CREATE WINNING EMPLOYER BRAND
For Knockout Recruitment
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15+ years as a seasoned marketer and community builder in the HR and Recruiting industry.
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
- "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.
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
● 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?
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
PROTEIN CO
RURAL PERSONA

- 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”.

MIDWEST PHARMA
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
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
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
ALIGN YOUR BUYER PERSONAS WITH THE SALES STAGES
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 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
| Tear sheets | Cartoons | Webinars |
| Listicles    | Screenshots | Presentations |
| Diaries      | GIFs       | Photo Galleries |
| Infographics | Illustrations | FAQs |
| One Graphic  | Handwritten things | Recaps |
| Diagram      | Polls      | (events/twitter chat) |
| Meme         | Surveys    | |
| Posters      | Quizzes    | |
| Comics       | Video      | Placed articles |
| Cartoons     |           | Press releases |
ALIGN YOUR BUYER PERSONAS WITH THE SALES STAGES
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>
</tr>
</thead>
<tbody>
<tr>
<td>Persona 1</td>
<td></td>
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<tr>
<td>Persona 2</td>
<td></td>
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<tr>
<td>Persona 3</td>
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</tbody>
</table>
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
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 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 own: Create levels in more ways than one. Introduce sit-to-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.

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 new empty cubicle as the place to stash sweet treats can make for impromptu runs 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
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
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 points 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 navigates 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 it when we get there,” you’re a textbook under-packer. You might be able to assume you can “pick it up at the store when I get there.”

If you’re the type of person who packs the night before a big move (even if you’re 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 famous “Murphy’s Law” situations. They also take up lots of room. These are items you should consider wearing during your travel or stuffing in your carry-on not to eat up precious space in your bag.

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

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.JBSAAA.com/careers to make your mark.
NOW WE’RE ALMOST READY...
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.
MEDICAL RECRUITING

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
/CONSUME
Your editorial calendar for hiring is **NOTHING** without events underpinning it.
OKAY, GOT ALL THAT?

Now let’s talk structure.
## Build

### Example

<table>
<thead>
<tr>
<th>Top of Funnel</th>
<th>Middle of Funnel</th>
<th>Bottom of Funnel</th>
<th>Interview</th>
<th>Hire &amp; Onboard</th>
<th>Internal</th>
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</thead>
<tbody>
<tr>
<td><strong>Awareness</strong></td>
<td><strong>Consideration</strong></td>
<td><strong>Decision</strong></td>
<td><strong>Retention</strong></td>
<td><strong>Renewal</strong></td>
<td><strong>Sales Enablement</strong></td>
</tr>
</tbody>
</table>

- **List the issues, challenges and questions that each candidate would have.**
- **Click Bait Articles**
- **Targeting All Personas**
- **Content Focused More Specifically on Depts & Roles Within the Company**
- **Downloadable Resources to Capture Emails**
- **Keep the candidates in the process**
- **Beat your competition to the offer and onboarding**
- **Give your managers the tools they need to seal the deal**

### Candidate Persona

1. **Issue 1**
2. **Issue 2**
3. **Issue 3**
4. **Issue 4**

***Grab your own [funnel here](#) (make sure to save as a copy)***
<table>
<thead>
<tr>
<th>Publish Date</th>
<th>Status</th>
<th>Title</th>
<th>Author/Tone</th>
<th>Focus Keyword</th>
<th>Document Link/Published Link</th>
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<tbody>
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<tr>
<td>Week 1</td>
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<tr>
<td>Week 2</td>
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<td>Week 3</td>
<td>Needs Approval</td>
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<tr>
<td>Week 4</td>
<td>Copy in Progress</td>
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</table>
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
Fill in the fields with terms (preferably nouns) that you’d like to write about, and we’ll come up with a week’s worth of relevant blog post titles in a matter of seconds!

Disclaimer: Our algorithm isn’t perfect. After you have your titles, you may want to tweak them to be more relevant to your terms and grammatically correct.

GIVE ME BLOG TOPICS!
## 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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***Grab your own [editorial calendar here](#) *(make sure to save as a copy)***
SOME TIPS
Require your content team to provide “inspires” on whatever subject matter or type of content they’re creating.
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!