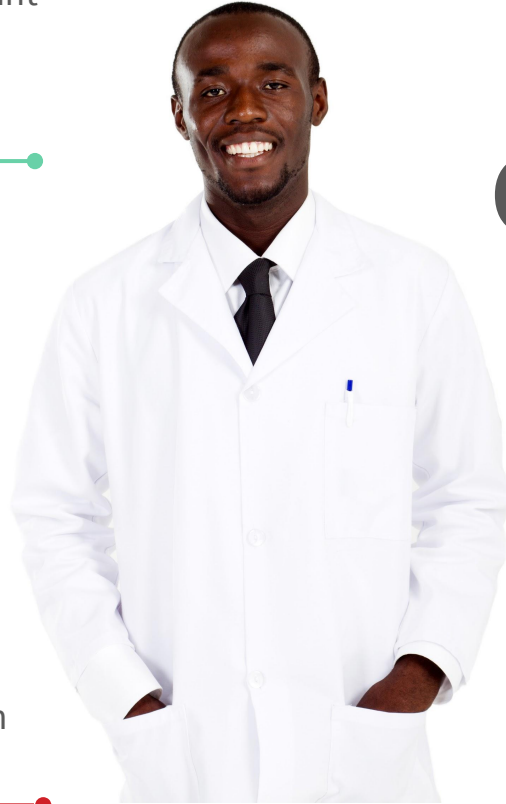
1

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



CAMBRIDGE PHARMA

1

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

1

45-55 to years old

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

1

Highly analytical

Manages time well

Evaluated on management skills
and communication

Terrified of falling behind



FINANCE EXEC

TRAITS/STRESSORS

1

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.



1

Provide Recruiters With Candidate Personas



An overhead view of a group of business professionals sitting around a large wooden conference table. Several individuals are using mobile devices: a man in a white shirt uses a laptop and tablet; a woman in a grey blazer uses a smartphone; a man in a blue sweater uses a smartphone; a woman in a purple sweater uses a smartphone; a man in a white shirt uses a tablet; a woman in a grey blazer uses a tablet; a man in a blue sweater uses a tablet; a woman in a grey blazer uses a tablet; a man in a blue sweater uses a tablet; a woman in a grey blazer uses a tablet. The scene is set in a modern office environment with a wooden floor and a large wooden table.

1

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



A black and white photograph of a woman in a field, possibly a farmer, with a large number 2 in the top right corner. The woman is in the foreground, slightly out of focus, wearing a light-colored shirt and dark pants. She is holding a long, thin object, possibly a tool or a stick, and is looking towards the right. The background shows a field with some structures, possibly a farm or a construction site. The overall tone is somber and historical.

2

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**





2

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



2

**But you know what
people always miss here?**






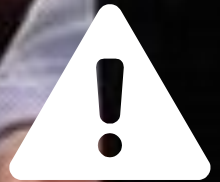
IMPACT

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.

A woman with blonde hair in a ponytail, wearing glasses and a green blazer over a purple shirt and tie, is sitting at a desk in a classroom. She is looking down at a red heart-shaped object on the desk. To her left is a man in a white shirt looking at a laptop. In the background, other students are seated at desks, some looking at laptops. The text "Understand **who** they are: **Candidate personas**" is overlaid on the bottom left of the image.

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.***

STARZ

A man in a military uniform, heavily decorated with medals and ribbons, is sitting at a desk in an office. He is looking down at a large folder or book he is holding. The background shows a green wall with a bulletin board covered in various papers and notices. A wooden door is visible on the left.

Understand **what** will resonate: **Content funnel**



Need

2

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!**

Need

2

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

Communication

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

2

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.



1

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.



*Oh, my God!
We're having a fire! Sale.*

Content

3



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

CONTENT INCLUDES

- Newsjacking
- Pop Culture Tie In
- How To (*at least 3 steps*)
- 10x (long as HEEEEELL)
- 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

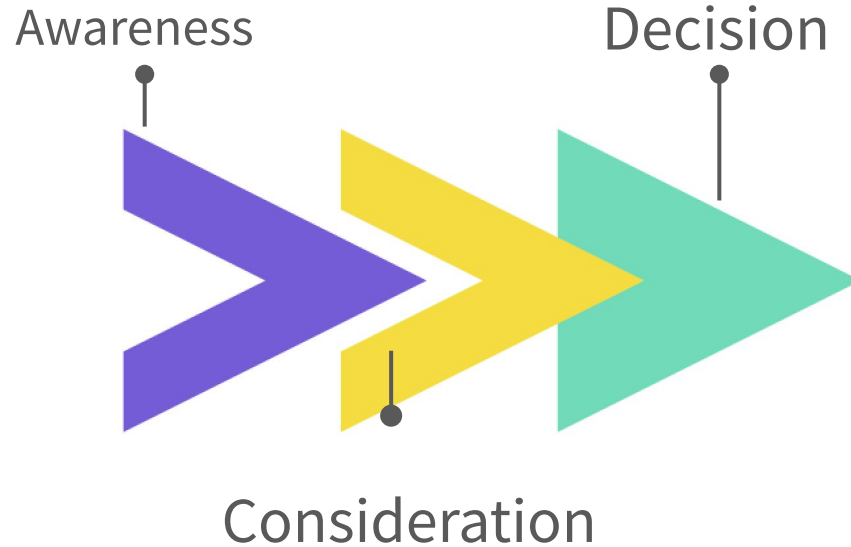
CONTENT INCLUDES

- Tear sheets
- Listics
- 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

of the company
and open role



Consideration

to apply for the role



Decision

to move forward with the
interview process

3

3 stages can be aligned with your candidate personas:

CANDIDATE PERSONA	AWARENESS	CONSIDERATION	DECISION
Persona 1			
Persona 2			
Persona 3			

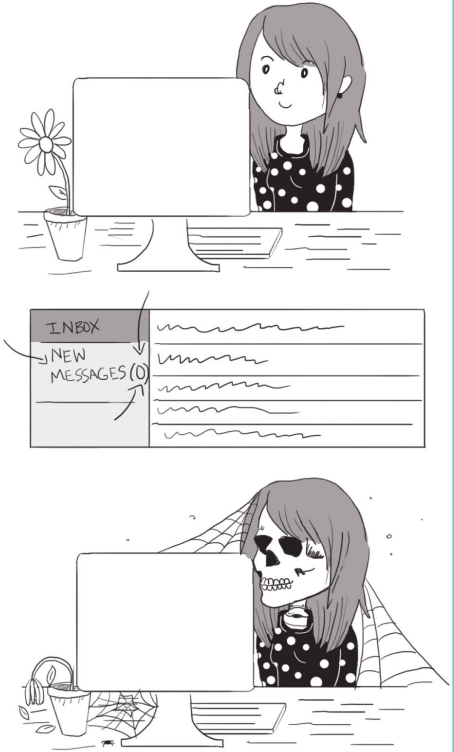
AWARENESS

USE:

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



waiting for an editor's response be like...



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*)



Phil Vaughan

December 30, 2016 at 9:13am

Having Worked with Triage for over 5yrs now, I have to say they do a Great Job of taking care of me and assuring that everything goes smoothly at my assignments. They do a wonderful job of making sure I have everything I need so I can focus on doing my job at the hospital without distractions. Ray, my recruiter is always looking out and ahead for me. Keeping one eye on my current status, and the other looking ahead for the next assignment. Having worked with multiple companies over my 17yrs of Traveling, I can turly say, I feel appericated for what I do, working with Ray and Triage.

Like · Comment



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



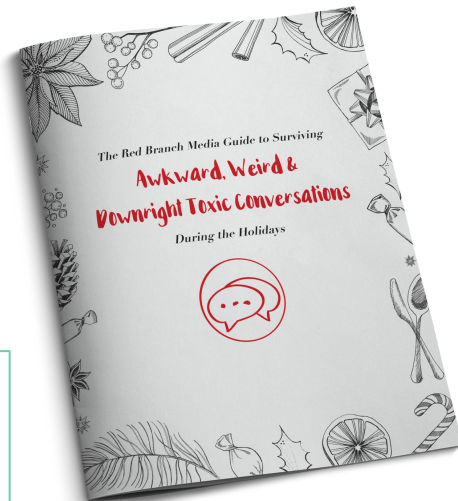
1. Bring variety to the space.

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

If the office is your canvas: Create levels in more ways than one. Introduce sit-stand desks so employees can spend the day changing their body's 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.

 *Bring levels & 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 talks over their walls. Even opening up the one empty cubicle as the place to stash sweet treats can make for impromptu run-ins that stir 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



3



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

3



A 13-WEEK PACKING CHECKLIST FOR TRAVELING MEDICAL PROS

Leaving 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 runs every possible situation through your head and packs an item for each of those possible outcomes, you're an over-packer by nature. If you're the type of person who thinks, "We'll get to it when we get to it," you're a textbook under-packer. You might be liable to assume you can "pick it up at the store when I get there."

If you're the type of person who packs the right before a huge move (every person on the planet) this checklist is your life.

WHAT TO WEAR

No matter the season or state, a jacket and pants are always staples you want to bring along for one of those freaky "Murphy's Law" situations. They also take up lots of room. These are items you should consider wearing during your travels or stuffing in your carry-on not to eat up precious space in your bags.

<input type="checkbox"/> Rain jacket	<input type="checkbox"/> Sunglasses
<input type="checkbox"/> Jeans/Sweatpants	<input type="checkbox"/> Scarf
<input type="checkbox"/> Weather boots	<input type="checkbox"/> Watch
<input type="checkbox"/> Hat	<input type="checkbox"/> Empty To-Go coffee mug

1



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 credit, 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** Mentorship from an experienced leader
- 2** First-hand industry exposure
- 3** Networking opportunities with senior management

Take the first step to build a career with the Industry Leader: JBS!
Visit www.JBSSA.com/careers to make your mark.





Personal Development Workbook



**NOW
WE'RE
ALMOST
READY...**

3



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.

3

You fit in here,
right here.



A background image of Jimmy Fallon sitting at his desk on the set of Late Night. He is smiling and holding a card that says "LATE NIGHT FALLON". A laptop with the Apple logo is visible on the desk to his right. The background shows a city skyline at night.

3

COMPETITIVE INTEL & RESEARCH

First, there is nothing your competitor is doing that you cannot do better.

OH SNAP!

JFG

MEDICAL RECRUITING

They work their butts off shining a light on their candidates and recruiting them with videos, contests, social media.

Triage
HUMANITARIAN TRIAGE

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<input type="checkbox"/> Weather boots	<input type="checkbox"/> Watch
<input type="checkbox"/> Hat	<input type="checkbox"/> Empty To-Go coffee mug

Organize:

- ☐ Extension cords
- ☐ Stacking bins
- ☐ Batteries
- ☐ Flashlight

Relax:

- ☐ Slippers/Flip flops
- ☐ Photos of friends and/or

Eat:

- ☐ Can opener
- ☐ Fry pan
- ☐ Cookie sheet
- ☐ Cutting board
- ☐ Food storage container
- ☐ Measuring cups and spoons

Shower:

- ☐ Shower towel
- ☐ Shower caddy

WHAT TO BUY WHEN

Organize:

- ☐ First aid kit
- ☐ Broom/dust pan

Relax:

- ☐ Candles
- ☐ Floor pillow

Eat:

- ☐ Paper towels
- ☐ Paper plates
- ☐ Plastic utensils



3

This is what
they want to

**READ
WATCH
CONSUME**



A calendar for October 1965 is shown, with the dates 4 and 5 circled in red. The calendar is mounted on a wall, and the background is a blurred interior space with a window and some plants.

3

EVENTS

Your editorial calendar for hiring is **NOTHING** without events underpinning it.

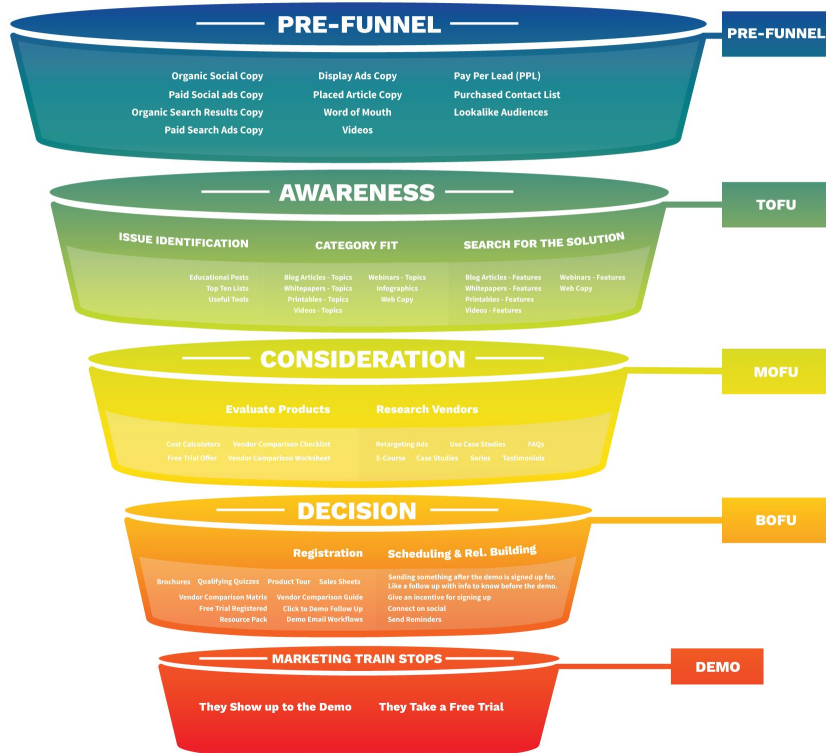
3

**OKAY, GOT
ALL THAT?**

Now let's talk structure.

Okay. Got It. Yeah.

1 THE FUNNEL BUILD

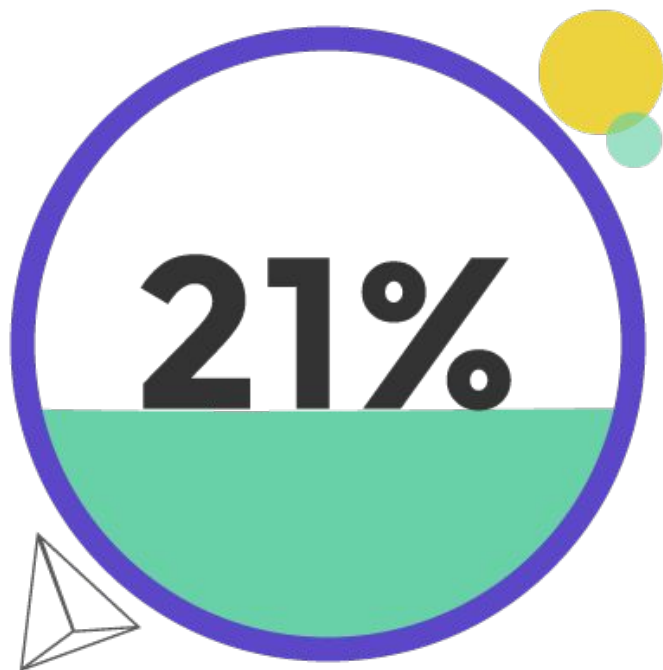


Grab your own
[funnel here](#)
*(make sure to
save as a copy)*

2 THE ED CAL BUILD

Publish Date	Status	Title	Author/Tone	Focus Keyword	Document Link/ Published Link
Month, Year	Campaign Name				
Week 1	Published				
Week 2	Scheduled				
Week 3	Needs Approval				
Week 4	Copy in Progress				

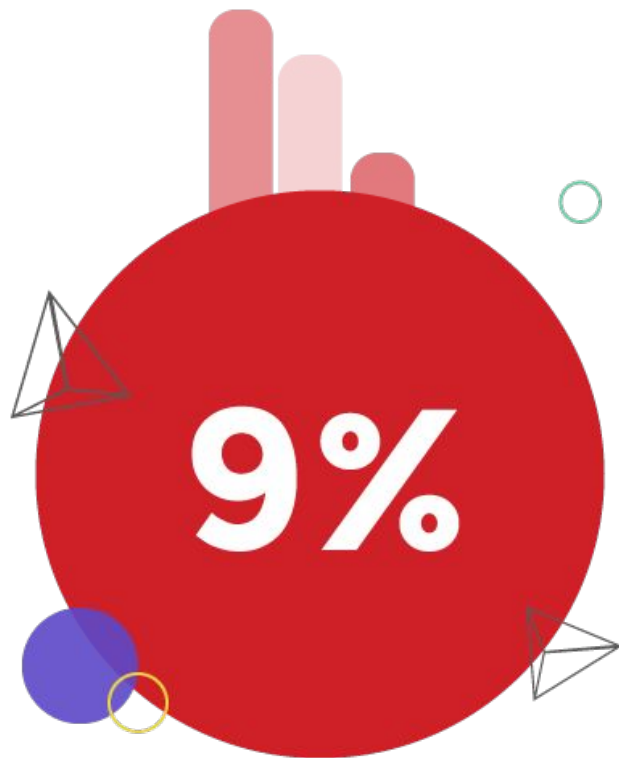
3



Titles with 8 words

had the highest click-through rates and
performed 21% better than average.

3



Using a color or hyphen

to indicate a subtitle **improves**
headlines by 9%

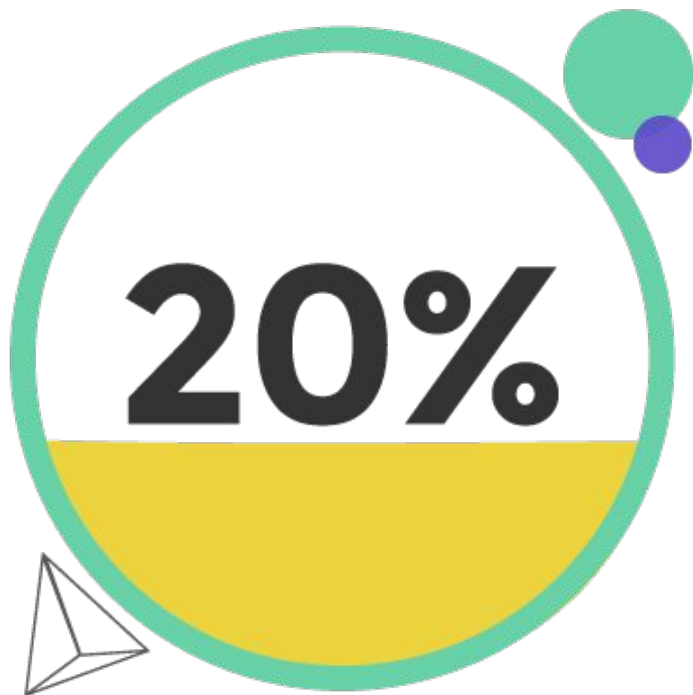
3



27%

Attach an image
to increase clicks by 27%

3



Use numbers in your headline

to increase the click through rate

HubSpot **TOOLS**

Blog Ideas Generator






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

Enter A Noun To Get Started

Add

3

EDITORIAL TIME

	A	B	C	D	E	F
1						
2						
3						
4						
5	Red Branch Media Editorial Calendar					
6	Use the following chart to track the status of each article and align your content with the SEO strategy.					
7						
8	Publish Date	Status	Title	Author/ Tone	Focus Keyword	Document Link/ Published Link
9	Month, Year		Campaign Name			
10	Week 1	Published				
11	Week 2	Scheduled				
12	Week 3	Needs Approval				
13	Week 4	Copy in Progress				
14						
15						
16	<div>  www.redbranchmedia.com </div> <div>  (402) 249-2828  info@redbranchmedia.com </div> <div>  4383 Nicholas Street • Suite #203 • Omaha, NE 68131 </div>					

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

SOME TIPS

3



COPY

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

INSPIRE

Top 10 Tips on Surviving Nightshift
by Deanne Chiu

[Tweet](#) [Share](#) 106 [G+1](#) 40 [Pocket](#) 113 [submit](#)

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:** Stay up really late (at least 3am – 6am) the night before (calling/Skyping mates in different timezones 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 nightshifts

2. Drink water and eat food (bring real food, not just junk, and a big water bottle that you can reach for 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 symptomatically dehydrated. (Same goes for a BSL of 1.8)

BLOG



21 Dec

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...

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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!

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JBS TRAINER PROGRAM
Developing Future Leaders

CAREER FAIR: HOW TO ROCK IT!

Everyone wants to make an impression at a job fair. The good news is no matter what industry your dream career is in, a few key practices can help you start the conversation on the right foot, make recruiters remember you and get the interview you've been waiting for. If you want to be a star candidate in your field, we have a few suggestions for you to rock the career fair.

- 1. Prep Ahead Of Time.**
Don't make the recruiters wait while you print your resume. Have your resume with you at all times so your experience and work history is ready when you need it.
- 2. Dress Well**
You're trying to make a good impression right? Well, as the saying goes, dress to impress. The sharper you look, the more companies will remember you for the right reasons.
- 3. Give Them The Opener**
You may find it difficult to break the ice with an employer, so the first thing you could do is ask a company to tell you more about themselves, and what positions they're hiring for.
- 4. Have A Story**
No matter what your last job was (or currently is), there has been a project you're proud of or a problem you worked through. Tell them your interesting story, but remember to make it positive!
- 5. Take Some Initiative**
Trust us — the recruiters at the career fair have met dozens of hopeful job seekers who want to work at their company, so after you're done talking and before you move onto the next booth, leave a resume, take a business card for follow up and make sure you know all the requirements for applying. Sometimes, though you are an amazing candidate, there are a few additional steps needed to get your application in place and looked over. Applying online and putting down notes about your conversation for further use could be the difference between a good candidate and a hired one.

Of course, you'll also want someone to take a look at your resume, study up on your field, etc. But there are a ton of little things that matter when it comes to making a great impression at a career fair and the more of these points you hit, the better chance you'll have of landing the job you always wanted.

Will you join us? Visit www.jbssa.com/careers to apply.

JBS **pilgrims** **FIVE RIVERS**
CATTLE FEEDINGS



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CATTLE FEEDINGS

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.



Reduce, Reuse, Recycle, Rihanna.

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



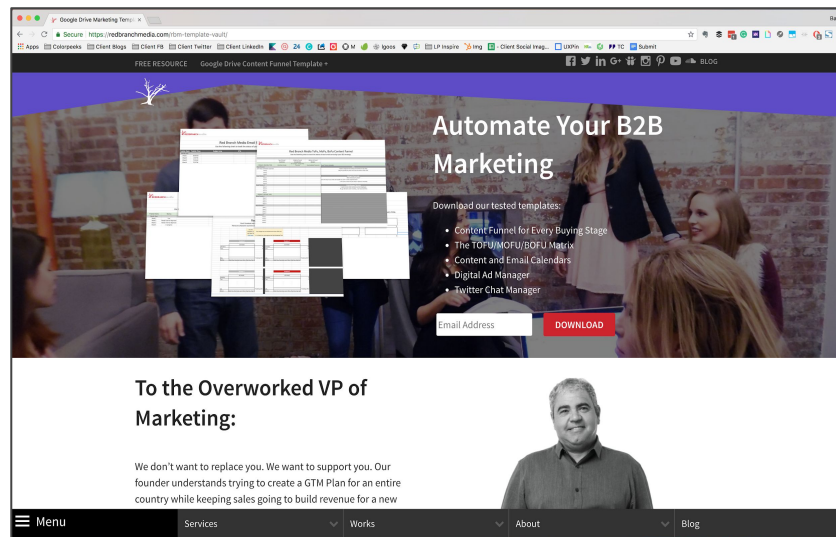
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Templates

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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!

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To get in touch send me an email at:
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To get the resources we discussed visit:
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To read our blog on this subject follow this link:
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